Samsung Printers and Managed Print Services Save Time, Money and Space

Pass Christian Public Schools
Committed to Excellence

OVERVIEW

Customer Need

Pass Christian School District (PCSD) had an aging fleet of printers that were expensive to operate and inconvenient for the faculty to use. The district needed to equip their classrooms with new printers so that teachers could work more efficiently. The printers had to be cost-effective, produce high-quality images, take up less work space, and operate quietly. The printers also had to be reliable and require minimal maintenance.

Samsung Solution

PCSD chose to switch to a managed print service with Samsung printers. The school district standardized on the Samsung SCX-5935FN multifunction black and white printers for classrooms and Samsung CLP-775ND color laser printers for administrative offices. The printers met or exceeded the district's RFP requirements and since they were part of a managed service contract, the overstretched IT department could focus on more strategic matters.

Results

The school district estimates it is saving about $10,000 a month in printing costs by upgrading the printer fleet to Samsung printers and shifting to a managed service contract. Teachers are more productive by printing, scanning and copying right at their desks. And the IT team now has more time to focus on other matters, such as network and security upgrades.

THE NEW
BUSINESS
EXPERIENCE

SAMSUNG

THE CUSTOMER
Pass Christian School District

Located in Pass Christian, Mississippi, the Pass Christian School District is ranked in the top 1% of the state for academic performance. Serving about 2,000 students, it has a rigorous curriculum and has received the U.S. Department of Education's Blue Ribbon designation for its high school and middle school. Its 84.7% graduation rate is among the highest in the state.

A recent U.S. News & World Report magazine's "Best High Schools" ranking placed Pass Christian High School in the top 10% of public high schools nationally and the #1 school in Mississippi. The rankings are based on performance in state-mandated assessments, effectiveness of educating disadvantaged students, and student participation and achievement in Advanced Placement exams.

Part of its success in the classroom comes from the district's focus on using technology to actively engage students in the learning process. A small but innovative IT team is responsible for integration of multimedia equipment, computers and printers to support teachers, students and administrative staff.

Teachers rely on easy-to-use Samsung printers for their daily printing needs

THE CUSTOMER NEED
Standardize Printing Solutions and Alleviate Demand on IT

Pass Christian School District's emphasis on student achievement extends to every element of the learning cycle. In order to help teachers stay productive and focused on students, PCSD sought to furnish its classrooms with local printers. The classroom printers would be connected to the teacher's desktop PC and enable quick and easy printing of student assignments, homework activities, and learning plans.

Some of the classrooms already had aging printers - but the diverse set of printer brands and models installed over many years made the current cost and support model difficult to sustain. For example, the printer fleet required maintaining up to 30 different printer drivers and toners.

IT was constantly called to fix printer issues and had to keep up with varying warranties and repair processes. For a district that prints up to 300,000 pages per month, this setup was inefficient and presented a significant operational challenge.

"We see the importance of having printers in the classrooms and enabling teachers to stay with their students," says Brad

McJunkin, PCSD director of technology. "But at the same time, we have more than 300 teachers and only three IT guys. If we're always out dealing with printer problems, it degrades our ability to focus on network and security issues."

In order to help make the IT department's printer responsibilities more manageable, the district decided to shift from owning and operating the printer fleet to contracting with a reseller. This way, the reseller could provide a managed print services solution that locked in the costs and provided fast repairs and high uptimes.

The district partnered with a neighboring school district to develop a joint RFP for print services that incorporated all of these needs and obtained responses from several qualified solution providers.

For the classrooms, the district wanted black and white printers with a 35 pages per minute speed, a 500-sheet tray, and a high-capacity toner. In addition, five color laser printers were needed for the district's administrative offices.

THE SAMSUNG SOLUTION
Samsung Multifunction Laser Printers Exceed Expectations

After reviewing the responses to the RFP, the Pass Christian School District selected the proposal from South Mississippi Business Machines (SMBM). A regional dealer, SMBM's managed print solution far exceeded the RFP requirements at a competitive price. Instead of a print-only solution for the classrooms, SMBM tendered Samsung multifunction printers with print, scan, fax and copying capabilities.

"Normally RFP bids are just about meeting the specs at the lowest price point, but we took a different approach," says Mark Busch, General Manager of SMBM. "We offered the Samsung SCX-5935FN multifunction printer - it exceeded the district's technical specifications and was less expensive."

The Samsung SCX-5935FN laser printer has a high-performance 80,000 sheet maximum monthly duty cycle and a fast 35 PPM speed. An optional tray expands the paper capacity to 1,000 sheets.

The SCX-5935FN printer operates at a quiet 52 dB, so that students are not disturbed by the noise. The printer also has a large 7-inch color touchscreen with an intuitive user-interface that enables teachers to quickly and easily use the extensive set of printer functions. In addition, the "one-touch" function enables even faster copying by providing frequently used functions on the main screen.

SMBM also provided the school district with four Samsung CLP-775ND color laser printers for the libraries and administrative offices. They print up to 35 PPM in high-quality color with a 9,600 x 600 dpi (enhanced) resolution. The optional secondary cassette can hold up to 1,600 sheets for large print jobs.

Busch and his team deployed nearly 200 Samsung laser printers in four schools and four administration buildings in 10 working days. "The deployment was absolutely flawless," says McJunkin. "SMBM was able to get all the units here and hooked up in the classrooms and to our network."

Samsung color printers enable affordable color printing in schools

THE RESULTS

Samsung Printers Enable Teachers to Do More, Save Time and Space

By deploying Samsung printers, the school district has been able to reduce printer operating costs dramatically. "Like any school district, PCSD had limited funds for IT equipment and supplies," says McJunkin. "When it's all said and done, we are saving approximately $10,000 a month on printing compared to what we were spending. That's a significant savings we can redeploy on other IT upgrades."

In addition to the cost savings, the IT department has been able to shift away from printer support to more critical IT activities while delivering a higher service level to the faculty and staff.

"The managed service contract provides higher service levels than our small IT team could provide with the old printers," says McJunkin. "Now, service requests are handled within two hours and if a printer cannot be repaired, it is replaced within 24 hours. All we have to do is replace the ink."

McJunkin notes that the Samsung printers have lived up to their reputation for reliability and that not a single Samsung printer has needed repair. "We had one teacher pushing the printer pretty hard, but it just kept on running," says McJunkin.

For teachers, the new printers have proven to be invaluable in their hectic day. Instead of walking to the faculty lounge or the admin area to pick up a print job, they have instant and close access right near their desk.

The added functionality has also been a nice surprise. "The teachers are excited that they can now copy, scan and print right at their desk," says McJunkin.

The large touch-screen control panels have enabled the teachers to learn the printer functions fairly quickly. And the smaller physical footprint (compared to the old printers) has freed up valuable desk space for papers and books. The teachers also appreciate that the Samsung printers operate more quietly.

"As a school district that places so much importance on technology to enable students to learn, we have to dedicate our time to things other than driving out to fix printers," McJunkin says. "It is very important that our printers function efficiently and cost-effectively. With Samsung and SMBM, I feel like we definitely accomplished that."

Teachers conveniently print, copy and scan right from their desks

THE NEW BUSINESS EXPERIENCE

SAMSUNG