

# Mount Royal University

Mount Royal University chooses Lexmark multifunction products and Print Release solution

## Challenge

With the end of long-term leases for its multifunction products (MFPs) in sight, Mount Royal University wanted to replace 110 aging devices with technology that would meet five key objectives. "These goals were maximizing device uptime, enhancing user productivity, trimming operating and maintenance costs, reducing the overall environmental footprint and building a close relationship with the equipment provider and local dealer providing support," said Mike Reed, Mount Royal's director of business and retail services. "We were especially interested in finding a solution that would have users consume less paper by printing only when necessary."

To assess products and solutions, the University published a request for information. "It was important to see who was out there and interested in doing business with us," said Reed. Based on the results, four manufacturers were invited to submit formal proposals. Cut to three finalists, Reed noted that the hardware each proposed shared similarities. The major difference in the proposals lay not in the products but in the companies themselves and their desire to do business with Mount Royal.

"Lexmark's financial offer was the strongest and most flexible, allowing us to add units to the lease as our needs grew." Lexmark also differentiated itself by proposing fulfillment and on-site support through PrinterWorks West, a highly-regarded, local Alberta-based solution provider.

## Solution

After analyzing the finalists' proposals and performing proof-of-concept testing, Mount Royal chose to lease MFP technology and supporting solutions from Lexmark, fulfilled through PrinterWorks West. In its drive toward achieving environmental sustainability, Mount Royal singled out Lexmark's dedication and specific solutions for reducing paper consumption.

"All companies are doing a better job with regard to sustainability, but we were particularly impressed with Lexmark's commitment to minimize the environmental footprint throughout the supply chain from cradle to grave, including end-of-life recycling," Reed said.



## Meet Mount Royal University

Founded in 1910, Mount Royal University operates three campuses under an annual budget of nearly \$200 million. The school has a student body of 14,175 and approximately 2,400 full- and part-time employees.

### Products in use:

- ▶ Lexmark Managed Print Services
- ▶ Lexmark Proactive Consumables Management service
- ▶ Lexmark Print Management with Secure Print Release
- ▶ Lexmark multifunction products



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**Mike Reed**

Director, Business and Retail Services  
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By eliminating the time gap between printing and document pickup, print release ensures that forgotten print jobs do not pile up, avoiding paper and toner waste. Jobs not printed within a specified timeframe are deleted from the queue automatically and therefore never printed at all.

With its existing leases about to expire, the window for installation of more than 100 MFPs was closing quickly. Assuring Mount Royal that the University would not be left without the ability to print, copy, scan and fax, Lexmark worked overtime to procure inventory and meet all delivery deadlines. “Lexmark worked with our local dealer to ensure that equipment would be available in the short turnaround time from contract negotiation to implementation,” said Reed. “They pulled strings across the entire North American distribution network to get inventory to us.”

## Results

With implementation at its existing facilities and two major building expansions nearly complete, Mount Royal has already cut paper consumption substantially. In its first full year of operation, Lexmark Print Release cleared thousands of unclaimed print jobs from the queue, saving 332,000 sheets of paper.

Device availability has improved. The Lexmark MFPs consume less electricity than the older devices they replaced. Thanks to Lexmark Print Release, users are printing less and have embraced the idea of using a card swipe to initiate printing. In addition to providing software that tracks usage, Lexmark engineers developed software for Mount Royal that provides specific tracking of color printing as well. Reduced paper, toner and electrical consumption, driven largely by Lexmark Print Release, along with lower maintenance costs have cut the University’s overall output-related expenditures by 14%.

“Lexmark has hit on all the objectives we established at the outset. We were aware of Lexmark’s excellent reputation; we knew they were a ‘big-league’ company and had no concerns,” Reed said.

Universities, driven by socially concerned students and faculty, have become leaders in environmental awareness. By adopting sustainable, recyclable and environmentally conscious output solutions from Lexmark that reduce paper use and electrical consumption, Mount Royal University continues to abide by one of its key tenets: A life changed today, a life to be changed tomorrow.

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