



## At a glance

### Challenges

- \$90K spent on inkjet printers
- Costs spiraling out of control in libraries and labs due to “free” printing and copying
- Tremendous amount of paper and consumable waste

### Solution

- Pharos Uniprint software via Omega terminals and iMFPS
- Networked multifunction devices
- Meredith College’s Greenprint initiative

### Results

- Waste reduced by 50%
- Accountable and responsible printing
- Costs reduced significantly
- Money that used to be spent on IT can be redirected to support educational programs

## Good things happen to those who act

### The setup

The Meredith College Technology Services Division has had a successful history of staying in front of the technology curve. For example, in 1998, Meredith College started to build a campus wide wireless network. In 1999 the Meredith College Laptop program was started, providing all full time students with a laptop, software, and a inkjet printer. At the same time network printers were deployed throughout the campus in all computer labs and the library.

The concept to provide printers to the students was more for convenience than any overall campus wide print plan. The student inkjet printers cost the College \$90-100K each year. According to Bill Legge, Director of IT Business Operations, the inkjet printers were well received by the students, but as the semester progressed, the Technology Services Group noticed a sharp increase in network printing. Upon further research it was discovered that students were not using their personal printers, but instead, had discovered the free printing to the campus wide network printers. This change in printing procedure caused a very substantial increase in paper and toner costs for the college.



## The Results

The campus-wide initiative went into effect the fall semester of 2009. Meredith College used the \$90K budgeted for new printers to implement the campus wide print management system. The system included Pharos Omega terminals, MFP card readers, new network and MFPs for all the residence halls, and complete software setup and installation from a Pharos technician.

## The Challenges and the Opportunity

“Free Printing” was a concept enjoyed by students who decided not to purchase new ink for their inkjet printers, but rather use the network of computer and library printers. This “Free Printing” without any control or monitoring was a source of major expense for the college. A typical scenario would be when a student would need a few pages from a 100 page document. The student would print the entire document, keep the 2 or 3 pages that were needed, and recycle the rest of the document. Irresponsible printing could be seen in the trash and recycle bins located next to every network printer. The concept of “Free Printing” also affected faculty and staff printing routines.

All departments at Meredith College are responsible for their printing costs. The departments discovered by using the computer lab and library printers they were able to save their department’s money, only to move that expense to the technology department’s budget.

The bottom line – Meredith College was spending an excess of \$90K each year for printers that weren’t being utilized, not controlling wasteful printing, and allowing unlimited and unchecked printing to anyone that knew where the campus network printers were. The Technology Services Group completed extensive research into different print scenarios, and Meredith College chose the Pharos solution to control their campus printing issues.

## The Solution

After a consultation with Pharos Education Sales General Manager Scott Murphy, it was determined that Meredith College did not put profit as a driver to the implementation of the print management system. The goal was to break even and to eliminate the wasteful printing.

Murphy proposed a comprehensive solution that included a mixture of printers and multifunction products (MFP) that print, copy, scan, and fax geographically spread throughout campus—where students and faculty had fast and easy access to them.

Each device ran Pharos Uniprint and/or Off-the-Glass software via Omega terminals or built directly into the device, which charge students for what they print and copy.

The new, Pharos-powered print process is simple:

- Users send the print job to print from a campus workstation or laptop to the Pharos System.
- The student chooses a printer and swipes their (CBORD) campus card—the same card they use for all their other on-campus purchases.
- They pick up their print job.

Copying is just as easy:

- Users swipe their campus cards at a multifunction device to initiate copying.
- They select the appropriate charge code(s).
- They scan the documents and pick up their copies.



Pharos Omega PS200 terminal

According to Legge, Meredith College’s decision to use Pharos was due to some very important reasons: The ability to integrate with the CBORD card system (using Datatel), the fact that a Pharos staffer and not a separate integrator would do the installation work, the system’s ease of use, Pharos reputation and quality (this was confirmed after talking to several other schools) and competitive price.

## Cost Containment

Each full-time student’s campus card is allotted a print credit equivalent to \$15 per semester for printing and copying. Meredith College charges \$.08 B/W single sided, \$.10 B/W double sided, and \$.35 color per side printing, which equates to about 200 pages per semester. These costs are the break-even point for each page printed. After the initial \$15 credit, students are responsible for paying for their printing and copying. All printers and MFP equipment that use the Pharos system are setup to use 3rd party billing. The 3rd party system provides Meredith College a way to allow faculty and staff to use their campus cards on any of the Pharos controlled printers. By running a monthly report, any print or copy costs that were submitted by faculty and staff are charged back to the employees department.

## Waste Reduction



By charging for print jobs, the wasteful printing is no longer seen. Students now take the time to learn how to print what they need, rather than printing everything, and taking only the pages they need. This, along with a “Greenprint” initiative, which encourages students to print more responsibly, has resulted in a substantial reduction of paper and consumable waste.

The result is similar for faculty and staff printing. With the 3rd party charge back process, all faculty and staff are accountable to their department heads for any Pharos controlled print and copy costs. The overall use of Pharos controlled lab and color printers has fallen and the printing on the less expensive copier fleet has grown. Thus, Meredith College spends less overall on printing than before the system implementation.

## Informed IT decision-making

Every page printed and copied is captured and accounted for in the Pharos system. Standard and customizable reports can be run that informs them of who is printing what, how much, and from where. Using that data, Meredith IT staff can analyze usage of devices to make sure

the right equipment is in the right location. Legge explains that “the reports show us the high volume print and copy areas so we can be sure to place high volume equipment there. This helps us avoid not only overage charges, but also equipment malfunction from having to deal with a workload they’re not made for.”

## Satisfied end users

The biggest concern for Meredith College was student reaction and pushback to the fees. Legge admits, “The first couple of months were rough. There was resistance from upper classmen who had never had to deal with any type of print management much less the idea of paying for their print”. Over time, the change was accepted by all students as a positive way to control the waste. New incoming students had no issue with the “print management system”; instead they were excited that a \$15 credit for printing was put on their campus cards.



## Educational Support

Meredith College is pleased with the success of the Pharos print management solution. Costs for paper and toner are down campus wide even with the \$15 print credit. Students are learning how to print responsibly and budget their allocated print money. Faculty and staff are also receiving a solid education in the area of print costs. Attention had never been given to the cost of printing on a desktop printer versus a network printer. As this knowledge spreads it will increase the success of Technology Services’ long term goal of removing all desktop printers and moving to a full Pharos supported print management system on network printers.



## About Pharos Systems International ([www.pharos.com](http://www.pharos.com))

*Making every print an intelligent decision™* is the mission of Pharos Systems International. Pharos provides powerful print management and optimization solutions to corporations, educational institutions, and libraries across the globe. Pharos software and services save customers money, reduce waste, and make it easy to secure devices and documents. The company was founded in 1992 in Auckland, New Zealand, where it maintains an R&D facility. Corporate headquarters are in Rochester, NY.

## About Pharos Uniprint

Pharos Uniprint® is a market leading cost-recovery software solution developed for higher education. Uniprint is a flexible, scalable, and device-independent system for tracking, monitoring, controlling, and charging for network printing. It routinely delivers print cost savings, paper waste reduction, and convenient print services to millions of users in more than 1,000 institutions worldwide.



Pharos Systems

## About Meredith College

Meredith College, an independent, private women's college located in Raleigh, N.C., offers a transformative educational experience. The College's rigorous curriculum and leadership development programs prepare graduates for successful lives as engaged global citizens and leaders. Since its opening in 1899, Meredith has expanded to become one of the largest private women's colleges in the U.S. Campus life at Meredith is shaped by more than 2,100 students representing 35 states and 45 countries.



## About Bill Legge

Director IT Business Operations,  
Meredith College

Bill Legge manages the Meredith Laptop Program, software and hardware contracts, campus IT inventory, and Pharos administration. This includes day to day Pharos adds and changes, all report writing, 3rd party department billing, and dealing with student, faculty and staff printing issues.



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