

# PACE UNIVERSITY

Print solution enhances manageability, halves paper usage



*"The HP printers are durable and reliable, and deliver the integrated printing, scanning, and copying functionality we need. And the Pharos Uniprint management software lets us manage our print services more effectively while lowering our costs and paper waste significantly."*

—Matthew Bonilla, director of user services, Pace University, New York, N. Y.

## HP CUSTOMER CASE STUDY:

HP multifunction printers and Pharos Systems Uniprint software benefit Pace University and students

## INDUSTRY:

Education

### OBJECTIVE:

Improve functionality, manageability, environmental-friendliness, and cost-effectiveness of a print service infrastructure serving 13,000 students across three college campuses

### APPROACH:

Implement an integrated solution comprising HP multifunction printers and Pharos Uniprint print management software

### IT IMPROVEMENTS:

- Printers support scanning to email, copying as well as printing
- Number of printers required reduced from 40 to 29
- Single point of contact for support
- HP Web Jetadmin software allows optimization of printer deployment

### BUSINESS BENEFITS:

- Paper waste reduced by 100,000 sheets per semester
- Number of pages printed reduced by approximately 50%
- 97% of students stay within print job allotment
- Labor costs repurposed by \$80K per semester
- Flexibility: students can print from classrooms, off-site, and from laptops
- Solution enhances Pace progress toward environmental goals



The students at Pace University need to print documents.

The challenge for the university is to give its students access to printers in a way that is fair, environmentally responsible, and cost-effective.

So Pace installed HP multifunction printers (MFPs) equipped with Pharos Uniprint® print management software in all of its libraries and research centers. The HP Campus Advantage Controlled Print Solution helps the university manage, track and recover costs for printing.

### OLD PRINTERS, SUBOPTIMAL INFRASTRUCTURE

Pace University, a private metropolitan university, serves approximately 13,000 students in its bachelor's, master's, and doctoral programs across its three campuses in New York City, Westchester, and White Plains, N.Y. Pace offers degrees in liberal arts, sciences, nursing, business, education, computer science and law.



## CUSTOMER SOLUTION AT A GLANCE

### PRIMARY APPLICATIONS

Integrated print services solution

### PRIMARY SOFTWARE

- HP LaserJet M4345 Multifunction Printer
- HP LaserJet M3035 Multifunction Printer

### PRIMARY SOFTWARE

- Pharos Uniprint® print management software
- HP Web Jetadmin software

Until recently, Pace maintained a heterogeneous mix of printers in its libraries and research centers. It was a less-than-optimal infrastructure. Many of the printers were getting old. Some were breaking down on a daily basis. Print queues periodically overloaded and crashed.

The only way to match students to their jobs was to print cover sheets. With approximately 100,000 print jobs produced per semester, environmentally-minded students argued—and rightly so—that this represented a huge waste of paper. Matching students to jobs this way also meant the university had to hire people to distribute the documents. For 14 hours per day, a total of nine staff people (three per campus) waited by printers so they could sort and distribute print jobs to students.

There was no way to easily charge students for print jobs. Pace wanted to give each student an allotment of jobs that they could print for free. But their print management system couldn't charge students if they exceeded that allotment. The university's only option was to set the allotment ridiculously high: each student was permitted to print 210 free pages per week. It was more than students needed for their schoolwork. And there was no disincentive for students to regulate their print service consumption.

It was clear that Pace needed to upgrade its printer infrastructure.

### TOP-OF-THE-LINE SOLUTION

The responsibility for that upgrade fell to Matthew Bonilla, director of user services for Information Technology Services at Pace University, and his colleague Joe Constantino, manager of Client Support.

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—Joe Constantino, manager, Client Support, Pace University

They started by researching their options, Bonilla explains, visiting other universities, reading industry case studies and studying industry benchmarks. “We homed in on Pharos Systems as the industry leader for print management,” he says. “Their Uniprint product is top-of-the-line.” Bonilla adds that according to industry figures, Pharos enjoys an impressive 98% customer retention rate.

For printers, Pace wanted hardware that was durable, high quality, and supported the functionality it wants to offer students, including the ability to copy and scan documents to email.

Although Pharos partners with multiple printer providers, Pace ultimately decided to standardize on HP LaserJet M4345 MFP and M3035 MFP multifunction printers. A big factor in the decision: Pace had some existing HP LaserJet 4350 printers in its fleet and they had proven themselves to be solid workhorses. “Because some of our older printers were prone to breakdowns, we often overburdened our HP 4350 printers,” Bonilla says. “They were able to withstand that extra workload. That told us everything we needed to know about the quality and reliability of HP hardware.”

Bonilla liked the interoperability of the HP MFPs. “HP had the most seamless solution of all the printers we considered,” he says. “It was important that the scanning, printing, and copying components function well with the Pharos software.”

And then there was throughput. Pace was maintaining 40 printers to support its library and resource center printing needs. With the higher capacity HP MFPs, Pace can serve the same students with just 29 printers.

### SINGLE POINT OF CONTACT FOR SUPPORT

A final critical factor in the decision is the relationship between HP and Pharos. “We have a high-paced environment and printing is a core student service we provide,” Bonilla says. “If anything should go wrong with our print system, the last thing we want is people pointing fingers about the cause of the problem.”

With HP and Pharos, Pace got a single point of contact if help is needed. “HP is completely responsible for the solution,” Bonilla says. “And we could tell that the reps from HP and Pharos are willing to work together in solving any issues. This gave us tremendous confidence. We know we'll get the right attention we need.”

Once Pace had decided on its solutions, HP and Pharos worked together onsite for implementation. HP delivered and set up the printers; Pharos performed the back-end configuration. The companies also ran onsite training so that Pace could customize the solution to its liking. “The HP training showed us how to set up new printers and configure them ourselves,” Constantino explains. “As our print environment grows, we won't need to rely as much on outside resources to support it.”

“The HP and Pharos solution gives us exactly what we need. We’ve improved our printing services from an environmental standpoint while reducing overall costs and improving manageability.”

—Matthew Bonilla, director of user services,  
Information Technology Services, Pace University



The two companies’ close relationship paid off for Pace during this period, as HP and Pharos worked together specifically regarding the university’s device driver requirements. Pace, for instance, was the first Pharos customer to run the solution as a virtual instance under Microsoft® Windows Server® 2008. This eliminates the need for Pace to maintain a standalone print server, but represents the kind of cutting edge thinking that can add risk to an implementation—and underscores the importance of having confidence in the support.

#### EXCELLENT FUNCTIONALITY, REDUCED PAPER WASTE

Today, the HP multifunction printers and Pharos Uniprint print management software deliver exactly the state-of-the-art functionality that Pace needs.

Printers offer students numerous options, like scan to email, to more effectively manage their documents and coursework. “Students love that they don’t have to go to a separate office to copy any more,” Bonilla notes.

The Pharos solution enables Pace to implement more effective management of its print services. Students access the system by swiping their Pace OneCards at the printer. Then they review the jobs they’ve submitted and select the ones they want to release for printing. Uniprint tracks users’ printing activity and periodically deletes unprinted jobs from the queue, reducing unnecessary printing and waste. For faculty and staff who make use of the library and resource center printers, the system

allows charge backs so that their printing service costs are properly allocated.

The need for cover sheets is eliminated, which reduces paper waste by approximately 100,000 sheets per semester.

Students are now able to print directly from their laptops without the need for adding peripherals to the solution. This is particularly important to the university’s sizeable commuter population. Students can also print from remote locations, like classrooms, dorms or their off-campus housing. They either log on using their Pace OneCards or Microsoft Active Directory® account credentials. After they submit print jobs from their laptop, Uniprint enables them to release their jobs to whichever printer is most convenient.

Pharos Uniprint also lets Pace set more reasonable limits on students’ use of the printers. Instead of the old 210 free pages per week, Pace now gives each student 500 pages per semester. If students exceed that allotment, they are charged per page via their OneCards. The university doesn’t have to worry about administering billing and payment since it’s handled via the OneCard system.

At first, students were concerned that this allotment might not be sufficient, but it turned out to be more than enough: the first semester after implementing the new print solution, 97% of the 8000 students who used the new printers stayed within the 500-page limit.

Yet at the same time, the total number of pages printed dropped by half. “Now, students think twice before they print,” Bonilla says. “In the past



students were free to print documents unrelated to their coursework. Now they know they'll be charged if they print too much. They're being more careful about what they choose to print."

Environmentally-aware students are thrilled with the new system, Bonilla adds. "They are extremely pleased that we've reduced the number of pages printed and eliminated the waste of printing cover sheets. The HP and Pharos print solution has enabled Pace to make significant progress toward meeting its environmental goals."

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—Joe Constantino, manager, Client Support, Pace University

The new print infrastructure is more homogenous and standardized. "Before, we had two disparate systems: one for our resource centers, one for our libraries," Bonilla says. "Today, the HP and Pharos solution supports both."

Because the infrastructure uses only two standard printers—themselves part of the same printer line—Pace can use the same drivers across the entire infrastructure.

Pace further capitalized on this standardization by implementing HP Web Jetadmin software, which it uses to monitor printer usage. "The HP Web Jetadmin reporting is incredible," Bonilla says. Pace can now rotate its fleet based on usage to ensure that printers that do get more use are periodically swapped with those that get less use. This will extend the overall lifetime of the printer fleet.

## SIGNIFICANT COST REDUCTIONS

Since implementing the solution, Pace University has also realized some cost savings.

The university no longer has to staff student workers at each of its nine libraries and resource center printer locations for 14 hours per day. Print jobs are matched to students electronically: they can pick them up themselves using the solution's built-in security features to ensure they can only retrieve their own jobs.

The student workers, whose labor costs are over \$80,000 per semester, have now been reallocated for other tasks, such as conducting IT training and providing support to Pace students, faculty and staff.

The solution also reduces the time required by Pace employees to maintain the printers. Constantino oversees eight full time employees who manage the university's printers, print servers and desktops. When the campus' old printers broke down, staff had to be dispatched to troubleshoot them. "Our staff was spending, on average, at least 4 to 6 hours per week working on printer issues," Constantino says. "HP MFP printers are reliable. Any premium you pay on the front end is quickly made up for in saved time and maintenance."

Pace employees are now spending less time on support and can focus on strategic initiatives like helping faculty and staff make better use of technology. Pace is currently exploring virtualization, for instance, and has just completed a pilot to validate the feasibility of thin client technology.

"The HP and Pharos solution gives us exactly what we need," Bonilla concludes. "We've improved our printing services from an environmental standpoint while reducing overall costs and improving manageability."



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