

Communication is the key to Print Management solution rollout

Problem: *Free printing, more waste*

Picture large trash barrels brimming with paper, overflowing discarded sheets littering the floor. That used to be the scene in the University of Cincinnati computer labs. "We were seeing huge amounts of wasted paper, with our computer lab assistants hauling away barrels of discarded printouts each day. The problem had grown steadily in recent years, due to the increase in online information," explains Technology Manager Don Rainwater. Like many universities, the University of Cincinnati historically provided free printing for its 35,000 students, spending approximately \$600,000 a year to allow them to generate as many documents as necessary to complete their coursework. Nearly 6.4 million sheets of paper churned through computer printers each year. Computer users clearly weren't at all concerned about paper waste. So, Don set out to find a way to reduce waste and its associated cost.

Solution: *Pharos Uniprint - "Think before you Print"*

Don assembled other concerned administrators in early 2002 to discuss the rising cost of continued free printing. An informal survey of the University's 17 colleges helped Don to better understand campus-wide printer usage. He identified other universities that had installed printer management systems as a means of tracking and charging for student printing. His first step was to convene a campus-wide steering group of service providers to insure one solution across campus, as opposed to varied and different departmental solutions.

The University of Cincinnati already used the Blackboard Transaction System™ for its Bearcat online card program to process student payments on campus. They hoped to find a solution that would allow printing purchases to be added to the existing card. After discussions with several vendors, Rainwater and his committee moved ahead with a pilot test of Pharos Uniprint supplied by Blackboard, a Pharos reseller. They tested the solution on eight of the highest-use printers on campus. Positive feedback from the pilot test led the steering committee to recommend a campus-wide roll out.

"In just a few months, the change has been remarkable. We've seen a huge reduction in waste. With Uniprint, students only print what they really need, and they take whatever they print with them."

Soon after the quarter began, rumors started swirling that the University was planning to charge students with high print costs beginning the following quarter. To address rising student concern over printing charges, the University developed a communications campaign to fully explain why it was implementing a printer management system and how exactly it would impact students.

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Don Rainwater
Technology Manager

University of Cincinnati

- An urban, multi-campus college
- Located in Cincinnati, Ohio
- 35,000 students
- 14,000 faculty & staff
- 17 Colleges and Schools





About Blackboard

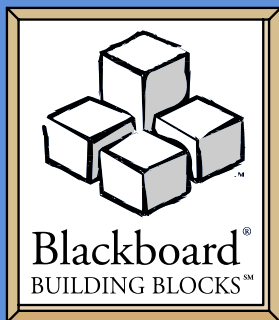
Blackboard is a leading provider of e-Education solutions serving the global needs of primary and secondary schools, higher education, corporations and government agencies. The company serves dozens of K-12 virtual schools across the U.S. as well as school districts and education service agencies in 43 states.

Blackboard Inc.

1899 L Street NW, 5th Floor
Washington, DC 20036 USA
800-424-9229

22601 N 19th Avenue Suite 200
Phoenix, AZ 85027 USA
800-528-0465

www.blackboard.com



About Pharos Systems

Pharos Systems develops innovative products that monitor, track, control, report, and account for document output. The Pharos Uniprint product is the market leader for managing accounting and charge back of network printing. Uniprint is being used in over 800 sites in 18 countries.

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One of the communication tools explained the new Uniprint solution and provided clear instructions on how the students would use it with their UC ID card. In addition to explaining the logistics of the new system, the campaign made students aware of how much paper they wasted with the slogan, "Think before you print". Conservation facts also helped to increase awareness and support for the University's actions: "2,831 trees are consumed by users of UC public printers in one year. 1,130 trees could be saved in one year, if users of UC public printers reduced their printing by 40 percent."

The committee decided to roll the system out gradually. At the beginning of fall quarter 2002, Uniprint was installed into several University computer labs, the public printers in Langsam Library, the Health Sciences Library, and at one location in University College. Students learned to use their Bearcat card to release print jobs to the printer. Although no fees were involved, this new step helped students adjust to a different routine.

With a goal of waste reduction and cost recovery, rather than revenue generation, the University installed Uniprint software on over 100 printers in the winter quarter, and announced a new charge of 7 cents per page effective February 1, 2003. This fee covers the University's paper, toner, and maintenance costs on the black and white printers, and is still 1 cent cheaper than nearby Kinko's, reports Rainwater.

Results: *Print volume drops nearly 72%*

"In just a few months, the change has been remarkable," says Rainwater. "We've seen a huge reduction in waste. With Uniprint, students only print what they really need, and they take whatever they print with them." The result is less waste, cleaner computer labs, smaller printing budgets, and satisfied students. The University uses Uniprint to automatically provide all students with 100 free prints each quarter.

Following the introduction of the Pharos Uniprint printer management system, paper volume declined 72% in just a few months. Based on results from the spring quarter, Rainwater netted an estimated savings of more than \$74,000 a year on

Print volume was down nearly 72 percent, from 6 million sheets a year to under 2 million!

paper and toner alone, effectively saving more than 2,000 trees in annual waste. Where students used to print more than 6 million sheets a year, that number dropped to under 2 million. Although impressive, Cincinnati's story is typical of today's technology-driven campuses.

The printer management system enabled student access to cost effective color printing on campus. Two color printers were installed on campus and set up with a cost of 50 cents per print. Because the cost of color printing is still so prohibitive, explains Rainwater, it would be tough for Cincinnati to offer it without the use of the Uniprint system to help recoup some of the expense.