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CDM Smith ... Print Optimization Case Study

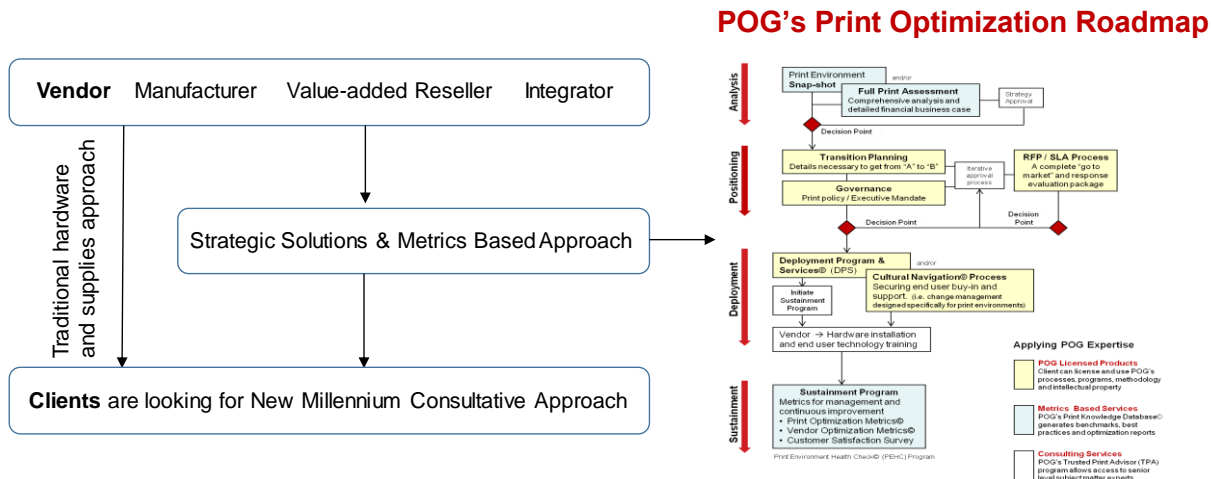
CDM Smith ... Global engineering company with an environmental / “green” focus. Head office is in Boston. 100 office locations across the USA. Staff count in the USA is 4,000.

Requirement ... CDM Smith wanted to reduce print related costs and improve end user productivity. CDM Smith required a new approach to optimize / update / rationalize the large, complex and broken distributed and central repro print environments across all locations.

Challenge ... The traditional approach applied by CDM Smith in the past included buying and/or leasing hardware, software, break/fix services and toner. Now CDM Smith was faced with a myriad of confusing additional options which involved Managed Print Services (MPS), advanced management software solutions and the potential for on-site resources ... all shrouded in a blanket of mystery, frustration and doubt.

Approach ... CDM Smith strongly believed in ... *you cannot manage what you do not measure*. The *New Millennium* approach promotes KNOWING and CONTROL for the client in a transparent and structured format. The solution is supported and sustained by accountant proof and auditor friendly metrics. Independence, experience, and a proven and established process is required to successfully navigate a print optimization project from start to finish.

CDM Smith applied POG’s Print Optimization Roadmap ... a full services solution.



Solution Applied ... Results Achieved

| Task | Scope of Work Description | Results Achieved over 5 year Solution Life Cycle |
|------|---|--|
| 1 | Assessment right through to Deployment | Cost reduction of \$6.5 million captured |
| 2 | External print & plot optimization initiative | Identified \$1.5 million in savings |
| 3 | Distributed print software automation. | \$10+ million in client charge-back opportunity |
| 4 | Sustainment metrics program. | Cost effective vendor management |
| 5 | End user behavioral change / e-Print | \$2 million savings identified in 5 applications |
| 6 | Document storage & document imaging | \$3.5 million savings identified for doc storage |