



# Parks Canada Print Optimization

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## Parks Canada ... Print Optimization Case Study

**Project** ... Distributed print optimization program to address DRAP and FSDS mandates. Both Ottawa office locations were in scope. 700 staff. 5 floors. In scope were all printers, copiers, MFDs, faxes and scanners. The project was initiated in August 2013. The business case / assessment was completed in September 2013.

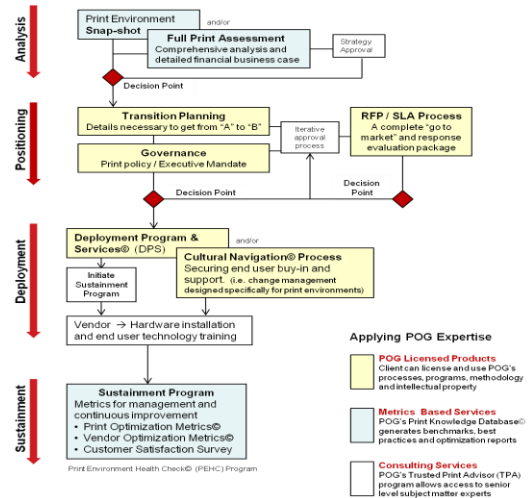
### Current State → Aug 2013

1. Parks Ottawa Office had 183 distributed print devices. Staff to device ratio was 3.8 to 1.
2. At \$0.063 per page, the average cost per page was 75% higher than industry average.
3. 40% of the total print cost was colour. Volumes were double the industry average.
4. No technology standards in place. Devices underutilization rate was only 50%.

**Solution Applied** ... Parks believes that ... *You cannot manage what you do not measure.*

Parks and POG measured the distributed printing environment before, during and after. Parks applied a manufacturer independent full services solution with a strong focus on *Cultural Navigation*®, which is an established and proven change management / end user buy-in process highly customized for print optimization. Parks and POG both contributed expertise and resources. The theme was ... *do it once and do it right!* It was a very successful team effort.

### POG's Print Optimization Roadmap



### Results Achieved → November 2015

Item	Key Performance Indicators (KPIs)	Results Achieved
1	Financials	The 5-year solution life-cycle cost reduction achieved is \$722,280. <b>(59.1%)</b>
2	Staff to Device Ratio	17.6 to 1. Parks is double the FSDS target of 8 to 1. All devices have been included ... (i.e. specialty printers, wide-format plotters and fax machines)
3	Pricing	The average price per page, all costs in, is \$0.023, which is 20% <i>lower</i> than the industry average. (All costs = lease, service and consumables)
4	Technology Standards	Parks has standardized on one model of a 50ppm MFD. (i.e. all the same)
5	Device Utilization	Average 7,657 imp per device each month. That is roughly a 78% utilization rate. There is room for volume peaks and volume growth, if /as necessary.
6	Colour Volumes	Colour volume remains high at 21%, but Parks has compensated by installing more efficient technology with a very cost effective contract.



November 6<sup>th</sup>, 2015

## **Parks Canada ... Print Optimization Project Brief**

### **Mandate**

The Government of Canada – Federal Sustainable Development Strategy (FSDS) generated Senior Management attention in an area of business that was largely unnoticed – rationalization of printers and print services.

### **Motivators**

The print technology was aging. End user satisfaction was becoming a concern. Moving to a new Office was the final motivator required to initiate a print optimization project.

### **Challenges**

It was quickly realized that Parks Canada did not have the necessary resources, skill sets, processes and tools to implement an integrated printing solution. In addition, Parks did not have the means to measure the print services baseline. This was needed in order to determine project direction and to be able to report back on results.

### **Approach**

Parks Canada assigned a project manager to oversee an external print optimization consulting firm that provided a full services solution. Services included: assessment, transition planning, governance support, RFP / SLA content and a change management process to address user buy-in and satisfaction. Overall, this approach worked very well for Parks as the project flowed well from one phase to the next. We would recommend the same or similar approach as it reduces the time to delivery and the amount of internal resources required to manage multiple contracts.

### **Results**

Parks Canada is saving \$145,000 per year which represents a 59% reduction in distributed printing costs at this location. The staff to device ratio is now 17.6 to 1. The initial FSDS target was 8 to 1. The end users have new, reliable and more robust colour MFD technology which will positively impact end user satisfaction and productivity. Technology standards are now in place. We are pleased with the results. The project has been a success.

*Original signed PDF document is available*

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