

Detailed Dive – LaserCycleUSA: Sole Supplier for Printing & Image Management Solutions

Although LaserCycleUSA was started in Denver, they have a regional footprint as an authorized reseller of ultra-reliable printers and copiers by HP, Lanier, Ricoh, Savin and Sharp. LaserCycleUSA also provides expert repair and service for all major brands of copiers, printers and multifunction devices. They also offer electronic document software solutions that eliminate printing altogether while enabling an organization's employees to securely access all the documents they need. As long-time practitioners of continual improvement, LaserCycleUSA understands that finding the best document management solution for an organization means reducing costs without sacrificing access to information. Like Denver Health, they also believe that business success and environmental responsibility work hand in hand, so their solutions always maintain a focus on sustainability.

Recognizing LaserCycleUSA's commitment to finding solutions that were right for its customers, and given their boutique and highly customizable level of customer care, Denver Health approached LaserCycleUSA with a request to develop a deeper partnering relationship. After coming onsite and evaluating Denver Health's use of copiers, printers and multifunction devices, LaserCycleUSA could see the big picture of how the organization produced documents and knew there were opportunities for Denver Health to reduce and stabilize printing expenditures. LaserCycleUSA proposed a number of changes that would fundamentally change printing within Denver Health. The most profound change was the standardization of devices across Denver Health through LaserCycleUSA's Managed Print Services (MPS) program. This resulted in Denver Health having fewer, more standardized printing devices within the hospital and clinics, as well as allocating their use more intelligently. This was accompanied by a recommendation to reduce the replacement cycle for printers from 100% each year to 25%. LaserCycleUSA also began providing remote maintenance and repairs, and worked tirelessly to ensure that technicians and service calls integrated seamlessly with Denver Health's IT Help Desk.

Denver Health not only benefitted from the standardized devices and ongoing maintenance, they also enjoyed the simplicity of having equipment, consumables and maintenance all rolled into one low price-per-page that was easy to monitor. The cost reductions from these moves were immediate and measurable. As just one example, Denver Health saved \$500,000 in the first year by simply extending the use of under-utilized copiers. Denver Health also benefitted by having less wasted paper, less toner used, and lowered electrical usage. And LaserCycleUSA benefitted by becoming Denver Health's sole supplier for printing services.

But the partnership didn't end there. LaserCycleUSA saw other opportunities for Denver Health to reduce costs. LaserCycleUSA worked with Denver Health to minimize the use of color printing and copying, a frequently unnecessary (and very large!) expense. They found that the default settings on many of Denver Health's computers were set to print using color rather than black-and-white, and that many staff were not aware how much more expensive color printing was. LaserCycleUSA worked with Denver Health's IT Department to reset computers so they defaulted to black-and-white printing. LaserCycleUSA also prepared signs to be placed near each color printer that politely asked users if color printing was really necessary, and reminded them that color printing was more than ten times as expensive as black-and-white. These changes resulted in a dramatic reduction in color printing along with tremendous cost savings.

LaserCycleUSA also helped Denver Health in two other areas of printing and image management: the creation of staff ID badges and the use of scanners. LaserCycleUSA's recommendations eliminated common problems with staff ID badges (i.e., bowing/bending and smearing) and provided newer

technology, less service consumables, on-site response personnel, and appropriately sized equipment to better meet Denver Health's scanning needs.

By updating and right-sizing their scanners, Denver Health was able to realize a per station savings of 67% on hardware, 48% on annual service, and 75% on consumables.

To top it all off, LaserCycleUSA brought decades of experience and innovation in recycling and remanufacturing laser toner cartridges that has added to Denver Health's financial savings while also reducing the landfill waste and carbon footprint associated with new cartridge manufacturing. In this partnership, sustainability goes beyond going "green." With LaserCycleUSA's help, Denver Health now has a strategic approach to digital and printed document production, storage, and distribution that puts documents into the hands of the people who need them while reducing paper and energy consumption. The result is lower printing costs as well as achievement of Denver Health's sustainability objectives.