



**Client Success:** Williams Advanced Materials (WAM) was unable to track and control its monthly printing expenses and found it challenging to ensure that its varied printing systems ran at optimal capacity. Guided by PrintCentrix, WAM right-sized and redeployed its printer fleet, which resulted in greater efficiency and improved employee productivity throughout WAM's home office in Buffalo, New York. It also realized a 20% reduction in monthly printing expenses.

Williams Advanced Materials (WAM), headquartered in Buffalo, New York, manufactures precious, non-precious and specialty metal products at its facilities in North America, Europe and Asia, and provides value added services to its customers on a global basis. Major markets for WAM's products include magnetic data storage, wireless, semiconductor, photonics, medical sensors, and key applications in the microelectronics markets.

## THE CHALLENGE

WAM's printing infrastructure consisted of various printer models situated throughout their different departments, with each department responsible for ordering, storing, and installing their own supplies. With no preventative service program in place, breakdowns were frequent and employees relied on IT to fix their printer issues. Different vendors were called in when IT was unable to remedy the printer issues, and WAM paid for these spot repairs as needed.

WAM's Network Administrator was spending 8 hours per week responding to printer issues and purchasing supplies from various vendors. When no supplies were on hand, he had to run out to the store to purchase toner. "Print Management is not an aspect of my job that I have time to concentrate on," remarked a senior IT employee at WAM.

Purchasing previously had positive experiences with PrintCentrix and

were impressed with the way in which PrintCentrix stood behind its products. WAM's Network Administrator turned to PrintCentrix to explore print management solutions that would eliminate IT time spent on mundane printer issues, save WAM money on service and supplies, and streamline the delivery system for service and supplies.

## THE SOLUTION

PrintCentrix's first step involved setting WAM up with a cost-per-page plan that included all supplies, spot repairs, and routine maintenance checks for all networked printers.

IT personnel saw an immediate impact on quality and uptime after PrintCentrix started conducting routine maintenance checks. The Network Administrator rarely hears of a down printer and is finally able to focus his attention on higher priority tasks. The 8 hours per week that he used to spend on printer related issues have been reduced to 15 minutes per week—a 97% time-savings.

Next, PrintCentrix installed a remote monitoring system on WAM's network that enabled toner and service alerts to be sent electronically to PrintCentrix. As a result, employees no longer had to pick up the phone or go to a store to purchase toner. It was simply delivered and installed whenever necessary without interrupting anyone's workflow.



## CHALLENGES

- The absence of an ongoing preventative maintenance plan resulted in IT spending over 8 hours per week on mundane printer issues.
- No means to ensure all printers and copiers were working at optimal capacity and strategically placed to maximize efficiency and productivity.
- Unable to identify, track, and control costs associated with operating printers.

Before replacing the toner cartridge, PrintCentrix's service technician thoroughly cleans the printer, thereby increasing the printer's life and efficiency.

After conducting an enterprise-wide assessment of WAM's printer fleet, PrintCentrix found that many



devices were poorly utilized and were costing WAM a significant amount of money to operate. To remedy this, PrintCentrix recommended reducing their existing fleet of printers by 5 units and then redeploying the remaining printers in a way to increase efficiency and productivity while

reducing overall costs. In addition, PrintCentrix introduced workgroup printers, one with color capabilities, to bring even higher levels of productivity to WAM's employees and additional cost savings to the company.

Implementing a quarterly review schedule with WAM to assess printer usage was the final step in PrintCentrix's print management solution. These meetings help determine if the current cost-per-page plan and printer deployment is bringing value, efficiency, and cost savings to WAM. Recent reviews have uncovered areas where additional savings and productivity could be realized. WAM's Network Administrator noted that PrintCentrix is

## SOLUTIONS

- Implemented a cost-per-page plan that includes all service and supplies, as well as preventative maintenance to ensure all devices are working at optimal capacity.
- Remote print management system installed to enable toner alerts and service issues to be sent electronically to PrintCentrix, thereby, taking IT personnel out of the mix.
- Right-sized and redeployed existing printer fleet to contain costs and increase overall efficiency throughout WAM.

## RESULTS

- The outsourcing of all printer related issues and the installation of a remote monitoring system has freed up IT to focus on higher priority tasks and has streamlined the delivery of service and supplies.
- The consolidation of all printing related purchases to one vendor has saved WAM \$5,000 annually and has resulted in greater efficiency and productivity.
- PrintCentrix's consultative approach to printer fleet management has led to greater overall efficiency and cost control, while also providing better service and preventative maintenance.

quick to make adjustments to meet WAM's ever-changing needs.

## THE RESULT

IT concurs that WAM is receiving significantly better service with PrintCentrix and is spending less overall for maintenance and supplies. As a result, WAM's Network Administrator can be assured that all network devices will always be available and running at optimum capacity.

Not only has the IT department regained valuable time to focus on their core responsibilities, but the administrative burden of ordering supplies and processing multiple invoices each month has been lifted. WAM now receives one, easy-to-read invoice each month that includes all service and supplies.

The Network Administrator is extremely satisfied with PrintCentrix's print management solution. He does not miss the hassles he faced prior to outsourcing all of WAM's printer issues. "PrintCentrix's response time and attentiveness to customer service is impeccable. They have exceeded all of my expectations," says a more relaxed Network Administrator.

**To learn more about how our customized Print Management Solutions can help your company become more efficient while reducing your printing expenses, please contact us at:**

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