

High-speed, high-quality color laser printers from Lexmark curb spending on non-networked inkjet printers, reduce costs and help drive employee productivity for a major midwest diesel manufacturer.

Major midwest diesel engine manufacturer revs up business with Lexmark color printing technology

The Challenge

At the headquarters of a major diesel engine manufacturer in the midwest*, color inkjet devices were creeping into the company virtually unnoticed. Its 28,000 employees didn't have access to network color printing, so they became creative at procuring color devices under the IT radar screen by using corporate purchasing cards.

The company noticed the growing upward expense trend and saw a business need to develop a deployment strategy for color printing technology that would provide it in a standardized way to the employees who needed it most.

According to Christopher Broughton, Director of Client Services, the company had four primary areas that demanded high-quality color output.

1. Marketing materials such as collateral and presentations.
2. External communications such as customer-facing documents.
3. Internal communications such as those documents created by corporate communications for employees.
4. Engineering for product design drawings and comps.

Major projects in these departments, and throughout the company, are tracked with an easy-to-understand "red, yellow and green" legend. The colors denote the status of a particular project. Red indicates that the project is on hold. Yellow means it is proceeding. Green means it is completed. The color coding is a quick way for management to determine the status of key projects at a glance. Progress reports printed in black and white were not as easily or quickly understood.

Throughout the company's engineering unit, high-quality, large-format 11" x 17" color output is essential in design drawings for its diesel truck and marine engines and power generators.

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Director of Client Services
Major Midwest Diesel Engine Manufacturer

In the company's graphics design group, accurate color proofs of sales and marketing literature is a vital step in the design process. Similarly, product design problems discovered in the field are communicated to headquarters with photographs that are sent in via email. Printing these photos in black and white just wasn't making the problems stand out.

To meet its users' need for color, individual departments installed a vast number of color inkjet printers over time. Though the printers were



inexpensive to acquire, different makes and models were purchased, leaving purchasing without any economies-of-scale in stocking color ink cartridges. No one knew how many devices actually existed. And because the printers weren't networked, the IT department could not centrally manage them. Add to that the high price of the ink cartridges, and the total ownership cost of the company's inkjet printers was enough to hurt the corporation's bottom line.

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The Solution

To combat this growing challenge and to curtail skyrocketing costs, Broughton turned to Lexmark International, Inc. to help him build a strategy for deploying color printing technology effectively.

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By understanding the unique requirements of the customer, Lexmark was able to recommend a set of devices that would meet its needs. Cost, image quality and print speed were all important to the diesel engine manufacturer, but so was ease of use.

“We didn't want to have to do a lot of training in order for our employees to be able to use the new devices,” said Broughton. “That's why it was so significant that the operator panel on Lexmark's color devices was the same as it is on the black and white models that our employees are already using.”

The company is now using a series of Lexmark C family color laser printers including the Lexmark C510 and the Lexmark C920.

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The Results

The company has now deployed a series of Lexmark C family color laser printers in its organization and placed them near employees who need to print critical business documents in color. Marketing, communications and engineering departments can now quickly and easily print documents without the added cost of the previous inkjet solution.

“What appealed to us was that Lexmark was willing to make an investment in us and help us build this strategy,” said Broughton. “They found a solution to fit our business and helped us reduce our costs. I haven't seen that level of commitment from other printing technology providers.”

Broughton's relationship with Lexmark is continuing to bear fruit for the diesel engine manufacturer. The company is currently looking to implement a distributed fleet management arrangement with Lexmark and a key business partner. This agreement would help the company further standardize its device deployment strategy and transfer all management, maintenance and support of those devices to Lexmark and its partner.

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This customer's diesel engines power the trucks that keep America moving. And with color printing solutions from Lexmark, the road ahead is paved with better service, lower costs and increased sales.

*The following case study has been prepared in cooperation with and with the approval of the actual customer. However, its name and the names of its quoted employees remain confidential in compliance with the organization's corporate policies.

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