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Dell reduces enterprise hardcopy printing costs by 50 percent with Lexmark solution

In October 2002, Dell embarked on a mission to overhaul its hardcopy printing and copying infrastructure. In addition to rising costs, Dell was managing multiple devices from several manufacturers throughout its Austin, Texas corporate headquarters. Managing these devices, ordering and storing supplies and keeping up with maintenance had become increasingly challenging.

Adding to the complexity, Dell's facilities and information technology (IT) departments were both purchasing, deploying, managing and maintaining devices. Specifically, the facilities department assumed ownership of copier-based and fax equipment while IT managed all the printers. Redundancies and overlapping support processes existed.

As a result, a cohesive, comprehensive document workflow and hardcopy output strategy did not exist and cost reductions were possible. Dell further recognized the need to optimize its device configuration across the campus to help ensure each machine was being optimally utilized.

Dell recognized its challenges and the opportunities for dramatic improvements and cost savings. The company engaged Lexmark International, Inc. to conduct a complete assessment of Dell's hardcopy infrastructure and to propose a better alternative. Through the assessment, Dell hoped to define a global output strategy – from understanding its current printing costs and how to reduce them to modernizing its fleet of devices, creating a single point of accountability within the organization and selecting the right partner to bring it all together.

Following a thorough assessment of Dell's environment, Lexmark recommended an enterprise output strategy for Dell that:

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—Dell IT Executive
Austin, Texas
www.dell.com

1. Consolidated print, copy and fax equipment into a single support model,
2. Optimized its infrastructure with printer-based multifunction devices placed closer to the actual users, and
3. Embraced a usage-based acquisition model with a partner, specifically Lexmark.



Dell embraced Lexmark's recommendations and entered into a multi-year managed print service agreement with Lexmark. Dell identified Lexmark as a partner who is able to bring together the development, planning and implementation required by a fast-paced company like Dell.

When the "green-light" was given, Lexmark jumped into action with a team of services professionals dedicated to the deployment, training and communications plans required to ensure the success of such a large-scale project.

According to a senior Dell information technology executive, "The Lexmark devices provide us with great reliability and superior print quality."

Lexmark installed Lexmark X820e and Lexmark X622 multifunction devices throughout Dell headquarters for all of its printing, copying, faxing and scanning needs. The deployment of the devices was based on extensive user-based information that was designed to ease the product transition and put the right technology in close proximity of the employees using the devices.

"The roll-out process of the new Lexmark products was well executed," said a Dell IT executive. "Lexmark established preventive measures to make sure there were as few problems as possible and ultimately handled the project transition flawlessly."

The X820e and X622 MFPs are monochrome laser printer-based multifunction devices that feature an intuitive touch-screen that makes operation easy and reduces the need for user training. Dell employees can print to the devices over the network. In addition, from the devices themselves, employees can easily send a fax, make copies or even scan a document to email. These devices provide employees with a distributed infrastructure close to their need, helping them to be more productive.

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Dell users have readily accepted the new Lexmark products and gave Lexmark high marks for the seamless transition. That's no surprise since now, the right devices with the right capabilities are installed precisely where the users need them.

Lexmark proactively manages Dell's hardcopy infrastructure through the use of its MarkVision Professional software. Instead of waiting for a call when a printer is down, the services team now receives immediate notice of problems and can proactively resolve issues before they impact user productivity. In addition, all the devices are managed from a single location, which saves valuable technician time.

With this new approach, Dell has reduced its hardcopy output costs at headquarters by 50 percent. Specifically, Dell eliminated all existing copiers and a majority of fax machines in its domestic facilities and replaced them with Lexmark multifunction devices. Dell is now in the process of deploying the same Lexmark multifunction devices at a new international facility. By installing the MFP devices closer to the users and providing the right capabilities in the right departments, Dell has been able to also reduce its printer fleet by 30 percent and is operating at 70 percent of the original capacity while still meeting user needs.

By standardizing on two specific models, Dell has significantly reduced its supplies burden. Now, only two Lexmark supply items are required, compared to dozens of different supply items previously used. This approach is helping to reduce supply costs and save valuable corporate office space that was previously used to store supplies. In just a few short months, Dell has made a significant impact on its overall hardcopy infrastructure, costs and user satisfaction.

About Dell

Dell Inc. (Nasdaq: DELL) is a premier provider of products and services required for customers worldwide to build their information-technology and Internet infrastructures. Company revenue for the past four quarters totaled \$39.7 billion. Dell, through its direct business model, designs, manufactures and customizes products and services to customer requirements, and offers an extensive selection of software and peripherals. Information on Dell and its products can be obtained at www.dell.com.