

DVM Manager put the Lexmark C524 through its paces by printing more than 400,000 pages in one year. Printing its 450+ page product and 100+ page training manuals on the C524 instead of at an outside print shop saves the firm about \$7 per document.

DVM Manager touts reliability of the Lexmark C524, prints 400,000 pages in one year

The Organization

DVM Manager, a product of Butler Animal Health Supply, is a practice management software solution for veterinarians that helps them increase productivity, profitability and maintain a detailed and organized patient medical history.

The Challenge

DVM Manager prides itself on being an easy-to-use and intuitive product for its veterinarian clients. Its product and training manuals go to great lengths to provide step-by-step instructions on how to accomplish certain tasks with the software. Screen shots and graphics illustrate the operation of the software and its features in great detail. But, the impact of the manuals just wasn't coming through in black and white.

"Our software manuals are 450 pages, too big to print in-house and too expensive to print in color," said Office Manager Jayne Sproul. "We've had them printed outside, but always in black and white to keep costs down." The outside print shop charged the company \$10 per manual to print them in black and white, and it took several days for the job to be completed.

Sproul knew there had to be a better, faster and more cost-effective way to print product and training manuals in house. She also knew that color would make a more professional impression on customers.

The Solution

DVM Manager began using the Lexmark C524 color laser printer to print its manuals internally, eliminating the cost and delays incurred by using an outside service.

Screen images of its software, appearing in its manuals in color for the first time, are more easily understood, and the entire product and company now have a more professional appearance. With the

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—Dublin, Ohio
www.dvmmgr.com

C524's optional duplex feature, DVM Manager prints its manuals using both sides of every page, slashing paper consumption by half. Sproul prints all the manuals now on the C524 and estimates that each costs about \$3 to print, reducing her costs by \$7.

"The laser printer we had before needed several minutes to warm up and deliver a print job," Sproul said. "The Lexmark C524 is always ready to go; it's much faster and very reliable."



Jayne Sproul, Office Manager at DVM Manager, uses Lexmark's C524 to print product and training manuals.

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At DVM Manager, only genuine Lexmark supplies are used. “If we’re going to print in color, we’re going to do it right and protect the operation of the printer.”

—Jayne Sproul
Office Manager
DVM Manager

The Results

Convinced of its reliability, Sproul now uses the C524 to print on a wide variety of media, including adhesive CD labels and heavyweight card stock. “Our previous printer, much bigger and more expensive than the C524, couldn’t handle any of those types of media,” Sproul said.

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Sproul can also handle the maintenance of the C524 herself. “With other printers, I have always had to schedule a service call and that costs a lot of money and often means printer downtime,” she said. “With the C524, I just order the part and replace it myself.”

With razor-sharp color now available on demand for all of its documents and correspondence, DVM Manager recently took the next logical step of updating its corporate image. Its logo, long ago printed in shades of gray, recently underwent a makeover. The new full-color version commands the attention that its monochrome predecessor simply could not muster.

The old laser printer at DVM Manager has since been retired. “I don’t miss that printer at all,” said Sproul. “And, we certainly won’t need to replace it now that we have the C524.”

With its Lexmark C524, DVM Manager discovered that color is critical and that printer reliability and quality are better and more affordable than ever.

Lexmark C524n

Results may vary. The stated duty cycle of the C524n is up to 65,000 pages per month.

