

Case Study – Business

Bullock Construction

West Midland, England

Product:	PaperCut NG	Grayscale Printers:	150
Installed:	2005	Color Printers:	50
Users:	350	Workstations:	350

Primary Server: Win2008S, CPU - single 1.8 GHz, RAM - 4G, HDD - 300G. Additional server load: This server is also the Primary Domain Controller and the main file server.

Secondary Servers: Branch Print Servers: Win2003S, Workstations: XP SP2

Workstations: Windows XP SP2

Bullock Construction is a private limited company that is one of the leading service providers in the social housing sector in the UK. Following a corporate restructuring in 2005, the number of branch offices has expanded from 8 to 40. Bullock decided to look for a print management solution when cost for printing consumables at the branches was consistently over budget after the restructuring.

Greg Morley contacted a local consulting company to audit printing for the branch offices in order to get a base line to begin analyzing the problem. Martin Lewis, IT & QA Manager, was researching print management on the Internet and stumbled on to the PaperCut website. Martin downloaded the free 40 day trial and discovered that the total cost for PaperCut was less than the cost for the initial audit that was proposed by the consultants.

The information collected on a few departments during the trial period was enough to convince Martin and Greg that PaperCut would address Bullock's print management requirements. Deployment took about 5 weeks for Bullock to complete.

PaperCut began paying for itself immediately after implementation. In one case a high volume user was identified through the User Job Log in the Admin Console. After further research it was discovered that the Quantity Surveyor was printing dozens of physical certificates and having them hand delivered to clients. The user was instructed to email PDFs instead saving printing, postal and labor expenses.

Bullock Construction uses PaperCut Secondary Servers extensively. Each of the 40 branch offices runs a Secondary Print Server that hosts the shared printers in the branch office. The Secondary Server component is installed in the workstation image that is pushed to all 350 workstations. Installing the secondary server on the workstations ensures that any printers that are locally attached to the workstations are also tracked.

Printer configuration is standardized by using a template printer to set per page pricing based on paper size with a discount for grayscale. All of the printers and two high end plotters are configured with the same template.

Silent monitoring mode (unrestricted) is configured to track printing without interrupting workflow, but all users are aware that printer usage is monitored. Team managers are notified if employees are on the top 20 highest print users report.

Before PaperCut was deployed it was not possible to discuss limiting printing at the corporate level because the information required to analyze the problem was not available. Now reports are used to run comparative print volume analysis so that equipment that is under utilized in one area of the company can be moved in to higher usage areas. In addition, reports that list users with zero pages of printing identify users that are printing under another login or have left the company. Virtual PDF printers are also tracked as a measurement of print savings.

While most of the information from PaperCut is used to leverage print resources and save printing consumables, PaperCut is also used in a marketing capacity at Bullock. Environmental reports are added to Property Management Proposals to establish the company's green ethos with their customers.

Bullock is currently reviewing a proposal to lease a printer fleet for a per page rate. Greg says that even if they do outsource the printers they will continue to use PaperCut to manage the internal print culture and to monitor the leasing company charges.

Future plans include using Shared Accounts to allocate printing charges to departments, and continued incremental adjustments to internal policies based on feedback from reports.

In summary the Bullock team offered the following comments that characterize their experience with PaperCut:

1. Great product: "it does what it says on the tin" and it does it very well. The product has never broken and it has gone through multiple version upgrades over the years, including successful synchronization of multiple Active Directory changes. New features are added in a sensitive and organic manner.
2. Great documentation: the available documentation is very thorough and well-written. This is a real credit to the PaperCut team.
3. Great people: over the years we have learned to look at the "whole package" (product, service levels, people) and whilst PaperCut shines with a great product, it's the people and the personal touch that have really made a difference.