



Case Study: Edgewood Healthcare

Using PrinterLogic, a Midwest-based assisted living company eliminates 30 print servers, reduces print-related helpdesk tickets by over 90% and saves almost \$60,000 in color printing costs in the first year alone.

Challenges

- With 60 distributed sites connected via VPN to a central hub, Edgewood needed to ensure that WAN interruptions didn't affect local printing.
- Manually configured direct IP printers demanded constant oversight and admin intervention for every single install.
- Print-related helpdesk tickets alone accounted for around 30% of the annual helpdesk ticket volume.

With its sixty assisted-living facilities located throughout the states of Idaho, Wyoming, Montana, North and South Dakota, Nebraska and Minnesota, [Edgewood Healthcare](#) prides itself on providing outstanding senior housing and healthcare services. To ensure a high quality of life for its residents, the company offers exceptional care along with innovative training and exercise programs.

"We number about 3,300 employees, and we basically run everything out of our headquarters office in Grand Forks, North Dakota," says IT Director Wyndle Kinney. "Our primary approach is that we place a lot of emphasis on excellent customer service for our residents, making sure they're staying happy and healthy in the later years of their life."

Given the nature of its industry, printing plays a sizable role in Edgewood's daily operations.

"A majority of our printing is typically around nurses and their certified nurse assistants. They have to print off records for sending to the hospital, for faxing over to people, so it's a substantial amount of printing."

In 2016, Kinney and his team began looking at alternative enterprise-quality printing solutions. The volume of print-related helpdesk tickets had increased to the point where it no longer made sense to manually configure a 350-printer fleet using direct IP.

Crucially, whatever solution they chose would also have to guarantee high print availability. Even if the VPN connection were down at remote sites, end users still needed to be able to print. That ruled out solutions

Results

- PrinterLogic's serverless architecture eliminated around 30 print servers while ensuring high print availability even when the VPN connection is down.
- Easy centralized management and the ability to automatically deploy printers based on Active Directory criteria lifted the strain on IT.
- The number of print-related support tickets dropped by close to 95%, saving time and money that can both be directed elsewhere.

like PaperCut, which called for more infrastructure to be installed at the remote sites if availability were a priority.

"We didn't want to start throwing hardware into these locations," he says. "Some of these buildings only have twelve residents. They don't need a dedicated server to do anything. All that extra cost was just not going to be feasible for the way we do things."

After hearing about [PrinterLogic](#), Kinney deployed the solution as a proof of concept. Its centralized management, minimal footprint, low cost, ease of use and high availability checked all the right boxes.

Challenge #1—Ensuring High Print Availability in a VPN Environment

"The way our network is set up, we have a central hub where all of our main servers for Active Directory and applications are hosted, and they run through the VPN back to our external sites," Kinney explains.

This topology is perfect for Edgewood's distributed environment, and they wanted a print solution that would enhance its advantages while reducing some of its potential shortcomings. The biggest vulnerability in that regard was the loss of print functionality if there were an interruption in the VPN connection.

"We have a lot of nurses printing off medical records that need to go with an ambulance driver or get faxed to somebody. It's really a big stopping point for us if they can't print. They really have to be able to print all the time. If something happens and they can't reach our

headquarters, they should be able to continue printing and doing business as usual."

Solution

PrinterLogic's next-gen serverless print infrastructure uses direct IP to establish one-to-one connections between clients and printers. That all but removes dependency on the WAN link and leads to higher availability.

In Edgewood's case, PrinterLogic has enabled operational and medical staff to print as usual from their desktop applications and their web-based ResiDex EMR software even if the VPN connection is down. And that capability didn't require localized infrastructure. Not only did that eliminate the need for additional hardware, it also allowed Edgewood's existing print servers to be shut down.

"Most of the actual physical servers in our sites were doing two things: file sharing and print sharing. And I've turned off print sharing on every single one of them," says Kinney. "Every single one of our thirty print servers is now gone."

Challenge #2—Centralizing Management of Direct IP Printers

Remotely managing a mostly direct IP print environment was tough on Kinney and his slim IT staff. For smaller sites, they would often have to install printers on a case-by-case basis. For larger sites that had print servers, there were recurring problems with users having to re-install printers or request additional printers for a different part of the building.

"Like most businesses, we have a lot of employees who aren't super technical, so trying to get things out there like that obviously just caused lots of pain," says Kinney.

"There were a ton of issues with printers not showing up for certain users, and we really didn't want IT to have to be involved in the normal printing process all the time. We felt the user should just be able to print whenever and wherever they need to versus us having to manually get on and add five printers so they have all of them in the building."

Solution

Although PrinterLogic decentralizes printing with more robust direct IP connections, it centralizes the overall management of the print environment. Admins can create, change, deploy or delete printer objects from a single pane of glass. They can also configure advanced printer deployments based on Active Directory criteria.

"That's significantly added to the ease of use for everyone," says Kinney. "I can just tell our users that they no longer have to install printers themselves. There's no digging around or having to figure out which printers are yours. We can auto-deploy to containers in Active Directory, by username or even IP range. To set it up, it's five clicks of a button and you're done."

And in the rare situations that users haven't received a printer automatically, they can simply access PrinterLogic's web-based self-service portal and install nearby printers with a single click.

"Having both methods of dictating which printers you get has virtually eliminated all of our printing issues."

Challenge #3—Reducing the Volume and Cost of Print-Related Support Tickets

"Just before we implemented PrinterLogic, we were doing about 3,200 total tickets a year for our helpdesk. About 30% of those were just printer installs. It represented a significant portion of our tickets and a significant portion of our time on the IT side just dealing with printer issues all the time," Kinney says.

That high ticket volume had a further cost too. Edgewood's managed services provider, Marco, billed hourly for helpdesk staffing. The time spent fielding print-related support requests was reflected in a dollar amount at the end of every month.

"Anything we could do to reduce those hours would save us money or give us the opportunity to use that budget to address higher-priority tickets, so getting rid of those was hugely important. That was a major reason why we started asking ourselves what printing solutions we could put in place to eliminate most of them."

Solution

Kinney estimates that PrinterLogic eliminated nearly all of Edgewood's print-related helpdesk tickets. Today those tickets account for something closer to 2% of total helpdesk ticket volume.

"The drop is startling. Just crazy," he says. "We get a list every month of all the tickets that come into the helpdesk, and there's hardly ever a printer one in there anymore. And if they are, it has to do with the device itself, such as broken printers or something."

Much of that can be chalked up to the ease and reliability of PrinterLogic's automated deployments.

"Since we implemented PrinterLogic, I think I can count on one hand the number of people who've said, 'Hey, I just don't see this printer.' And it's usually because they're on the guest Wi-Fi network."

Conclusion and Savings Summary

Along with eliminating the need for roughly thirty print servers and reducing helpdesk ticket volume by nearly 95%, Edgewood saw at least one further unexpected side benefit from PrinterLogic.

"Honestly, even without all the other benefits, the auditing and reporting tools alone would have delivered a strong ROI. PrinterLogic has been an incredible asset to our organization," said Goddard.

"One of the things that Marco, our managed print service, told us was that we saved almost \$60,000 in color printing costs in the first year of owning PrinterLogic. They couldn't figure out why our numbers went down so much. But we were instantly able to tell them. It's because PrinterLogic enables us to revert to black-and-white printer settings automatically. That way, we eliminated most of our accidental color printing usage," Kinney says.

The cumulative cost savings and reduced management overhead have turned him into a staunch PrinterLogic advocate.

"Every single IT person I've ever talked to hates printers, and that's why I tell everybody about PrinterLogic. At Edgewood, our problems with printers have completely gone away, and the solution paid for



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itself in a year. It's just a total lifesaver when you're dealing with all the complications that come with running an IT department. PrinterLogic eliminates all the hassle of installing and managing printers, making it one less thing that you have to worry about."

About PrinterLogic

PrinterLogic helps IT professionals eliminate all print servers and deliver a highly available serverless printing infrastructure. With PrinterLogic's centrally managed direct-IP printing platform, customers empower their end users with mobile printing, secure release printing, and many advanced features that legacy print management applications can't provide. The company has been included multiple times on the Inc. 500 and Deloitte Fast 500 lists of fastest growing companies in North America.

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