

Schnader

Case Study: Schnader

By deploying PrinterLogic in a Citrix VDI environment, a multi-location law firm reduced print-related support calls by as much as half, satisfied its end users and made time for other IT projects.

Challenges

- Migrating to a Citrix VDI environment introduced print servers, which in turn introduced single points of failure and a lack of print stability.
- Printers routinely vanished and defaults changed without warning, leading to frustrated end users and increased support calls.
- Individualized access to specific printers and roaming users made it difficult to provision printers accurately and reliably.

Results

- The next-gen serverless print infrastructure of PrinterLogic succeeded in simplifying and stabilizing printing in the Citrix environment.
- With more visibility and control over the print environment, Schnader's IT team can deliver a more consistent and satisfying printing experience.
- PrinterLogic's easy-to-configure deployments and self-service portal cater to the printing needs of the entire staff, including traveling attorneys.

"The paperless office is a myth," says Brian Clarke. "I'll go to the printer to pick something up and see that someone's printed a one-line email. And I'm like, really? But for a lot of people, it's not real unless it's paper in their hands."

Clarke is the director of IT at Schnader, a prestigious full-service law firm with offices in Pennsylvania, New York, Washington, D.C., New Jersey, Delaware and California. It was founded in 1935 with a clear ethical mission to observe the "higher calling of the law" as a means to achieve a just and ordered society.

Although Schnader's strong service philosophy and dedication to pro bono work sets it apart from many organizations, its 250 end users have a lot in common with end users everywhere.

"Lawyers are under pressure to be very efficient, and they're creatures of habit as well. They want their printer to be there. They want to be able to use it right now, and they don't want any issues with it," Clarke says. And when an end user's preferred printer isn't available? That's when the helpdesk calls and support tickets start rolling in.

"It's a minor quality of life issue that can very quickly turn into a major issue if they need to print something to mark up or review and they have no printers there. So when printing isn't working, it's a frustration."

Like most law firms, print documentation is vital to Schnader's operations. The firm also has a need for consistent computing across multiple locations, which is why it began migrating to Citrix XenApp and XenDesktop back in 2014.

After some teething problems with printing in the new Citrix environment, Clarke reached out to the Conversant Group, an IT infrastructure and security consulting company based in Tennessee. Conversant is renowned for its legal industry specialization.

"We said, 'Look, people are getting frustrated. Their default printer keeps changing. Or they have no printers. Or they get the wrong printer every day. How do we solve this?' They said it's a common problem, and they pointed us in the direction of [PrinterLogic](#)," explains Clarke. As chance would have it, around the same time he came across an IT expert from a competing firm who recommended PrinterLogic as well.

In late 2018, tired of wrestling with conventional print solutions that didn't measure up, Clarke and his team rolled out PrinterLogic to the users at Schnader.

Challenge #1—Simplifying and Stabilizing Printing in a Citrix Environment

"Before VDI, we didn't have a print server. We just manually added printers in. It was very decentralized," Clarke says.

Those pre-VDI days involved more work on the admin's part, but they offered more control over printer deployments. End users could be issued the two to five printers that they needed. The direct connections between clients and printers were more reliable, too. When users wanted to print, their printer was available.

“With VDI being nonpersistent desktops, it was no longer possible to add just a couple printers in. We needed a print server. But introducing a print server introduced complexity within Citrix right off the bat. And then you also had a single point of failure for everybody. If there was a problem with that print server, no one on VDI would be able to print.”

Clarke and his nine-person IT team decided to double down by adding a second print server.

“Going to the new one really didn’t solve anything. In fact, it made it worse because it was now on 2012 R2 and our desktops were all Windows 7. That’s where we stopped in our tracks and said, look, this isn’t working. We need a better solution here.”

“

“Having to respond to all those missing printer calls was a huge drain on our productivity. PrinterLogic has eliminated all those calls about printers disappearing, default printers changing, no printers. All those issues have disappeared by bringing in this solution. And that’s enabled us to work on other projects outside of user support.”

Solution

Schnader was faced with the choice of migrating to yet another print server or implementing a next-generation solution. Based on the advice from the Conversant Group and the recommendations of industry peers, they turned to PrinterLogic’s serverless print infrastructure.

PrinterLogic uses a direct-IP architecture that’s capable of establishing one-to-one connections between clients and printers—even in a VDI environment like Citrix. At the same time, PrinterLogic also provides centralized management and powerful automation tools. That takes the time-consuming manual element out of print management.

“Introducing PrinterLogic resolved the complexity and single point of failure we were seeing with print servers,” says Clarke. “It’s reintroduced stability and brought things back to the simpler days before we had print servers, but without having to touch each machine.”

Challenge #2—Creating Consistency in a Dynamic Workplace

Returning simplicity and stability to the print environment was only a starting point. Clarke wanted to go one step further and create a consistent printing experience for all users. That meant he had to prevent printers from inexplicably vanishing or changing. He had to ensure that clicking “Print” would work as expected for end users every single time.

“With the printers disappearing or the defaults switching, it was just maddening because there was no common answer. It wasn’t just a problem with that printer, that user, that floor or that subnet. It was just all over the place. And you never knew who it was going to hit, from a secretary to a managing partner or chairman.”

Clarke felt a deep sense of responsibility for this issue on a personal as well as a professional level. He wanted to identify the root cause and sort out the problem for good. But troubleshooting proved difficult because of all the moving parts that were involved.

“You know, to end users, this is one of those things that should be easy. They don’t see everything that goes into a centralized print server and Group Policies and all that. It’s just, well, why isn’t my printer there? And even though you’re trying everything, it just looks bad for printers to not be there.”

Solution

Implementing PrinterLogic helped Clarke and his IT team get a better fix on the print environment. They’re now able to pinpoint problems

with Group Policy and printer profiles while exercising more control over printer provisioning.

“It’s too bad that Bob Ross isn’t around to paint the picture—happy trees and all that stuff,” Clarke says. “Since we started putting PrinterLogic in users’ hands, we haven’t had to do much troubleshooting. And we haven’t heard complaints about printing, which is great. It’s enabled us to eliminate an ongoing concern.”

As you’d expect from the reduction in complaints, the number of helpdesk calls has dropped. For Clarke and his IT team, that’s had the dual benefit of decreasing their urgent workload while increasing user satisfaction.

“With PrinterLogic, we’re getting a consistent print experience. That consistency meant I was able to fulfill a promise to people: I feel your pain, I know it’s annoying, and I’m going to

fix it for you. So being able to do that—to say we know what the problem is and we’re going to fix it and then come through—has been great.”

Challenge #3—Getting the Right Printers to the Right Users

In multisite law firms like Schnader, end users don’t always print to the same printer. Attorneys in particular tend to travel from office to office. That poses a real problem when it comes to getting the right printers to the right users at the right time.

“We went through so many criteria,” Clarke says. “Do we create Groups? But the Groups as they existed were too wide. Do we do it by floor? But a floor might have thirty or forty printers. Are we going to try to draw a radius around printers? And what should that be—thirty feet, fifty feet?”

For roaming employees, the criteria had to be more flexible but equally reliable.

“Attorneys aren’t expected to say, ‘Hey, I’m traveling to the San Francisco office. Can you add the printers for me?’ So if an attorney was traveling to another office, it would be an automatic helpdesk call when they got there.”

Solution

PrinterLogic’s seamless Active Directory integration and advanced deployment tools make it easy for admins to deploy printers to end users in a targeted way. That can mean provisioning printers according to entire groups or just single individuals.

“Our solution was probably unconventional but it made perfect sense. We figured we’d ask what printers they use and give it to them—whether it’s one printer or five printers. It takes a little more work, but in the end, you’ve given the user everything they need and nothing that they don’t,” says Clarke.

Traveling attorneys also benefit from PrinterLogic’s self-service installation portal. By visiting the web-based portal and simply clicking on the icons, they can easily identify and install printers themselves no matter where they happen to be. No helpdesk interaction necessary.

“It’s very user friendly—so much better than having them do ‘Start > Run’ and then browsing the server. It’s such a big plus for them to see which printer is nearby and then add it. There’s really no reason to keep that power away from users and not give them the option.”

Conclusion and Savings Summary

Schnader has already seen quantitative benefits from implementing PrinterLogic. Clarke estimates that print-related support calls have already been reduced by as much as 50%, which has likewise lowered the costs of the outsourced pay-per-call helpdesk.

He also has plans to use PrinterLogic's print auditing functionality to identify under-used printers throughout the firm. That will help consolidate the 170-device printer fleet and save on operational and infrastructure costs.

"There are some things you can't put a number on. I think of PrinterLogic more in terms of user satisfaction and IT being able to focus on other things," Clarke says.

"I mean, we'd been desperately trying to get one of our support people back to application management. But then she would keep getting pulled back into deal with printing. Having to respond to all those

missing printer calls was a huge drain on our productivity. PrinterLogic has eliminated all those calls about printers disappearing, default printers changing, no printers. All those issues have disappeared by bringing in this solution. And that's enabled us to work on other projects outside of user support."

“

“There are some things you can't put a number on. I think of PrinterLogic more in terms of user satisfaction and IT being able to focus on other things.”

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.

435.652.1288

info@printerlogic.com

sales@printerlogic.com

CS_SCHNADER_FV2_120919



PrinterLogic