Case Study: Tazergy

Using PrinterLogic SaaS (formerly PrinterCloud), a nationwide IT services provider increased its agility and improved customer service even further in a hugely distributed, multi-tenant environment with mobile-printing demands.

Challenges

- In a multi-tenant environment spanning 150 locations across the United States, routine printer management was a time-consuming, manual process.

- Diverse infrastructure and end-user requirements made it almost impossible to impose any form of standardization on the print environment.

- Roaming staff and a dynamic workforce made mobile printing an absolute must, but conventional mobile-printing solutions weren't up to the task.

Results

- Automated deployments and centralized management via PrinterLogic SaaS's MSP portal enables Tazergy to oversee and administer all tenants' print environments from one pane of glass.

- A common print-driver repository makes it easy to identify, store and automatically provision known working drivers, eliminating potential compatibility issues.

- PrinterLogic SaaS's mobile-printing feature allows even BYOD users to print effortlessly from their mobile devices with minimal admin involvement.

Positioning itself as "senior housing's operating system," Tazergy is an IT service provider based in Woodstock, Georgia. The company was established in 2012 to provide dependable, superior IT solutions and services to the senior-living industry and related market segments. Its clients and their facilities span the entire United States.

"We don't like being pigeonholed by the term MSP, but we do like the term TSP, which stands for 'technology and success partner,'" says Tazergy CEO Matt Haywood.

"Basically, we focus on three lines of business. First, there's new construction, which is consultative and advisory in nature. The second piece of our business would be professional services procurement, where we're doing installation of the parts and smarts. And then the third is really the true technology success piece, which is your full helpdesk, vCIO, technology alignment, onsite field services and support for the entire senior living technology ecosystem."

With a staff of around two-dozen employees, Tazergy makes use of rigorous automation and streamlining processes to support its more

than 150 customer locations. When anything jeopardizes those processes, Haywood and his team immediately set about identifying and remedying the issue.

"We really have to look out for the things that create noise and friction and problems—not only for our team but also the resident care teams that we support," he says. As in many organizations, one longtime source of friction was printing.

"We realized I was spending more and more time on support. We were faced with the prospect of hiring more people just to get things done. So I asked, 'What's causing the problem?' And everybody said, 'Printing.'' Well, we couldn't just spin up a print server, because we don't have an Active Directory environment in every community we have online."

He was also skeptical of the WAN dependency that a centralized print server would introduce.

Haywood began researching print-infrastructure solutions that would deploy seamlessly in widely distributed organizations, accommodate

multiple tenants with diverse IT environments, provide high printing uptime and require low management overhead. Additionally, the solution had to support advanced—yet user-friendly—features like mobile printing. It seemed like a tall order, but he was impressed when he came across [PrinterLogic SaaS](#) (formerly PrinterCloud), PrinterLogic's cloud-based serverless printing infrastructure.

"Once Matt found PrinterCloud*, he kicked it over to me," says Justin Wall, a network administrator at Tazergy. "We ran a demo on a couple of locations plus here at the office. And once we did that, we actually started seeing our tickets from those locations reduce pretty quickly."

In early 2018, Tazergy rolled out PrinterLogic SaaS to several of its largest core customers on a permanent basis.

> "...with PrinterLogic SaaS's unique combination of direct-IP printing and centralized management, including a special portal designed exclusively for MSPs, Tazergy is able to oversee and administer every aspect of its tenants' entire print environments from just one console."

Challenge #1—Centralizing Management in a Distributed Multi-tenant Organization

Without the right tools, implementing and supporting the print infrastructure in any kind of distributed organization can be difficult. In a residential care industry like senior living, the challenge grows exponentially for managed service providers such as Tazergy.

"This isn't your corporate enterprise environment," says Haywood. "Think of senior living communities like your house—except imagine your house is 60,000 to 200,000 square feet. It literally is ten or even thirty computers run by fifteen department heads and then probably about 70 to 100 frontline staff."

At the same time, each of these communities is nested within larger networks, which are themselves nested within larger organizations. That multi-tenancy further compounds the complexity of management.

"We might even take multi-tenant to a whole new level," he says. "We're multi-tenant, and within a tenant we're multi-tenant within that unit. So a majority of our time and an even larger majority of our effort and frustration was put into printing woes."

Solution

"Before we got PrinterCloud* and we were able to centralize our print management, we typically had to manage each printer and every workstation manually," explains Wall. "We would have to log into each one, download a driver, map it to its IP, make sure that it was working, then move on to the next one. And then if a problem came in, we had to troubleshoot all of the network connectivity problems, make sure it was on the right IP, make sure that the DHCP server didn't give the printer a new IP address. It was a time-consuming process."

Wall estimates that "half our day, every day" was spent either managing or troubleshooting printers. But with PrinterLogic SaaS's unique combination of direct-IP printing and centralized management, including a special portal designed exclusively for MSPs, Tazergy is able to oversee and administer every aspect of its tenants' entire print environments from just one console.

"PrinterCloud's* single pane of glass is extremely nice. But I think what's even bigger is that it's essentially given us a cloud-based print infrastructure without having to spin up our own print server for all of our tenants. That's just monumental for us. Our process for deploying a printer now is to join the computer to the office network and install [the] PrinterCloud* [client] on it. That's it."

Challenge #2—Standardizing Inherently Non-standard Environments

In describing their customers' IT environments, both Wall and Haywood paint a picture of what might be called extreme heterogeneity—a mix of printer models, workstations, end-user demands and operating systems. It creates a cascade of variables that can make printer support and troubleshooting an uphill battle.

"At one community, you'll have, say, a Sharp MX2460N, and then inside the same operator, you'll have another community that also has a Sharp, but that might be a 5400. And then the corporate structure will have two or three different Sharp models that they use. And then you move on to the next one, and they might use a combination of Ricohs and Xeroxes, and then their desk printers are half HPs and half Brothers, which are all different models of their own," Haywood says.

This lack of standardization created a serious driver-management problem. To identify a stable, functional printer driver, Tazergy's team frequently had to experiment with dozens of driver versions on a per-workstation basis. During this trial and error process, sometimes the only indication that a driver wasn't working was a stream of annoyed helpdesk calls.

Solution

"In the past, once we found the right driver, we'd have to painstakingly document it, and say, 'Okay, this what we need for this specific model printer.' Oh, man, it was taking up so much time," Wall says.

PrinterLogic SaaS's consolidated driver repository and powerful automation capabilities have completely transformed Tazergy's approach to driver management. The process of identifying compatible drivers has been vastly simplified, and provisioning the correct drivers to individual users is more reliable. That's helped to create a sense of standardization across incredibly diverse environments.

"Now, with PrinterCloud*, we have this tool where we can grab all of the working drivers and just upload all of them to the same place so we don't have to go find them again later. Then we'll assign a specific model to each operating system, so that when you show up on this OS with this specific model printer at this specific location, it distributes the correct one every time. That's been game-changing. We can just set it and forget."

Challenge #3—Implementing User-friendly Mobile Printing

In senior-living facilities, as elsewhere, mobile printing has morphed from a luxury to a vital need. The caregiving staff, who have urgent printing requirements, are constantly on the move. Regional managers roam from facility to facility. To support this fluidity of movement, versatile web-based platforms like ChromeOS are often used alongside traditional desktop operating systems.

"Large parts of our industry's workforce just aren't sat at a desk all day. We see tablet-style devices, handhelds and mobile devices. Plus," says Haywood, "everybody has a phone." This introduces a significant BYOD component to these already heterogeneous environments.

Even if Tazergy had been able to find a printing solution that could handle "the complexity and the challenge of mobile device management," there was still the matter of the end-user learning curve. Mobile printing that involved too many steps or convoluted setup procedures simply wouldn't be embraced by the facility operators and their staff.

Solution

PrinterLogic SaaS features an optional mobile printing module that works like a native extension of the core printing solution. This means that organizations that want to provide intuitive, full-featured mobile and BYOD printing to their end users can do so without having to look any further than a single solution.

"For us, the icing on the PrinterCloud* cake was the mobile printing," says Haywood. "It was ridiculously simple."

"One day, I just enabled it," Wall says. "And it was like, wait, hold on. It's showing up on my phone already. We didn't do any extra configuration or anything. It just worked."

"In the world of technology, we all want things to work that way," Haywood adds. "The reality is usually different. But with PrinterCloud*, mobile printing really is that easy. For all those mobile users in our workforce, we now have the ability to say, 'Hey, we've got a tool that doesn't require you to hold your tongue the right way. You don't have to go and download a driver. In fact, you don't have to do anything. Just join the corporate network with your mobile device, open that attachment and click, 'Print.' Your printer's right there.'"

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Conclusion and Savings Summary

Between its centralized multi-tenant management and common driver repository, PrinterLogic SaaS has reduced the number of print-related support tickets Tazergy is fielding to almost zero.

"On an average day, we would hit about 35 printing tickets. Every single day. Now it's just not there. If we get a call about printing, it's because they've accidentally logged into the guest network. If we want to make a driver change, we can do that without having to call fifteen people and say, 'Hey, we need to get on your computer.' It's all done automatically," says Wall.

Furthermore, PrinterLogic SaaS's powerful automation tools, minimal WAN dependence and inherent stability have shrunk the amount of time Tazergy was forced to devote to printer management—while also introducing more flexibility and features.

"There isn't a simpler way to solve a complex problem," Haywood concludes. "We implemented PrinterCloud* and it really helped bring sanity and order to our team. By cutting out printing issues, you're left being able to troubleshoot the other things that pop up without having the ticket queue build up. It's allowed us to keep our same staff numbers without having to increase."

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.

*PrinterCloud is now PrinterLogic SaaS

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