PrinterLogic

FOUR WAYS TO COMBAT
K-12 BUDGET CUTS
through smarter printer management.

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In the face of tighter budgets, we asked K-12 IT professionals what strategies they've used for lowering printer-management costs. The key areas they focused on were: reducing time spent on deploying printers and drivers, cutting printer downtime and help-desk calls, and employing self-help tools for teachers and staff. We heard many times that "it's all about the kids," and that printer problems reduce the time available for more important initiatives. Let's review key problem areas they wanted to address, and then look at cost-saving solutions they employed to achieve dramatic improvements.

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[1]TechValidate, 2017 PrinterLogic Customer Baseline Study
[2] Gartner Inc., "IT Key Metrics Data 2017: Key Infrastructure Measures: Windows Server Analysis: Current Year," Published: 12 December 2016

The most costly printer-management problems in K-12 environments.

- **Traditional printer and driver management wastes IT time and money,** especially in fast-growing and geographically diverse school districts. As your organization expands, the proliferation of print servers and old-school methods for managing printers become obstacles to scalability. Using scripts and GPOs to deploy printers takes IT time and resources. Even the simplest tasks, like replacing a printer with a new model, or updating a driver, are inefficient. More than 90 percent of the IT managers we surveyed wanted a way to more easily manage printers and driver distribution.[1]

- **Print servers are single points of failure, and expensive to maintain.** A print server can cost up to $4,000 a year to maintain.[2] As your district scales up, keeping pace with upgrades, patches and virus protection gets more complicated as the number of servers increases. When schools consolidate and centralize their infrastructure, the risk of server failure is concentrated in fewer devices, which means a single downed print server can halt printing for hundreds of teachers and students. The net effect is that print servers are an even bigger liability in terms of IT and end-user productivity, and should be targeted as part of your overall plan to reduce risk.

  "Our biggest problem was that we'd have a printer that would just stop working. Teachers would keep sending it jobs, sometimes 3-4 times. I'd have to go to the print server and find the job that was causing the problem,

delete it, and restart the spooler. Seems like that was happening on a weekly basis."

-Jack Ledbetter, IT Director, Groveton SD

- **Printer downtime and print-job delays are painful and fuel costly help-desk calls.** According to Gartner Inc.,[3] organizations spend too much time managing print servers and servicing help-desk calls associated with printing. A downed print server can interrupt the workflow for an entire school, and often results in duplicate print jobs that waste consumables. If there's a failure in an outlying school, sending someone to solve the problem requires scheduling and causes delays.

  "We were running high ticket counts, and there were long wait times for users. Every teacher thought our technology staff had no idea what we were doing."

  -Chris Nilsson, Director of Technology Integration, Lamar CISD

- **Teachers and staff can't easily solve simple printer problems on their own.** Teachers tend to be resourceful, hands-on problem solvers who thrive on getting stuff done quickly and independently. Let's say they want to connect to a printer that's closer or more convenient, but can't figure it out. If they get bogged down with an IT problem it detracts from teaching and puts a strain on your help-desk budget. More than 80 percent of the K-12 IT managers we spoke with said they were eager to simplify end-user printer installation.[4] They wanted to empower end users to solve basic problems so long as they could maintain control over what changes they could make.

"Our users had to guess which server they were on, and then guess what the name of the printer was. It wasn't easy for them, and generally ended up in a support call."

-Stu Ross, IT Manager, Kennewick SD

● **Chromebooks are cost-effective to buy, but expensive to administer when it comes to printing.** Limited management tools make it difficult for administrators to support Chromebook printing. Newer Google Cloud enabled printers offer solutions, but adding new printers just for Chromebook printing is difficult to justify. What managers want is an easy way to print from a Chromebook to any existing network printer.

PrinterLogic is a proven solution for these K-12 printer-management issues.

Based on insights from K-12 IT leaders, we've discussed the most common problem areas related to printer management. Let's examine the cost-saving solutions they employed to simplify administration, reduce printer downtime, cut help-desk calls, and improve end-user independence and productivity.

[3] Gartner Inc., "Market Trends: Print Software Vendors Must Innovate and Differentiate for Competitive Value, "28 March 2016, Lai-Ling Lam
[4] TechValidate, 2017 PrinterLogic Customer Baseline Study

1. **Eliminate print servers across the district, and simplify printer and driver management.** Using PrinterLogic, IT managers are able to eliminate print servers and centrally manage every printer on their network, all from a single pane of glass. This saves IT resources, reduces infrastructure and cuts licensing costs. An intuitive web-based Admin Console simplifies the process of getting the right driver to the right printer, and makes it easier to deploy new printers and set up new schools. More than 80% of PrinterLogic users report that they are deploying printers without scripting and GPOs now. Two-thirds say the time they spend managing printers has been cut in half.[5]

   "PrinterLogic had everything we wanted—no print servers, a centralized driver source, profiling, ease of automated deployment, reporting and monitoring, and deployment using visual maps. It was like I sat down with PrinterLogic's engineers and said, 'This is what we want.'"

   -Chris Nilsson, Director of Technology Integration, Lamar CISD

2. **Achieve a dramatic reduction in help-desk costs caused by printer downtime and print-job delays.** Because PrinterLogic uses a centrally managed direct IP architecture, print jobs are sent directly from a teacher's workstation to a local network printer. No WAN connection is required because the print job stays on the local network. This means your printing environment is stable even if there are connection problems with the centralized PrinterLogic service. Since every printer on the network is monitored centrally, your IT staff can easily set up email alerts to get notified about printer errors before the

phones start to ring. The majority of PrinterLogic's customers report that printer downtime was cut up to 75% after deployment.

   "We have almost zero printer-related help-desk tickets. We went from about 2,500 tickets in a year down to three or four. Soft costs went down massively."

   -Chris Nilsson, Director of Technology Integration, Lamar CISD

3. **Give teachers and staff an easy way to install printers on their own, without IT assistance.** PrinterLogic offers a Self-service Installation Portal that gives users the ability to install a printer on their own, thus reducing their dependency on the help desk. This is empowering for users and takes pressure off IT resources. The feature uses a visual floor-plan map to make it easy to find a nearby printer. IT managers we surveyed said they favor allowing end users do more without IT assistance, as long as they have ultimate control over what teachers and school staff can change on their own. For example, if a specialty printer needs access restrictions, you can hide it from general staff and present it only to authorized users. More than half of K-12 PrinterLogic users said they cut printer-related help-desk calls by an average of 80 percent.[6]

   "Used to be the service desk was fielding complaints, and now it's getting compliments. I've gotten so many positive comments about how easy PrinterLogic is to use. People seem to be very happy with it, and we all know how rare comments like that are."

   -Stu Ross, Information Systems Manager, Kennewick SD

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[5] TechValidate, 2017 PrinterLogic Customer Baseline Study

[6] TechValidate, 2017 PrinterLogic Customer Baseline Study

4. **Easily make any printer a Chromebook-compatible printer.** Once installed, PrinterLogic provides straightforward Chromebook printing functions to any network printer. This is set up centrally using the web-based Admin Console, where you can easily create a virtual printer in Google Cloud Print — or a local instance if using PrinterLogic SaaS (formerly Printer-Cloud). Teachers and students see the printer as a single available queue on their Chromebook. To use it, they click "Print," select the "PrinterLogic Printer," and send the print job. This works from any Chromebook web page or app that supports printing.

> *"PrinterLogic has really simplified things on the Chromebook side. It sets everything up for you. You tell it what students have permission to print — so many documents per week, or per day, or whatever — and all the student does is print. When they are ready to pick up the job, they go to a website to release their documents. This avoids wasted print jobs because if they keep editing, they only release the latest version."*
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> *-Jack Ledbetter, IT Director, Groveton SD*

A cost-effective solution that lets you apply IT resources to more important tasks.

By eliminating print servers, centralizing printer management, employing self-service printer installation, and facilitating Chromebook printing to existing printers, PrinterLogic helps K-12 IT managers reduce admin costs, printer downtime, and help-desk calls. It improves ease of administration for IT staff. Teachers can solve basic printer problems on their own, leading to higher user satisfaction and more time to focus on core initiatives. The payback is impressive: 95 percent of PrinterLogic K-12 customers say they spend far less time managing printers, and 89 percent reported a substantial reduction in help-desk calls. More than half say they broke even on their investment in 18 months or less.[7]

For more information about PrinterLogic and its benefits, or to schedule a trial installation, go to **printerlogic.com.**

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[7] TechValidate, 2017 PrinterLogic Customer Baseline Study