

Toshiba - Print Audit Case Study

The Situation

Hawaii Business Equipment (HBE), an office of Toshiba America Business Solutions, was working with a small Property Management Firm (the Company) with one office in Hawaii. The fleet of business machines at the Company consisted of 15 computers, 7 printers and 2 fax machines. Most of the devices were old, inefficient and in need of upgrading.

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Methodology

Using Toshiba's Encompass software, Hawaii Business Equipment, conducted an assessment of the Company's situation in order to gain a better understanding of the company's true cost of device ownership. An informal analysis of printing volumes was also conducted to determine total output on each device.

Results

HBE presented the company with a cost-effective redeployment of equipment. Six printers and one fax were replaced with two modern multi-function devices that included copy, print, fax, scan and finishing capabilities.

The volume analysis also revealed that the Company was under-charging clients \$1,320 annually by not billing for prints made on behalf of their clients. Because they had no capability to recover those costs, Print Audit was recommended as a valuable cost recovery tool. Print Audit enabled the customer to collect printing data, and gain the missing revenue. Fifteen seats of Print Audit were sold along with the equipment.

In this circumstance the solution sales approach (hardware + software) differentiated HBE from the competition. "If it wasn't for Print Audit, the sale would have been much more difficult," said John Regan, solutions channel manager for Toshiba America Business Solutions. "The software does compliment the hardware by giving us a better-rounded offering. We not only save the customer money via our fleet redeployment, but we enable them to gain revenue via Print Audit."

In the end, the HBE was rewarded with \$12,000 in gross profit, while offering the customer reduced total cost of ownership, modern technology, enhanced workflow and improved revenue collection.

Summary

The Solution Sales Advantage

Results

- Print Audit facilitates sale worth \$12,000 in gross profit
- Print Audit identifies \$1,320 worth of lost revenue potential
- Combination of Print Audit and Encompass programs edges out competition

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