

Case Study: Guaranty Bank

Financial institution reduces waste, cuts cost with print management solution

About Guaranty Bank

Since 1913, Guaranty Bank of Springfield, Missouri has served their community with a number of convenient financial management solutions designed to keep its customers finances running smoothly and efficiently. With 11 locations in Springfield, Ozark, Nixa, and Joplin, Guaranty Bank's experienced staff is committed to providing its customers with excellent products and services.

The Problem

To continue providing customers with affordable and convenient banking solutions for years to come, Guaranty Bank wanted to reduce expenses wasted on uncontrolled print costs while encouraging sensible user behavior.

The Solution

After installing PaperCut MF, a leading print management software, the bank was able to efficiently track employee printing, encourage smart printing habits, and provide users with the flexibility to print to any authorized device in the building.

The Results

• Accountability

- Encourage sensible behavior by printing to cost-efficient devices

• Convenience

- Users have freedom to securely print to any authorized device nearby

• Efficiency

- Replace expensive single function devices with more suitable MFDs

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The Story

Out with the old

In today's economy, time is money. Guaranty Bank of Springfield wasted very little time turning its attention to an expense that organizations of all sizes often overlook - costs associated with printing and copying. Recently, the bank relocated to a new, open-space office with a number of areas for employees to collaborate. This offered a perfect opportunity to replace their existing print management software with PaperCut MF, a simple, cost-effective solution that provides complete visibility into user's behavior without breaking the bank.

PaperCut MF covers many features that most organizations consider key for making smart business decisions. It includes an easy-to-use online dashboard and over 80 insightful reports, along with support for all operating systems, mobile platforms and MFP brands. "The management team was so forward thinking," says Nick Lofaro, VP and CTO, Guaranty Bank. "With PaperCut, the ability to move the cost-savings really helped support where we were headed. It was just a perfect fit."

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In with the new

In collaboration with Pearson-Kelly Technology, southwest Missouri's premier document solutions source, Guaranty Bank first implemented a managed print service and realized vital cost-savings by having one company manage all of their single-function and multifunction devices. Their partnership with Pearson-Kelly quickly evolved as they then began to seek control over their entire print fleet.

The bank's employees - a skilled team of loan officers, tellers, and administrators - were initially hesitant about switching to a new print management system. With Guaranty Bank's previous software, employees had grown comfortable printing to the printer closest to their desk without first determining if a more cost-efficient device was available. "Culturally they had a bit of a challenge gaining buy-in for the removal of individual printers," recalls Chelsey Bode, Vice President, Pearson-Kelly. "And, obviously, security is something we needed to address first and foremost."

Secure, convenient printing for all

With PaperCut MF, Guaranty Bank was able to implement and support printing that was quick, easy, and secure. "Find-Me printing, Secure Print Release and the big one that I wasn't looking for that was a benefit

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was the quotas and the ability to restrict large multi-page documents going to very expensive printers," states Lofaro. "They now use printers that cost one to two cents per page versus high-end printers."

"One of the things that I saw Nick and his team be able to do is really have answers to all of the personal bankers or loan officers that kept saying over the years 'We can't get rid of our printers or we can't redirect our centralized printers,'" says Bode. "All of a sudden, PaperCut gave them the power to say 'Oh, actually, we can and here's how we're going to be able to accomplish it.'"

Since installing PaperCut MF, Guaranty Bank now has the ability to move forward with their initiatives and easily overcome potential roadblocks. Employees print sensibly at cost-efficient devices, not at single-function printers spread throughout the office. Another advantage of the new print management software allows employees to choose which device they'd like to send their job to from a list of pre-approved printers and copiers.

Not only can leadership at Guaranty Bank see the savings in the bottom line of each month's expense report, they're reminded by a pile of decommissioned single-function printers that they've replaced with better equipment.

"All the things PaperCut offered us were the things that we were struggling with. I'm confident we've had significant savings with what we've done."

- Nick Lofaro, VP/CTO, Guaranty Bank

About Pearson-Kelly, ACDI, and PaperCut

Pearson Kelly is an ACDI partner and an expert in customizing a complete solution for your office setting. For more information, please visit: pearsonkelly.com

ACDI is a PaperCut Authorized Solution Center and industry-leading provider of print management software, hardware, and professional services. To learn more about ACDI & PaperCut MF, please contact your office equipment supplier or visit: acd-inc.com/papercutmf