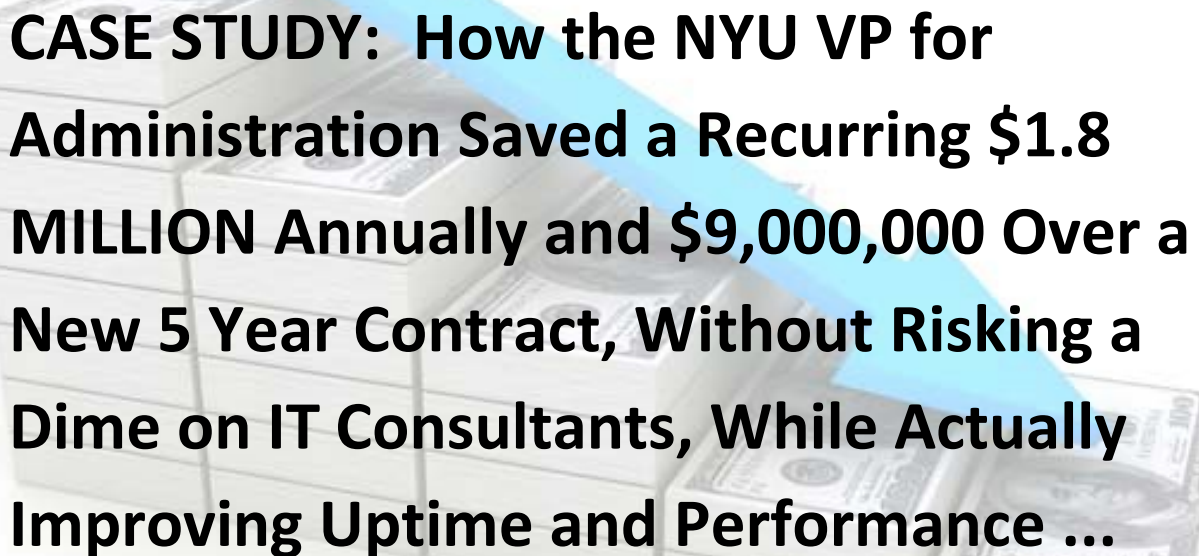


# 5 Ways University & College Procurement Administrators Are **OVERPAYING FOR PRINTING & COPYING!**



**CASE STUDY: How the NYU VP for  
Administration Saved a Recurring \$1.8  
MILLION Annually and \$9,000,000 Over a  
New 5 Year Contract, Without Risking a  
Dime on IT Consultants, While Actually  
Improving Uptime and Performance ...**

**Reducing the cost of doing business.**

By Jan Debassac  
CEO, Copier Analytics

From the desk of Jan Debassac  
CEO, Copier Analytics

Dear Administrator,

If document management, printing, and copying costs are burning a hole in your budget...

...And you're wondering if you even have a handle on your total cost of ownership, which is more than you probably think.

...Then the information contained in this whitepaper is guaranteed to put a smile on your face.

Your eyes will be opened to hidden cost savings and operational efficiencies, both direct and indirect... without sacrifice to output quality, user productivity, security, or the environment.

...And how to streamline procurement, maintenance and management of hardware, software utilities, support procedures, and materials at every step of the supply chain.

Here's why...

In the pages of this whitepaper I'll share with you my humbling journey from flogger of printers, copiers and system integration services... to unbiased advocate and champion of higher education administrators like you.

You will discover why 95% of the people who read this whitepaper have fallen prey to the sneaky tricks technology vendors use to charge more and deliver less...

...And how smart, forward-thinking administrators are beating them at their own game... to shave hundreds of thousands, even millions of dollars from their operational budgets.

Incredible as that sounds, you will see proof positive that competitive benchmarking and deep analysis of total cost of ownership is almost sure to uncover inefficiencies and overcharging... or worse...

...Your printers and copiers may be leaving you wide open to a personal data security breach!

**Verizon 2019 Data Breach Investigations Report Finding:** Uptick in Data Disclosure Attacks in Education... Institution Threatening Security Breaches... **According to JAMF:** 35% of All Education Security Breaches Take Place in Higher Ed...

**>>> April 23, 2019 - Washington State University recently settled a class-action lawsuit for \$4.7 million, stemming from the 2017 data breach caused by the theft of some portable hard drives containing personal and health data.**

**>>> UCLA Health Reaches \$7.5M Settlement Over 2015 Breach of 4.5M**

**>>> The University of Hawaii has agreed to settle a class action lawsuit in the wake of five data breaches over a three-year period that affected about 96,000.**

The good news is these vulnerabilities are absolutely avoidable with the knowledge I'm about to give you.

You will see exactly how to safely disentangle yourself from onerous service contracts and outdated equipment... for dramatic savings, productivity upgrades, enhanced security, and environmental stewardship.

And it won't cost you a dime to see it.

## **Bold claims, I know, and here's why you should believe them...**

You see, "conventional wisdom" about how printers and copiers should be sold, managed and maintained was what I lived and breathed for the first three decades of my career.

I sat on the vendor's side of the table, working with and representing some of the industry's major brands, where I saw every trick in the book that competitors were using for maximizing markups and margins:

>>> How to low-ball RFPs to get to the final round and then build up the transaction with upgrades and add-ons that may or not be beneficial or needed ...

**>>> How to sell bloated SLAs (Service Level Agreements) that unnecessarily add thousands upon thousands of dollars to the contract cost ...**

>>> How to take advantage of the three-to-five-year RFP cycle and the fact that no procurement organization can keep up with the frenetic pace of change in the way this commodity is bought and sold ...

**>>> How to exploit "fuzzy" requirements documentation and client misunderstanding of new technology to inflate costs and profits...**

I never entertained these practices, but it was just a fact of life that these things were occurring.

You played the game, or you lost the account.

And I was a terrible loser...

...Advancing to Sales Manager for Konica Minolta Business Technologies, then to Regional Manager of Major Accounts... then to District Sales Manager for RISO... and then Vice President for TGI, the largest distributor for both Ricoh and Toshiba.

If there was an RFP to be won, I'd win it.

If there were margins to be made, I'd make them.

Until one day I was working on one of the biggest deals of my life...

It was for New York University, and the RFP came from *Copier Analytics*, who had been brought in as an unbiased, third-party to the negotiations.

## **I found them to be incredibly thorough ...**

They had extraordinarily effective methodologies for identifying all the components of the transaction — a level of detail I'd never seen before.

They understood the implications of SLAs and TGI's own costs better than we did ...

They knew exactly how service and supply contracts impact the overall structure of an RFP... how to precisely vet requirements and word them without the slightest bit of wiggle room or ambiguity...

...And how to extract every last vendor rebate and price concession imaginable.

Trying to gain even the slightest leg up on them was like bringing a pen knife to a gunfight.

## **...So I played it straight as an arrow.**

And long story short ...

We were awarded the business (while taking a margin haircut like I've never seen in 30 years of flogging copiers).

### **Copier Analytics saved:**

- **NYU \$9,000,000,**
- **NYU Langone Medical Center \$1,638,000**
- **NYU Tandon School of Engineering \$543,780**

**All told, NYU saved \$11,181,780 over the life of the contracts, while actually upgrading many of their machines.**

*Copier Analytics* was brutal.

But they were also fair.

And like the Remington man, I was so impressed, I joined the company.

Put simply, they were nothing like any of the other contingency companies I'd ever had to contend with.

What made the difference?

First, it's important to understand why even the most astute procurement and IT people on the client side of the table get tripped up.

You see, it's not just about negotiating lower prices, far from it. This is NOT how Steven Donofrio, VP for Administration at New York University saved \$1.8 MILLION annually.

**NYU SAVED \$1.8 Million  
Annually and \$9 Million  
Over a New 5 Year Contract  
(Reduced spend 40%)**

“...It's not often that a company exceeds expectations, which is why I wanted to personally thank you...

When we first met and you described the cost savings potential that you believed NYU would experience on its copy machines, I must say I was somewhat skeptical.

However, ...you took our annual spend for copy machines of \$4.5 million to \$2.7 million for a recurring \$1.8 million annual savings... This was a painless process that was a win-win for the users and the University....”

Sincerely,  
Steven Donofrio,  
Vice President for Administration  
New York University

Steven realized that printing, copying and document management was one of his top 5 most significant expenses.

He also realized that technological advancement in this area was creating many opportunities for operational efficiencies...

## ...For simplified workflows, increased user productivity, and streamlined management of the printing environment...

...All of which, could result in dramatic *indirect* savings.

What he didn't know was how to cut through the enormous complexity to find and realize those savings.

Over a period of many years, New York University's printing environment had become multi-departmental, multi-campus, and embedded in dozens of different business processes.

We're talking 1,000+ MFPs, 3,000+ printers, plus multiple print shops, from multiple vendors, multiple service contracts, and multiple stakeholders. He didn't even know how many printers they had, or how to find out, which is actually quite common.

## His internal staff, while competent, faced a steep learning curve when it came to gaining a baseline and identifying what opportunities existed.

And relying on the vendors who were maintaining the equipment was like putting the fox in charge of the henhouse.

Here's how Copier Analytics helped him ...

### Step 1 — Data Collection

With minimal disruption and in coordination with Steven's procurement team, they meticulously gathered a massive pile of invoices and service contracts.

A whole room's worth of documents emerged, which Steven admitted were all but indecipherable to anyone in his department.

### South Texas Blood & Tissue Center and Qualtex SAVED \$305,184

"Copier Analytics was tasked with improving the quality of our fleet of copiers and lowering overall costs for copier services throughout our organization. We are delighted that your organization was able to save us a total of \$305,184. Additionally, all of our new copiers are networked and daily we are eliminating redundant printers and facsimile equipment through our organization, thereby realizing additional savings.

South Texas Blood & Tissue Center and Qualtex Laboratories received the highest level of customer service and professionalism from Copier Analytics.

Copier Analytics and its staff have exceeded our expectations. Therefore, I have no reservations with providing the strongest possible recommendation for your company to any organization that wishes to use its services."

**Norman D. Kalmin, MD**  
President/CEO and Medical Director  
Qualtex

You put enormous effort into negotiating contracts at RFP time, and then it's on to other things. Document management is NOT your organization's core competency, after all. Nor should it be.

And so all the arcane knowledge required to make sense of the invoices and associated agreements is forgotten from one RFP to the next.

Yet in the hands of someone who lives and breathes copying and printing service contracts, those documents told all kinds of tales at New York University — about utilization... service level agreement compliance... user productivity... toner and ink efficiency... energy consumption... carbon footprint, and more.

To the trained eye, there is data behind the data... clues that lead Copier Analytics to collect even more data... interviewing stakeholders... analyzing workflow... documenting errors and inconsistencies...

...And for the first time ever, Steven had a truly panoramic and penetrating view of his entire printing fleet and environment.

## **Step 2 — Total Cost of Ownership Analysis (TCO)**

Next it was time to interpret the data to reveal the true cost of ownership of Steven's fleet of devices.

To say he was shocked to discover the truth would be an understatement. Though, the reaction is actually quite common.

Copier Analytics' analysis uncovered all kinds of factors that were ballooning operating and administrative costs at New York University — to the tune of more than TEN TIMES the cost of replacing their entire fleet of copying and printing devices:

>>> Sky-high maintenance and repair bills for machines that were being fed cheap paper or being used for the wrong purpose.

**>>> Hundreds of IT man-hours consumed dealing with functionality issues that SHOULD have been covered under a properly structured SLA.**

>>> Underutilized devices that were overbuilt for the jobs they were doing.

**>>> Over utilized devices that jammed up repeatedly and went through expensive maintenance kits and toner like they were going out of style.**

>>> Expensive line ups at machines or long walks to another machine because of glacial print speed.

**>>> Unnecessary downtime and trips to the local office supply store.**

>>> Rogue printers installed all over the place.

**>>> Not meeting environmentally sustainable practices by improperly disposing of retired equipment, cartridges, toner and drums.**

>>> Countless man hours troubleshooting print-related server, system, and connection issues.

**>>> Outdated and redundant equipment consuming excessive footprint — desktop space, computer rooms, supply closets, and energy.**

>>> Massive duplication of effort generating and reconciling purchase orders and paying invoices across multiple departments.

The good news was, Copier Analytics had seen all of the opportunities before and knew exactly what to do (and not do) about them.

For us, it's just another day at the office.

It's all we do.

### **Step 3 — Competitive Benchmarking**

Of course, TCO, while critical knowledge for any serious procurement professional, is only part of the puzzle.

Equally important to Steven, was knowing how New York University's TCO compared to other universities and colleges, and also other types of print heavy enterprises.

Copier Analytics' competitive benchmarking answered these questions and allowed Steven to accurately identify best practices.

It gave him penetrating insight into how those practices were lowering TCO for industry leaders...

...And it gave him Intel that is simply unavailable from technology vendors with vested interests, or generalists like McKinsey or EY.

**>>> Is cloud based document management computing ready for prime time... and are early adopters really enjoying the promised productivity gains?**

>>> How are other universities and colleges dealing with the security breach time-bomb that exists in workplace printers, multi-function printing devices, scanners, copiers and mobile printing? Is pull-printing a solution?

**>>> How inexpensive Wi-Fi and Bluetooth enabled printers can be exploited to potentially access your network.**

**A clear example of this was how NASA was hacked when an "unauthorized" low-cost, barebones Raspberry Pi created a portal through which the attacker pilfered restricted documents and files from the Jet Propulsion Laboratory (JPL).**

**>>> Are the managed print services being offered by vendors all they're cracked up to be?** What are the pitfalls and how much are early adopters really saving?

**ELWYN (Non-Profit)  
SAVED \$900,000  
(Reduced spend over 25%)**

"...We hired Copier Analytics...to conduct an RFP for our copiers....we wanted the support of an experienced company to guide us through this. We went into the RFP with fairly low expectations to save money. We felt that we were getting a good price already and that is why we didn't expect much.

...they were very professional and really became a valuable resource for us. After we received the final pricing RFP from all the vendors, we were shocked to see that our original expectations were completely wrong. Copier Analytics negotiated a price savings of over 25% from our current costs. Even more remarkable, was that the vendor who was the cheapest was our current vendor. The fact that our current vendor was cheaper made the whole process so much easier since we did not have to go through an implementation with a whole new vendor.

Overall we were extremely satisfied with the service we received from Copier Analytics and we would 100% recommend them to anyone."

Robert Young - Elwyn  
Head of Procurement and Business Services Officer

>>> What are we printing that doesn't need to be printed... and how are other organizations pulling that off?

Copier Analytics' unbiased, vendor-neutral position gave Steven real answers to these questions and a clear path forward.

He was able to validate some of his current practices, invalidate others, identify a motherlode of low hanging savings fruit, and begin preparing an RFP.

## Step 4 — Supplier Engagement and Negotiation

Copier Analytics' forensic analysis of New York University's printing, copying and document management environment formed the basis of an incredibly concise and clear inventory of needs (RFP), which was submitted ONLY to qualified vendors.

Their unparalleled knowledge of equipment and vendors, related software, SLAs, contract Ts & Cs (Terms & Conditions), document and device security, and green initiatives, empowered Steven to save time and money by precisely matching his KPIs (Key Performance Indicators) to what the market could offer.

What's more — *like an extra "ace" in his deck of marked cards* — Copier Analytics sat beside Steven at the bargaining table, giving him an almost unfair negotiating advantage.

...There was no wondering ...

### >>> Are the SLAs being offered practical, measurable, and enforceable?

>>> How do the complicated plethora of services, service level agreements, & terms being flogged by different vendors really compare?

### >>> Are there any costly components in the vendor proposals that are not going to positively impact KPIs?

>>> Is device security, access security, document security and end of life security (Hard Drive Disposal) meeting regulatory compliance and environmental sustainability initiatives?

### >>> Is the agreement properly structured for both terms and charge mechanisms... and what kind of precedent exists for the negotiation of special provisions that are weighted in our favor?

Copier Analytics ensured that vendors only submitted hyper-competitive rate structures that encouraged proper behavior by both Steven's internal staff and management as well as the awarded vendor...

### St. John Fisher College

**SAVED \$663,236  
(Reduced spend 32%)**

"...They have proven to be indispensable during the process. Jan Debassac from Copier Analytics has been excellent to work with since the first meeting.

...Throughout the selection process and during negotiations with the finalists, Jan was highly valuable in ensuring the best and final offers by the competitors were indeed the best pricing.

I can confidently recommend Copier Analytics as a buyer's advocate. They were a valuable resource throughout our engagement reducing the hassles and frustration of researching and evaluating copier/printer equipment, technology, and software trends and best practices. As guide to the process, Jan provided unbiased insight to our approach which yielded significant financial savings.

Copier Analytics and Jan have been valuable partners in the College's efforts to manage costs for printing and improve service for our campus community.

Sincerely,  
Stacy Slocum  
Chief Information Officer  
St. John Fisher College



He was able to collapse a ragtag band of several disparate suppliers —*and a mish-mash of non-standard management and operating procedures*— into an extremely beneficial managed print services (MPS) contract with a single vendor.

The direct, apples-to-apples savings —*equipment leases, paper, ink, toner, and maintenance costs*— were **projected at \$1.8 MILLION annually, more than**

**\$9 MILLION over the life of the 5-year contract!**

Even more impressive, these savings would actually be dwarfed by the indirect savings Steven would enjoy...

>>> Just-in-time provision of needed printing capacity and supplies... pay by the page instead of by the machine.

>>> **Light speed processing and near zero downtime... a big spike in user productivity and satisfaction.**

>>> Reduced footprint, for energy savings and the environment... also freeing up valuable campus real estate.

>>> **Standardized operation and management, with attention to device, network, and document deadbolt security...** and real time visibility of KPIs' and vulnerabilities for the entire print and copying fleet.

>>> One throat to choke — a single point of contact for all things printing and copying, IT no longer sucked into the maelstrom.

>>> **One bill instead of 20, electronically delivered, with effortless departmental charge backs... no more accounting nightmares.**

You could see the satisfaction written all over Steven's face when he signed the contract. It was a genuine coup and one of the high-points of his career.

But the battle wasn't over yet ...

## Step 5 — Implementation

You see, despite the tremendous savings promised by the new contract ... it took more than a piece of paper to realize those savings.

Despite helping Steven to obtain stakeholder feedback and buy-in right from the beginning, the pain of change and the timing and execution of that change had to be carefully managed.

Copier Analytics was there for him every step of the way, ensuring...

### University of Connecticut SAVED \$1,956,240

"...With the constant involvement, support and expertise of Copier Analytics, UConn was able to identify the challenges with which we were faced, outline a detailed scope for the managed print program, and compile a well written RFP inclusive of detailed equipment specifications and Scope of Work.

Copier Analytics' involvement has allowed the University to enjoy substantial cost savings.

It is my opinion that the role of Copier Analytics in the overall success of the managed print initiative was indispensable.

Without the expertise, guidance and effectiveness of our consultants, I suspect the effectiveness and success of the launch of our managed print program would have suffered, risking the overall success of the initiative."

Matthew Larson, MBA,  
Director of Procurement,  
University of Connecticut

>>> A highly choreographed roll out schedule, including change management, tracking and monitoring of purchases, third-party verification of invoices, real-time usage statistics, and iron-clad documentation of savings.

>>> **A full scale internal marketing plan (email, direct mail, posters, signage, open house, etc.) for enthusiastic stakeholder buy in...** announcing the new deal and ensuring departmental managers and users knew what was happening and how it would make their jobs easier.

>>> **Rigid monitoring and verification of KPIs, ensuring projected maintenance, energy and supply cost savings actually materialized.**

>>> Security audit and analysis, verifying all data and breach protection measures outlined in the new contract performed as promised.

Were there surprises along the way?

Sure, but Steven had an unbiased and objective team of experts at his side to ensure that every benefit promised by the new contract was actually delivered and realized.

Even more importantly, New York University gained considerable competitive advantage, replacing slow, inefficient, outdated technology with the latest, state-of-the-art systems.

Faculty, students, and the administrative personnel who support them are better informed, better connected, and better equipped to do their jobs.

**Expert execution of these five steps  
has saved our clients over  
\$100,000,000 and counting  
— why not YOU?**

Instead of madly juggling your operational budgets and wondering where you can chop a little here and slash a little there... you can safely re-allocate hundreds of thousand or even millions of dollars in one fell swoop ...

Instead of laboring under inefficient financial management of your printing and copying infrastructure, you can centralize billings and gain crystal clarity on where the money is going and why...

Instead of being plagued by an expensive, wasteful (and sometimes dramatic) supply chain for consumable supplies... your toner, ink, maintenance, and repair can become a non-event, arriving automatically, and just-in-time ...

Instead of being plagued by outdated, unreliable and less-than-secure equipment that robs your organization

**Temple University  
SAVED \$750,000 Annually  
and \$4.5 Million  
Over a New 6 Year Contract**

"I must admit, during our initial meeting we were somewhat skeptical about the amount of savings that Copier Analytics indicated they should be able to produce.

...I wanted to let you know how impressed we are with your company. Through Copier Analytics, we were able to reduce our annual operating costs by \$750,000 per year and \$4,500,000 over the 6 years of a new contract. ...and upgraded equipment where needed, without hindering our savings.

In Addition, there was no reduction in service from our vendor as a result of the new reduced pricing. I only have the highest praise, respect and appreciation for Copier Analytics, and am pleased to make this recommendation known."

With best regards,  
Ken Kaiser, V.P., CFO and Treasurer  
Temple University

of productivity and morale... you can be at the top of your industry's game.

I know from personal experience... and from the experience of the dozens of high-profile clients featured in this report... this is what awaits you, when you bring Copier Analytics' unique contingency-based consulting services to bear.

Our fee is based on a small percentage of your actual ACHIEVED savings and not pie-in-the sky recommendations typically suggested by consultants.

PLUS, our fee includes the full implementation of all our recommendations.

And we collect NO FEES until you've achieved actual dollar savings.

## So here's what to do next ...

I have developed a **15-to-30-minute, NO-OBLIGATION Discovery Call**. A quick assessment of your Document Management and Copier/Printer environment, some discussion of the effective solutions and management strategies available, as well as a ballpark idea of the savings opportunities that may exist at your organization.

Look at what we can accomplish together in this fast-paced, value-packed session:

- **Print and Document Management Strategy** — What is the right strategy for you? How does the right strategy enhance Electronic Health Records (EHR), Enterprise Content Management (ECM), Enterprise Risk Management (ERM)... improve your employee printing habits... and significantly reduce your costs, security risks, and IT management tasks?
- **Print Monitoring Technology** — What is the right technology for you? Can the same software that secures enterprise print workflows be used for analytical purposes? How can monitoring your organization's printing habits and workflows allow you to cut costs and increase user productivity? And how will the analytics reveal the best path forward for implementing managed print services?
- **Significant Measurable Results and Reductions** — How much can you reduce Total Cost of Ownership (TCO)... total print volume... color printing... toner and ink costs... vastly improve utilization of centralized print shop assets, including equipment, labor, postage, and paper... and consolidate and optimize your print assets?
- **Managed Print Services** — Are they for you? How much could you save? How much of the vendor hype should you believe?
- **Service Level Agreements** — What is the right SLA management strategy for you? How much could you save? How do you ensure SLA compliance?
- **Security Risks** — What is the best way to ensure device security protocols and to maximize HIPAA compliance?

- **RFP coming up?** — As you can see, we've helped many large and small enterprises, including universities and colleges, to construct and deliver RFP's, negotiate, and deploy contract renewals, upgrades and wholesale technology migrations. I'll give you my unbiased and objective opinion on the structure of your upcoming evaluation.
- **Savings Score Card and Plan** — How are you doing relative to competing higher ed... and what's the one best step you can take right now to drive costs out of your supply chain?
- **Complimentary TCO Analysis and Report** — Here's where you may request your Zero-Cost and No-Obligation COMPLIMENTARY Total Cost of Ownership Analysis and TCO Report— To determine security vulnerabilities and all components of your Document Management and Printing & Copying expenditure. Working offsite we will devote our full resources doing all the work necessary. You will receive a no-cost, no-obligation report identifying your current true TCO and how much you can save.

There is no charge for this call, but you must fill out a short questionnaire which we will review carefully before the session.

**Step 1— [Click here and book a call](#) on my schedule.**

**Step 2— Fill out the mandatory questionnaire on the very next page.**

**Step 3— Watch your email for confirmation of the call.**

Rest assured this consultation is not a thinly disguised sales presentation. It will consist of the best analysis and advice I can provide in a 15-to-30-minute timeframe.



**Copier & Printer Management Consultants**

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Reducing the cost of doing business.

# FAQs

## Q1. I just don't have the time. We're doing well with what we got. We've accepted the costs. What is the Need?

**A.** Printers and copiers are the secret backdoor hackers are using right now to compromise networks. **Would you invest twenty minutes of your time to avoid a potential breach of privacy data, including patient confidentiality that could result in heavy HIPAA fines and expensive litigation?**

At a time when large data breaches are almost a weekly occurrence across all industries, the confidentiality and protection of privacy is one of the greatest challenges faced by higher Ed administrators.

And whether you believe it or not, unsecured printers and copiers can compromise the confidentiality of your data and irreparably harm your reputation.

**Verizon 2019 Data Breach Investigations Report Finding:** Uptick in Data Disclosure Attacks in Education... Institution Threatening Security Breaches... **According to JAMF:** 35% of All Education Security Breaches Take Place in Higher Ed...

**University Hospitals, labs, HMOs and other healthcare organizations have been victims of some of the most damaging and expensive hacks in recent history.**

**A Report Published in *HIPAA Journal*: 2019 Health Care Data Breaches Setting Records.** In 2019, more healthcare records were breached than in all of 2016, 2017 and 2018 combined, with HIPAA violation settlements in the tens of millions in 2019.

**Having the HIPAA cops come down on you like a ton of bricks and the resulting years-long bureaucratic wrangling is potentially catastrophic. [Give us just 20 minutes](#)** and we'll show you how we not only assess and minimize your risk, but point you to sizable savings opportunities that may be available.

## Q2. We have a supplier that we recently signed an agreement with.

**A.** If you have recently signed an agreement and you're happy with the results of that agreement, then there is no need for further action at this time.

Stay on our mailing list, remain current on what's happening in the industry, and book a consult 6-12 months prior to your contract renewal.

On the other hand, if you find yourself unhappy with your recently signed agreement, [book a free consult](#) and let's see what we can do about it.

### **Q3. We do not have resources for another project.**

**A.** If you're happy with your recently signed contract, then you don't need another project. If not, then we can help you determine the resources necessary to disentangle yourself from that contract. We will prepare a free cost-benefit analysis for doing so, and then you decide.

If you are near contract renewal, you already have a project. And bringing Copier Analytics in to assist you actually frees up internal resources while ensuring a better contract.

You can substantially strengthen and enhance your resources and it won't cost you a dime, while saving hundreds of thousands, if not millions of dollars over the life of the new contract.

### **Q4. Is this initiative going to cause a disruption to my team?**

**A.** Absolutely not. In fact, our unique methodology is designed to bring order, harmony, consensus and teamwork to an often chaotic, biased, and myopic business process. It's precisely how we've saved our clients over \$100,000,000 and counting.

Remember, our fees are 100% performance-based and dependent on working closely with your team. Disruption works at cross-purposes to that goal, and is therefore not part of the equation.

### **Q5. Why would I look at my copiers and printers we are already working with a vendor?**

**A.** It is important to know your true Total Cost of Ownership and how your TCO compares to other healthcare organizations, and also other types of print heavy enterprises.

Copier Analytics' competitive benchmarking answers these questions and allows you to accurately identify best practices.

It gives you a penetrating insight into how those practices are lowering TCO for industry leaders...

...And it gives you Intel that is simply unavailable from technology vendors with vested interests, or generalists like McKinsey or EY.

Our unbiased, vendor-neutral position gives you real answers and a clear path forward.

You'll be able to validate some of your current practices, invalidate others, and identify a motherlode of low hanging savings fruit.

With Copier Analytics' expertise, objectivity and supplementary assistance, you will see proof positive that competitive benchmarking and deep analysis of total cost of ownership is almost sure to uncover inefficiencies and overcharging... **or worse...**

...Your printers and copiers may be leaving you wide open to a **Private Data or HIPAA security breach!**

## **Q6. Why would we engage a consulting company to look at this space?**

**A.** For the same reasons you hire outside legal counsel, tax counsel, and management consultants: to benefit from their focused and highly specialized knowledge, expertise, objectivity and supplementary assistance.

With Copier Analytics on your team, you will have the same "bench strength" enjoyed by America's leading healthcare institutions.

## **Q7. How much is this going to cost me?**

**A.** Our fee is based on a *small* percentage of your actual ACHIEVED savings and not pie-in-the sky recommendations typically suggested by consultants.

PLUS, our fee INCLUDES the full implementation of all our recommendations.

...Which means we collect NO FEES until you've achieved *actual* dollar savings. And those fees are dwarfed by your savings...

So why not [book a short, free, no obligation discovery call](#) to get a ballpark idea of your savings and the percentage we'd need to make them happen for you?

## **Q8. We're really happy with our current vendor, is this going to sour The relationship or reduce the level of service we receive?**

**See how our clients answer this question:**

"...in short order you took our annual spend for copy machines of \$4.5 million to \$2.7 million for a recurring \$1.8 million annual savings. And to my surprise, you accomplished this **without any reduction in services**, the same number of copy

machines, and in some cases, copy machines were even upgraded. This was a painless process that was a win-win for the users and the University.”  
— New York University

“The Copier Analytics Team... ..upgraded equipment where needed, without hindering our savings. In addition, **there was no reduction in service** from our vendor as a result of the new reduced pricing.”  
— Temple University

“... Since the onset of our relationship with Copier Analytics; TaraVista has seen a 15% reduction in equipment cost, and a 75% reduction in service costs. TaraVista is convinced that Copier Analytics not only helped align us with companies that decreased cost, streamlined processes, and improved technology, **but also support our high standards of customer service.**”  
— TaraVista Behavioral Health Center

“Copier Analytics negotiated a price savings of over 25% from our current costs. **Even more remarkable, was that the vendor who was the cheapest was our current vendor.** The fact that our current vendor was cheaper made the whole process so much easier since we did not have to go through implementation with a whole new vendor.”  
— Elwyn

**A.** A lot of our clients have wonderful vendor relationships and our job is to keep it that way.

Our only aim is to serve your interests. And your interests are served by the quality of vendor relationships, whether that means remaining with your existing vendor, or establishing a new and better relationship.

Remember, we are completely vendor neutral. More than fifty percent of the time our clients decide to stay with their existing vendor. The only difference is you pay lower prices.

Also, this is not just about negotiating lower prices, far from it.

With printing, copying and document management being one of your top 5 most significant expenses, technological advancement in this area is creating many opportunities for operational efficiencies...

...For simplified workflows, increased user productivity, and streamlined management of the printing environment...

...All of which, could result in dramatic *indirect* savings. We know how to cut through the enormous complexity to find and realize those savings.

**[Book your discovery call TODAY!](#)**



## NYU Saved a Recurring \$1.8 MILLION Annually and \$9 MILLION Over a New 5 Year Contract



### New York University

*A private university in the public service*

Office of the Chief of Staff and  
Vice President for Administration  
12<sup>th</sup> Floor, Room 1206  
70 Washington Square South  
New York, NY 10012-1091  
Telephone: (212) 998-2362  
Facsimile: (212) 995-4745

November 17, 2010

Mr. Martin Silver  
41 Indian Creek Village Road  
Indian Creek Village, Florida 33154

Dear Marty,

Just wanted to let you know what a pleasure it was to do business with you and Copy Analytics. In my opinion, it's not often that a company exceeds expectations, which is why I wanted to personally thank you for the services Copy Analytics performed for New York University.

When we first met and you described the cost savings potential that you believed NYU would experience on its copy machines, I must say I was somewhat skeptical. However, in short order you took our annual spend for copy machines of \$4.5 million to \$2.7 million for a recurring \$1.8 million annual savings. And to my surprise, you accomplished this without any reduction in services, the same number of copy machines, and in some cases, copy machines were even upgraded. This was a painless process that was a win-win for the users and the University.

Thanks again for the significant cost savings achieved by Copy Analytics and the professionalism that you and your staff demonstrated during the process.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven".

Steven Donofrio  
Vice President for Administration