

# Cannon IV continues a 32-year tradition of service excellence with Baker & Daniels through its Managed Print Services



**“Baker & Daniels has been able to see a real value in outsourcing this work to Cannon IV.”**

*Sue Stephenson*

## **Objective:**

Baker & Daniels needed a cost-effective way to manage a large printer fleet in a wide geographical area. The Cannon IV nationwide total print management program would enable the IT staff at Baker & Daniels to allocate more time to high-priority projects.

## **Approach:**

Assess and manage a fleet of networked Hewlett-Packard print devices using a remote printer fleet software solution, FMAudit.

## **Business benefits:**

- Nationwide support from a single vendor
- Implement remote printer fleet monitoring
- Affordable cost-per-page (CPP) pricing that includes preventive maintenance, service, toner & support

## **Cannon IV Customer Story:**

Baker & Daniels continues a 32-year partnership with Cannon IV to meet their nationwide print management goals

## **Industry:**

Legal

# BAKER & DANIELS

Beginning in 2005, Baker & Daniels began exploring a major change to their partnership that began with Cannon IV in 1978. The law firm was very open to hearing about managed print services (MPS) and how Cannon IV's managed print services could save the firm's IT staff time and money by reducing the workload on their IT and help desk staff in six offices nationwide. In 2006, the IT Department of Baker & Daniels signed a cost-per-page (CPP) agreement that covered the supplies, service and repair of all their printers nationwide for one low price.

A brief history on the partnership between the two companies begins in the late 1970's when Jeff Jones of Cannon IV, now the company's vice president of sales, began selling to Baker & Daniels correctable film ribbons, liftoff tapes and carbon paper – primarily typewriter and other office supplies from the era. That evolved into printer supplies such as ink and toner when typewriters went by the wayside. Around the year 2000 Cannon IV began a toner inventory control program for the firm which supplied Baker & Daniels with toner products as needed and without the hassle of ordering and managing individual products. Cannon IV simply kept the supply shelves stocked as needed at the downtown offices of Baker & Daniels. But with over 370 lawyers and legal professionals, the management of so many printers was a time-consuming task that didn't typically rise to the top of a list of high-priority assignments for the Baker & Daniels IT team.

**“One or two [print] problems we can always handle, but when it’s several it just takes too much of our staff time.”**

**Mark Janus  
Technical Service Manager  
Baker & Daniels**



## Scenario

In six offices across the United States – Indianapolis (2), Ft. Wayne, South Bend, Chicago and Washington D.C. – Baker & Daniels has over 250 printers deployed and in use by attorneys and support staff. The IT staff of Baker & Daniels is at the headquarters office in downtown Indianapolis, but printer problems could pop up anywhere from the Midwest to the Mid-Atlantic. In the words of Mark Janus, Baker & Daniels' Technical Services Manager, “One or two problems we can always handle, but when it’s several it just takes too much of our staff time. Printing is a big function of our business. We have to be up and running.” Because of the geographical spread of their offices, Baker & Daniels contracted with networking companies in different markets for either block-hours of networking service or simply hired IT service to be accomplished on an as-needed basis, resulting in multiple invoices from different markets covering printing and imaging needs.



## Assess & Design

After a detailed printer assessment of Baker & Daniels was completed by Mark Wyrick, a Cannon IV document solutions specialist in early 2006, the law firm agreed to a cost-per-page contract with Cannon IV that provided printers, consumable supplies and service. The contract covers the over twelve-million pages annually produced on over 250 devices. Printer repair issues that arise can now be handled by Cannon IV technicians instead of the IT staff of Baker Daniels. Importantly, the contract includes at one low price per page, all printers owned or leased by Baker & Daniels across the United States – no matter the location. No longer will Baker & Daniels need to call different printer repair shops in each market or use valuable purchased IT time on basic printer service needs. One call to Cannon IV in Indianapolis dispatches a technician to begin the work. And that call can either be logged traditionally via telephone or using the Cannon IV Marketplace™, Cannon IV's e-commerce site where clients can report a service problem, order supplies and manage their overall contract.

The first line of support for desktop printer service at Baker & Daniels will always be the IT help desk analysts. They can option to focus and spend time on the issue, but more often they dial Cannon IV and have a technician dispatched to the site where the printer is not performing properly. This allows the firm's IT staff to focus on proactive projects that bring value to the business while Cannon IV handles the reactionary work.

Under the Cannon IV CPP agreement, the Baker & Daniels IT team no longer has to schedule time for each printer and perform periodic preventive maintenance. That responsibility is now part of the agreement with Cannon IV. Along with the service and scheduled preventive maintenance, regular cleanings are calendared by Cannon IV for printing equipment at Baker & Daniels resulting in a longer lifespan of the individual printers. The CPP agreement is extending the useful life of printing and multifunction device purchases made by Baker & Daniels and maximizing their return on assets.

### **Implement & Manage**

To help IT leaders within Baker & Daniels understand their printing infrastructure better, Cannon IV also deployed FMAudit™, a printer fleet monitoring software application which tracks all the copying and printing completed throughout the law firm. IT leaders at Baker & Daniels are able to login to their FMAudit page and view details on what has been printed and copied overall by department, location or even by machine. Installing FMAudit automates the process of collecting page counts by device and other device information of the over 250 printers under

the CPP contract and submits them to Cannon IV. Much more important than simply eliminating a time-consuming task, though, FMAudit gives Baker & Daniels the ability to manage their printing infrastructure. Through FMAudit, they are able to understand and compare what's being printed and in what volumes by user, location or department. Understanding and controlling the printing infrastructure gives Baker & Daniels the ability to understand and control the costs associated with the infrastructure.

One of the strongest benefits to Baker & Daniels resulting from the Cannon IV CPP agreement is not one that can be instantly seen on a spreadsheet: Time. Sue Stephenson believes that a significant amount of staff time devoted to printer support has been saved after transitioning to a managed print environment. The IT team of Baker & Daniels has a lot to manage and it's Stephenson's desire that their work be focused on projects that bring value to the law firm rather than maintenance tasks. In addition to supplies, under the CPP agreement, Cannon IV is providing the support work (repairing broken printers, etc.) that Stephenson's staff at one time had to manage. Also, Cannon IV is providing the preventive maintenance on the printing infrastructure that wasn't typically listed as a high priority task. Finally, another value the CPP agreement provides to the Baker & Daniels IT team is that other firm management and staff are happy with the printer support by Cannon IV. According to Stephenson, "We don't have to allocate resources to routine support tasks. Baker & Daniels has been able to see a real value in outsourcing this work to Cannon IV."



## Customer solution at a glance

### Primary Application

Total Print Management strategy

### Primary Hardware

100+ HP LaserJet 4100 Series  
100+ HP LaserJet 4250 Series  
20+ HP LaserJet 4200 Series

### Primary Location

Indianapolis, IN (downtown)

### Secondary Locations

Chicago, IL, Fort Wayne, IN,  
Indianapolis, IN (96th St.),  
South Bend, IN, Washington, D.C.

### Cannon IV Services

Cannon IV Cost-per-page (CPP)

### Software Solutions

FMAudit - Printer Fleet Monitoring

## About Cannon IV

Cannon IV, Inc., founded in 1974, is the leading independent provider of managed print services, and technology, with more than 3500 customers nationwide. Cannon IV integrates best-in-class systems from leading manufacturers, such as Hewlett-Packard Company, Capella Technologies, Pharos Systems, PaperCut, Perceptive Software, and MPI Technologies, to improve document workflow and increase efficiency. As an HP Office Printing Solution Elite, Healthcare Elite, Graphics Elite Design and Public Sector Elite certified business partner, Cannon IV is dedicated to staying ahead of the ever-changing world of office technology. This has facilitated Cannon IV's ability to provide innovative service programs and an ever-expanding line of printers, multifunction printers, and related equipment and software applications. Cannon IV is headquartered in Indianapolis, Indiana, with a regional office in Columbus, Ohio and operations in Texas.



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