

Ontario Realty Corporation replaces output fleet with Lexmark MFPs, adopts distributed fleet management services and reduces energy consumption.

## Ontario Realty Corporation switches to Lexmark MFPs, offloads printer management and slashes power use by more than 50 percent

### The Organization

The Ontario Realty Corporation (ORC) provides a broad range of real estate services to the Ontario provincial government, including marketing and sales, leasing, property management, and strategic planning. The services ORC provides include strategic real estate advice and solutions to the government and customer ministries or agencies to optimize the value and utility of the government's real estate, identify efficiencies, savings and cost-effective solutions for accommodation requirements, and identify revenue opportunities.

ORC strives to achieve its vision to be the service provider of choice and the centre of excellence in managing and enhancing the value of public sector real estate and as such, ORC is exploring new ways to provide better value to the citizens of Ontario and to deliver value-added services to our government customer ministries that are cost-effective, timely, proactive and high quality.

With a province-wide portfolio that features over thousands of buildings as well as tens of thousands of acres of vacant or surplus land, ORC is one of the largest real estate management companies in Canada.

### The Challenge

Beginning in 2002, ORC's IT organization turned to outsourcing as a way to control expenses. In its first test, ORC's help desk was outsourced successfully to Compugen, a Lexmark business partner and one of Canada's largest IT infrastructure and lifecycle management resellers. "As part of that agreement, we asked Compugen to propose a series of lifecycle strategies to reduce our IT costs," said ORC's Chief Information Officer, James Storozuk. "Of the six proposed initiatives, the one that immediately caught our eye, was print management."

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—James Storozuk  
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As ORC grew, like many other organizations, it purchased dozens of printers, copiers and fax machines on an individual basis. Doing so led to a proliferation of brands and technologies. Some printers were networked while others served only a single computer through a local USB



connection. Not all of the devices were under a warranty or maintenance agreement and an inventory discovered printers sitting under desks and on the floor. Inkjet printers, with their expensive appetite for multicolored ink cartridges, were driving up consumables costs as was the wide variety of toner cartridges that needed to be stocked. “We had reams of paper and toner cartridges stacked up all over the place,” Storozuk said. Some staffers had hoarded up to 20 cartridges, tying up considerable funds.

Compugen proposed gradually replacing all of ORC’s aging output hardware, deploying new products as a fleet that shared a common underlying technology platform that could be covered under a blanket maintenance agreement, and which could be managed remotely via the network. Consolidating single-function printers, copiers and fax machines into multifunction printers (MFPs) would further reduce costs, electricity consumption, floor space and greatly simplify maintenance and consumables.

A key requirement was that any new output platform had support to the scanning of paper documents directly into Open Text Livelink ECM® (enterprise content management) system, ORC’s chosen electronic document management platform. For Storozuk, converting leases, contracts, work orders, architectural drawings, floor plans, and other physical documents into electronic format for indexed storage and retrieval in Livelink was essential. ORC’s last stipulation was that day-to-management of new devices should be outsourced. “We did not want to be in the printer management business,” said Storozuk.

### The Solution

ORC and Compugen jointly surveyed the market and met with several printer vendors, including the one that had supplied the majority of its existing units. It didn’t take long to see that Lexmark stood apart.

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Lexmark proposed the installation of strategically located MFPs as an on-ramp to ORC’s ECM system. With a high-quality business-class monochrome laser printer at its core, Lexmark MFP technology

seamlessly integrates a printer, auto-feed document scanner, copier, and network fax into a single space-saving unit. With the use of Lexmark Document Distributor (LDD), a flexible enterprise document-routing software application, users now had the power to scan, fax, copy, print, or e-mail documents, and the ability to archive them directly into Livelink with the push of a button.

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“Everything Lexmark did was centered around getting us to print less,” said Storozuk. “As we worked together, it became clear this was the right way to go and the right thing to do.” Lexmark worked directly with ORC to ensure the appropriate scanning solution was designed and implemented to facilitate the conversion and archival of ORC’s hardcopy documents.

The first wave replaced 158 devices from seven manufacturers with departmental MFPs. Device consolidation often has a cultural human element to it – no one wants to give up a printer sitting within arm’s reach. To deal with this, ORC adjusted its roll-out schedule, leaving users’ personal printers in place and simply not replacing them as they aged and ceased to function. The plan worked so well, that when ORC moved its entire headquarters operation into spacious new offices, it left all of the old printers behind. The office staff, very cognizant of environmental sustainability efforts bought in when it was revealed that energy consumption for ORC’s output fleet would be cut by an estimated 53 percent.

How could Storozuk be so sure of the numbers? “Every time we took something off line we measured how much power it had been using,” he said. “That let us calculate savings for similar devices that were still running.”

The company’s approach to faxing also changed dramatically for the better. Instead of having faxes printing and piling up in printer output bins, faxes are now electronically routed to departments based on the incoming fax number. Administrative staff then forward it on to the recipient or simply delete if it’s not relevant. The new approach reduces printing costs in consumables and paper, is more efficient and more convenient.

Once again turning to outsourcing, ORC looked to Lexmark and Compugen to provide complete oversight of the Lexmark fleet through the Lexmark Distributed Fleet Management (DFM) program. Using the capabilities of DFM, Lexmark engineers or a Lexmark Authorized Service Provider (ASP), monitor fleet performance. Service alerts generated by individual devices are transmitted to personnel who can perform remote diagnostic procedures and initiate on-site service as necessary. Through fleet monitoring, orders for replacement genuine Lexmark toner cartridges are generated automatically and delivered just in time, eliminating on-site cartridge hoarding forever.

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“Working with Lexmark is a pleasure,” said Storozuk. “They listened and understood our specific needs, delivered everything that was promised, and stayed flexible as our situation changed,” Storozuk said. “Lexmark developed a custom solution that improved our efficiency and was happy to work with outside vendors, something the other printer companies couldn’t or wouldn’t do.”

For ORC, spending taxpayers’ money wisely is no less important than its environmental energy-saving sustainability efforts. With Lexmark, Compugen, and Open Text working together as a partnership, those goals have been fully realized.

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### The Results

With most of its personal printers decommissioned and replaced with Lexmark MFPs, electrical consumption for office equipment has been cut by more than half. Employees quickly adjusted to the advantages of networked MFPs, especially for scanning paper documents into the Livelink ECM or directly to e-mail. With daily oversight provided by Compugen, ORC IT staffers are freed up for other IT projects, device availability is at an all-time high, and toner hoarding is history.