



City of Rockford, Illinois

Xavier Whitford
Central Services Manager



KEY BENEFITS



Print savings through
down-sizing machine quantities



Seamless implementation
of devices



Charitable giving and
community involvement

CITY OF ROCKFORD MAXIMIZES SAVINGS

WITH MARCO'S DOCUMENT CENTER SOLUTIONS

How would you manage 45 print machines across multiple locations? The City of Rockford had to solve that problem. "We have several different buildings, and each department has needs and requirements. Being able to work with a vendor who could evaluate our needs and then make it as cost effective as possible is important," said Xavier (Shaw-vee-air) Whitford.

As the Central Services Manager, Whitford oversees the budgeting, purchasing and risk management for the entire city. And she trusted Marco to handle their print environment and to optimize each area. "Marco has been highly helpful and understanding working to right-size. When we were transitioning...some of the machines they looked at, they were like 'Hey, this is a 50,000 print machine, and you're only using it for 10,000 prints, so maybe we can downsize that and save you some money.'"

THE SOLUTION

Her Marco Technology Advisor recommended changing the number and type of print machines across locations to enhance efficiencies. Whitford explained that page per minute speeds, color versus black and white, stapling large documents, three-hole-punching and other features were significant to specific departments. "When we do our budget, we have to three-hole punch everything to put it into a binder. We used to have to do that manually, but now we have a machine that does that for us," Whitford said.

Besides her own finance department, other areas were able to reduce copiers and printers while gaining advantages. "There are other departments that print colored pamphlets that go out into the community, and they don't have time to get them professionally printed or copied. Our engineering department is printing plans ...and they use big 11"x17". Having the correct document center that can meet the needs of the [specific] department is important."

Thanks to the advanced copiers and printers, the City of Rockford's departments can now print many more documents in-house with fewer machines and better manage their printing, which saves them time and money.

Before Marco offered their help, many city departments also used desktop printers. For cost-savings, Marco's team advised to remove the desktop printers and install centrally-located devices. "We were able to remove those desktop printers and get

CASE STUDY // MANAGED PRINT SERVICES



The City of Rockford, IL serves their community of nearly 150,000 citizens in numerous ways. From strategic planning to safety to community events, the city works to make Rockford a great place to live. Departments include Finance, Fire, Human Resources, Information Technology, Legal, Public Works and many others. Rockford is a business-friendly city that attracts and retains a wide range of industry, business and professional services in a climate that fosters entrepreneurship and small and minority-owned businesses through innovation. A river city with many recreational, cultural, and artistic attractions, Rockford values its citizens and works to serve them in the best ways possible.

document centers that are a main source of printing for our departments and our floors. That saved a ton of money," Whitford said.

On top of cost-savings, the city experienced a seamless implementation of machines. Marco quickly removed and replaced machines across all departments. "One of the things we found remarkably helpful with Marco was the transition period. We had very few complaints about too long of a down time or inconvenience, which is huge when you are dealing with about a thousand people who are using these machines daily," Whitford detailed.

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Whenever service is needed, Whitford said Marco's technicians are always timely and effective. She has never heard any negative comments about Marco's service or the company as a whole. Whitford added that Marco is highly responsive to address their questions or struggles and that Marco resolves any problems promptly.

Overall, Whitford said she recommends Marco for excellent service, smart recommendations and the ability to find the most effective solution at the lowest cost.

"We know that they have our best interests at heart, and with them it's just as important to them as it is to us. There is a mutual respect and a mutual understanding of our goals," Whitford said of her Marco team.