

The Impact of HP MFPs and Breakthrough Edgeline Technology on Mountain America Credit Union

800-745-2025

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INTRODUCTION

Mountain America Credit Union has 48 branch office locations, with an ever-growing need to expand its reach. Branch offices, recognized by their red roofs, have come to represent Mountain America's service integrity to each community served. Preparing new branch locations for document output and network capabilities falls to Curt Schaefermeyer, one of Mountain America's LAN administrators.

Mr. Schaefermeyer indicates a new branch location can be outfitted for all technology needs in about a day. A big part of that effort includes the installation of a multi-function printer (MFP) to provide print, copy, fax and scan capabilities for all branch employees. Also included is

Centerville Branch
Office of Mountain
America



PRINTELLIGENT CLIENT PROFILE

Client:	Mountain America Credit Union
Founded:	Mid-1930's for Utah Telephone Workers
Unique Fact:	Recognized in 2006 as one of the Top 5 large companies to work for in Utah
Employees:	850
Printers:	284 total/ 35 HP MFPs & 3 Edgeline MFPs
Locations:	53 (including corporate)
Client Since:	January 1997



Printelligent's Managed Print Solution with a promise for service response within a two-hour window. About 10 percent of Mountain America's branch locations are in far-reaching locations and so Printelligent and Mountain America established unique response times for the outlying locations, meeting needs while providing expanded telephone support.

SERVICE SOLUTION

- HP MFPs in branch locations and corporate office
- HP MFP-enabled scan-to-email functionality
- Printelligent's Managed Print Solution, including:
 - Two-hour response time to service requests for 90% of branch locations
 - Preventive maintenance at every service call including toner cartridge replacement
 - Personalized account management
 - Printer fleet management reports
 - Consolidated quarterly billing
- Breakthrough Edgeline Technology providing:
 - Affordable color printing
 - Penalty-free monochrome printing on the same device
 - Consolidation and replacement of expensive copier and color printers working side-by-side

In 2003, Mountain America purchased its first MFP. Since then, MFPs have been improved upon by expanding the feeder and glass to accommodate larger documents. Also, the newer MFPs are much faster than their predecessors. The introduction of Edgeline technology made office quality color printing affordable. In addition, monochrome printing on the same device became "penalty-free" with costs similar to a monochrome-only printer. An expensive copier and a color printer working side-by-side could be replaced with one Edgeline MFP. These developments removed the last barriers for Mountain America to purchase more than a dozen MFPs in recent months for several new branch locations.

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Early on, Mr. Schaefermeyer had some concerns about placing the proverbial eggs in one basket by purchasing MFPs for branch locations. After all, if an MFP was rendered useless, employees would not be able to perform any document output functions. However, he knew from past experience as a recipient of over a decade of service from Printelligent technicians, he could expect a response within the promised two-hour window, and problem resolution on the first visit. He has never regretted initiating Printelligent's services, or purchasing MFPs. In fact, MFPs have proven their usefulness in branch locations as well as the corporate office.

As copy machine leases in the corporate office came to an end, Mr. Schaefermeyer asked his Printelligent account manager, Ron Mulcock, about replacing them. Leasing copy machines seemed like a waste of space and money. Comparative information and equipment specifications were provided for consideration. The end result was the purchase of several HP color and monochrome MFPs. Ray Carsey, Vice President of Technology at Mountain America, has been pleased with the decision.

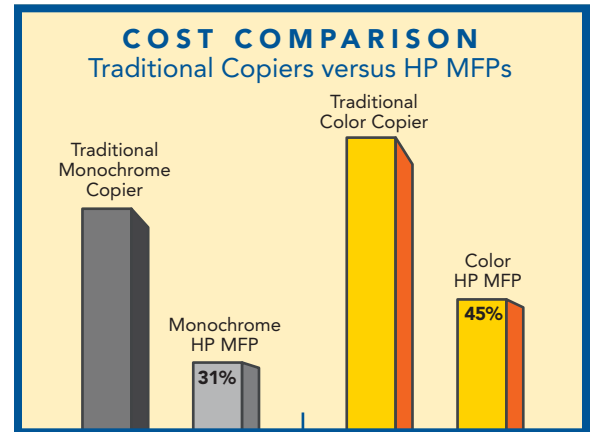
"MFPs have served our branch locations well. It made perfect sense the corporate office would experience the same benefits," said Mr. Carsey. "I'm happy that Printelligent

keeps our printers working so Curt can focus on his LAN administrator duties."

Mr. Schaefermeyer introduced scan-to-email functionality at Mountain America, made possible by MFP technology. All loan applications must be transmitted to headquarters for finalization. Most home loans average 20 pages or more in length. Previous to using the scan-to-email function, corporate real estate departmental fax machines were having a hard time keeping up. Utilizing the company's technology network to email scanned documents has greatly improved internal processing. The scan-to-email function eliminates long distance telephone charges and minimizes misplacing or misdirecting hard copy loan documents. It is a much more efficient and secure process than faxing.



▲ Curt Schaefermeyer (right) of Mountain America, discusses MFP performance with Printelligent Technician, Brad Maddy (left)



Source: Buyers Laboratory, Inc. - HP 4345 MFP and HP 4730 MFP comparisons to Xerox, Canon Ricoh and Sharp copiers.

"Placing HP MFPs in branch locations and in corporate departments has minimized the pieces of equipment I need to track, maintain and provide services for."

Curt Schaefermeyer

LAN Administrator II

Mountain America Credit Union

IN CONCLUSION:

After a decade of service, Printelligent's technicians are always a welcome sight at Mountain America. MFPs in branch and corporate offices, coupled with Printelligent's Managed Print Solution, are meeting all of the document output needs of Mountain America. Enabling technologies such as scan-to-email functionality is improving internal processes as well.

"When we compared HP MFPs with traditional copiers, and knowing Printelligent's reliable service combined with HP's reputation, it was an easy decision for us," said Mr. Carsey. "HP MFPs have an easily identified value for Mountain America."

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