



RIVERSIDE PRINTER REFRESH — PEACE OF MIND AND ROI

**A PRINTER REFRESH PROJECT YIELDS GREATER
VERSATILITY AND DEPENDABILITY TO SATISFY ONE
COLLEGE'S PRINTING NEEDS.**

If you listened very closely, the gentle hum of HP printers might be heard on a walk down the halls of Riverside Community College (RCC) following a \$35,000 printer refresh project on the Southern California campus this past August.

A total of 85 devices were deployed at the palm-tree-lined community college in Riverside, Calif., which serves some 30,000 students and offers more than 100 programs leading to an associate's degree, career certificate or transfer to a four-year college or university.

"It was a new project, the RCC Quad renovation, that funded and called for the refresh," explains the college's tech coordinator Ernie Arellanes, adding that RCC has traditionally standardized on HP printing solutions.

With the acquisition of three HP LaserJet 4250dtn printers, RCC now has access to a versatile, dependable black-and-white printer that comes standard with automatic double-sided printing. Plus, its fast print speed of up to 45 pages per minute (PPM) helps save time in the campus' busy work environment.

Users can process documents containing text, images and graphics with the 460MHz processor and 80MB of memory (expandable to 512MB). They'll waste less time standing at the printer since the first page emerges in less than eight seconds thanks to HP's "instantly on" technology.

Arellanes says the particular 4250dtn model was chosen because of its service role as a midsize workgroup printer, attractive price point and volume capability. "An earlier model of this same product was used in our last project, and it has served us well," he adds.

RCC also purchased 75 HP LaserJet 1022n printers, which were deployed in faculty offices for personal desktop-style laser-quality printing, Arellanes reveals. The 1022n models have the potential to enable seamless workgroup sharing if the college chooses that option, thanks to networking capabilities afforded by the device's 10/100 Fast Ethernet embedded print server. Text, images and graphics all print smoothly with the LaserJet's 266MHz processor and 8MB of memory.

In addition, the model automatically adjusts for optimized print quality, and users can select from a wide variety of print canvasses, including plain paper up to legal size, envelopes, transparencies, card stock, postcards, vellum, rough paper and labels.

The college's refresh project also included the acquisition

of four HP Scanjet 8350 Document Flatbed Scanners, ideal for scanning documents, photos, negatives and slides. With the touch of a button, the machine simplifies work processes by easily executing tasks such as copy making and creating PDFs.

Offering high-quality results with up to 4800 dpi optical resolution and 48-bit color, the devices quickly scan up to 25 PPM. The 100-page document feeder enables automatic, unattended stacking of sheets, while 35 mm slides and negatives may be scanned with the included transparent materials adapter, and large photos and documents with the legal-size plate.

One-touch buttons offer quick scanning, copying and canceling, and scanned documents can be converted into editable text with the included OCR software.

Rounding out RCC's refresh was the purchase of three HP Photosmart 8750 photo printers, which deliver professional, fine art or portrait photographs in sizes up to 13 x 19 inches. The Photosmart prints with or without borders, in vivid color or in black-and-white, for as little as 24 cents per photo with HP photo value packs.

"The photo printers and scanners will be going to RCC's photography department," Arellanes reports, "for their higher demand for graphics and imaging input/output there."

While Arellanes acknowledges that the college has not completed any type of formal cost analysis since purchasing the printers, "I know that the majority of HP products provide a durable return on investment," he says.

"In our case, for our faculty and student community, the dependability is the ROI, as far as I'm concerned. And this is from an IT perspective, since I'm usually the guy they call when there is a problem. So what we have gained is dependability and peace of mind."

Peace of mind throughout RCC's entire refresh project was achieved with the help of CDW•G Account Manager Paul Cardamone. "CDW•G helped by providing a great sales representative in Paul," shares Arellanes.

"He is reliable, helpful and expeditious, and we depended on those attributes in presales and prequote work, all of which goes into the end product of specification generation for this type of project. I would certainly look forward to similar experiences in IT procurement based on our relationship with CDW•G."

Among the many benefits of working with CDW•G, says Arellanes, is having a familiar sales rep who knows the needs of different departments at the college.

Furthermore, he says, "It gives me confidence being able to depend on a rep or equipment provider that will respond, usually rapidly, with solutions or quote-generation in time to keep the boss and my staff happy."

And if something does go astray along the way, RCC can count on CDW•G to resolve the problem quickly, adds Arellanes. "Returns are a hassle, and not very fun, but mutual perseverance is mandatory to get the job done — fun or not — to keep operations moving," he explains. "So CDW•G's attention to this detail is very much appreciated by us."

DECIPHERING PRINTER SPEAK: WHAT TO LOOK FOR AND WHAT IT MEANS

Do you know your dpi (dots per inch) from your PPM? What about the formula for factoring the cost per page after you consider the initial cost of the unit? Before shopping for a new printer, make sure you've mastered laser language, including:

1. **Technology:** Ink-jet and laser are the two primary printer technologies available. Ink-jet printers offer an affordable and effective solution for home users, while lasers are generally recommended for campuses or networks that require speed, efficiency and high-quality resolution.
2. **Resolution:** A printer's resolution is measured by the number of dots per inch that the device is capable of printing. More dots provide a finer level of detail, which is especially important when printing graphics.
3. **Speed:** Speed is another important consideration when shopping for a printer. Rated in pages per minute, speed varies based on several factors such as whether the printer is black-and-white or color, and whether you are printing text only or graphics. In general, you should expect a higher PPM from a laser printer than from an ink-jet.
4. **Ink/Toner:** This is becoming an increasingly important factor, as the cost of ink can far surpass the price tag on the printer, especially when the device is used frequently.
5. **Cost per page:** This measurement estimates the ongoing price of the printer after its initial purchase, taking into consideration aspects such as the replacement of print cartridges. It is important to examine the cost per page to get an idea of how much you'll be paying for the amount of printing you expect to do.
6. **Paper handling:** The method by which paper is handled and distributed can be an important consideration when looking at printers. Consider the type of paper you plan on using in your printer, such as standard letter size, legal size or envelopes.
7. **Options:** Before purchasing, check to see if the printer will accommodate — or require — additional options, such as cables, trays, ink and software.

Looking to save time and maximize resources? Have CDW•G configure your IT products prior to delivery.