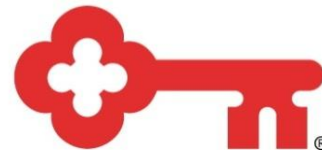




**Keeping Your Financial Institution
“In-the-Black”
by Going Green**

KeyBank



Today's Speakers



Angie Masini-Sloan

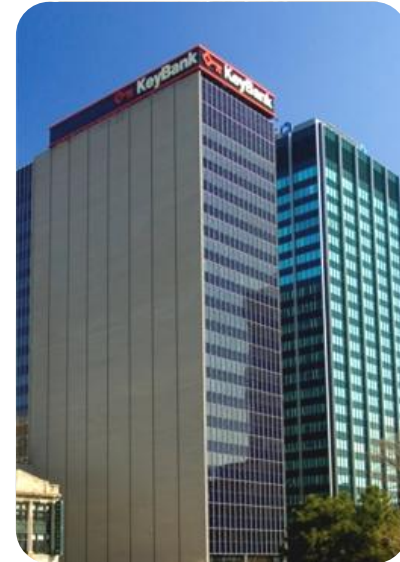
*Senior Vice President and Director
of IT Corporate Procurement
KeyBank (Cleveland, OH)*

Noel O'Dwyer

*Vice President of Marketing
and Strategic Alliances
Equitrac Corporation*

Kathy McCall

*Corporate Marketing Manager
Equitrac Corporation*



Presentation Agenda

- **Benefits of Print Management**
 - About Equitrac
 - Reduce costs and environmental impact
- **Equitrac Solution Roll-out**
 - KeyBank's enterprise strategy
 - The "Smart Print" Program
- **ROI & Results**
- **Q & A Session**

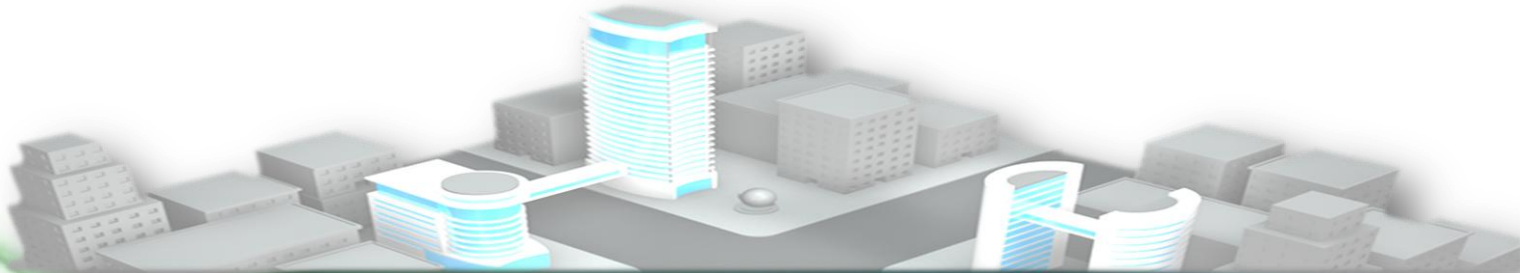




Noel O'Dwyer

Vice President of Marketing
and Strategic Alliances

Equitrac Corporation



Meet Equitrac...

- Global provider of award-winning print management and cost recovery software solutions for over 30 years
- Preferred technology partner with all leading providers of multi-function printers (MFPs) and copiers
- World's leading corporations across all industries including financial services, healthcare, education, and legal choose Equitrac

**Equitrac is
deployed in:**

***70% of the top law
firms in the US***

***50 of the top 100
universities worldwide***

***More than 10%
of the **GLOBAL 500**
companies***

How Equitrac Delivers Value



Reduce Document Costs

Ensure Document Security

CORPORATE STRATEGY

Control Costs

Increase Productivity

Be Green

Reduce Waste

Simplify IT

How Equitrac Delivers Value

Reduce Document Costs

Ensure Document Security

CORPORATE STRATEGY

Control Costs

Increase Productivity

Be Green

Reduce Waste

Simplify IT

ENVIRONMENT

How Equitrac Delivers Value



Reduce Document Costs

Ensure Document Security

CORPORATE STRATEGY

Control Costs

Increase Productivity

Be Green

Reduce Waste

Simplify IT

How Equitrac Delivers Value

Reduce Document Costs

Ensure Document Security

CORPORATE STRATEGY

Control Costs

Increase Productivity

Be Green

Reduce Waste

Simplify IT



CENTRALIZE

Print Management is Critical...

The cost of print output is an estimated **1% to 3%** of a company's revenue*

- Spiraling print volumes require more paper, ink and toner
- Increasing IT time spent on print issues
- Print downtime affects productivity in all activities
- Sensitive and private documents remaining confidential is immeasurable

*Source: Gartner Group

Did You Know?

Companies that actively manage print fleets can save up to 30% of total print costs

**Source: IDC Study 2008

Print Management *Works...*

- Reduce print waste by increasing the printing efficiency of your company
- Gain a better measurement and understanding of the print environment
- Realize rapid ROI
- Costs go down dramatically

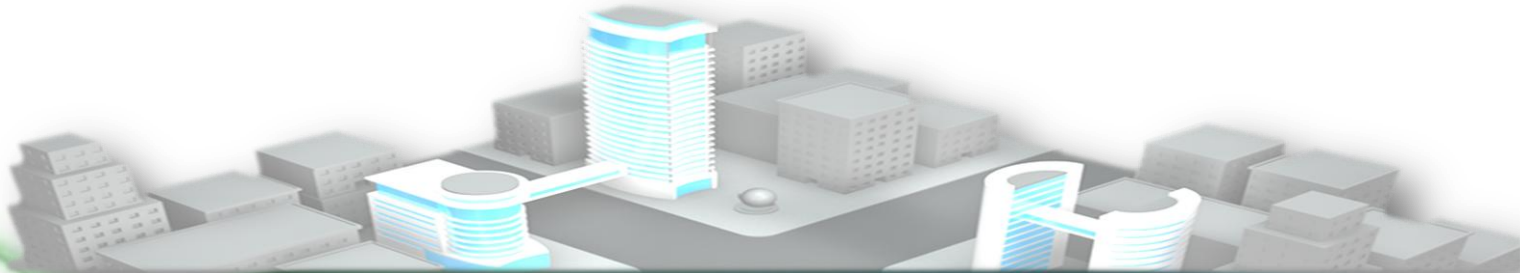




Angie Masini-Sloan

Senior Vice President/Director
IT Corporate Procurement

KeyBank



About KeyBank

- **Third largest branch bank in the U.S.**
 - 16,500 employees, 125 offices
 - Assets of approximately \$97 billion
- **Broad range of products & services**
 - Investment management
 - Retail and commercial banking
 - Consumer finance
 - International business offerings



Project Goals

- **Increase transparency around behaviors**
 - Drive accountability across our network
- **Increase print awareness**
 - Monitor employee print habits
 - Report findings back to team
- **Control overall print volume**
 - Innovative, enterprise-wide strategy
 - Gain control, reduce volume



The “SmartPrint” Program

- Provided each employee a means to track personal usage; monitor and manage their own print habits
 - Detailed all employee print jobs: what they printed, application they printed from, and time of day
 - How the job set up (simplex or duplex, black & white or color, how many pages, etc.)

Employee printing was monitored across entire fleet.



Equitrac Solution Roll-out

- Equitrac installed in corporate & branch offices
- The software was used to capture print habits
- Observed employee behavior over a 90-day period
- Special pilot ran in one location over 30 days



Equitrac trial revealed print data:


40% of all printing
was personal
in nature



To: Angie Masini-Sloan/RM/KSC/KeyCorp@KeyCorp
 cc:
 bcc:
 Subject: Monthly Print Volume Summary for Angie Masini-Sloan

We appreciate your assistance with helping KeyBank meet and exceed Print Reduction Targets. Please review your Print Volume below and implement print reduction [tips](#) today!

MONTH: **January, 2010**

| PRINT VOLUME SUMMARY | | |
|---|---|--|
| Monthly Print Usage | | |
| | Black and White Print Volume Month to Date | Your Monthly Recommend Print Volume |
| B/W Impressions Printed | 558 | 319 |
| Cost to Key | \$11.16 | |
| | Color Print Volume Month to Date | Your Monthly Recommend Print Volume |
| Color Impressions Printed | 0 | 5 |
| Cost to Key | \$0.00 | |
| <i>Add the Print Volume Tool to your KeyBank Toolkit today!</i> | | |
|  | | |

REMEMBER: Your monthly print usage is calculated each day and is viewable by clicking on this link: [Check My Print Volume.](#)

If you feel we've misreported your volume after taking into account this period, please contact us by emailing the [Smart Print mailbox.](#)

Visit [ReduceYourPrint](#) and save a [tree](#) or two by using the recommended [tips](#)!

[CLICK HERE](#) To request a Manager Print Scorecard that contains the printing history of your hierarchy.

Thank You,
 KeyBank File and Print Services

“Soft Quotas” for Employees

- Did not prevent employees from printing or lock printing down from a certain application
- Every employee asked to reduce color printing and B&W by certain percentage
- Matching reduction (%-wise) across the company, customized to each individual employee



Monthly Print Volume Summary



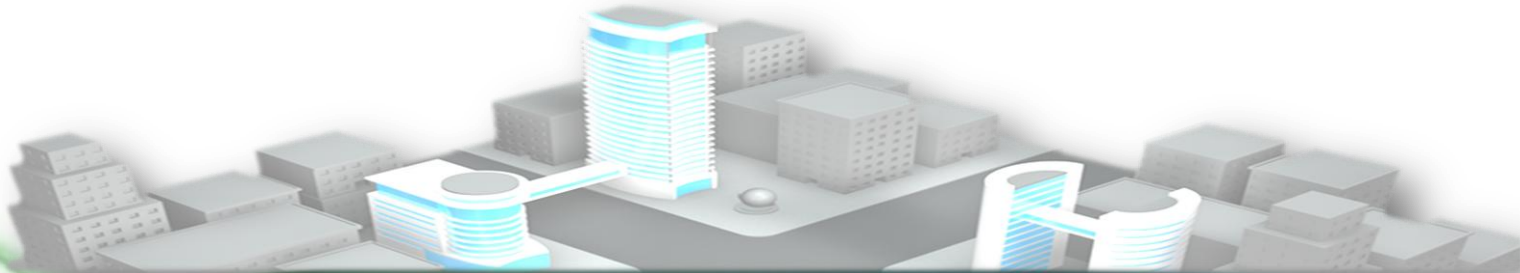
Monthly Print Usage

| | Black and White Volume Month-to-Date | Your Recommended Print Volume |
|------------------------------|---|----------------------------------|
| B/W Impressions Printed | 558 | 319 |
| Cost to KeyBank | \$11.16 | |
| | Color Print Volume Month-to-Date | Your Recommended Print Volume |
| Color Impressions Printed | 0 | 5 |
| Cost to KeyBank | \$0.00 | |

*Every employee sees how much their prints cost KeyBank.



Summary of Results



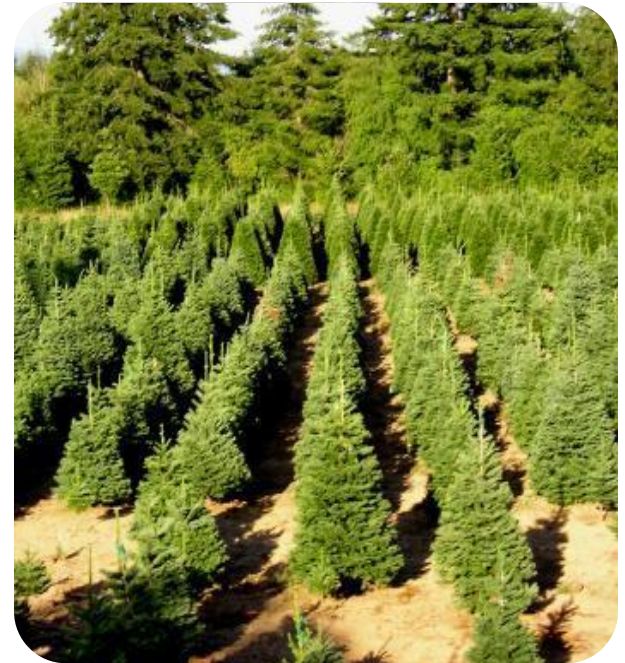
ROI /Cost Savings for KeyBank



- Decreased printing costs by more than **\$2 million dollars**
- Savings gained in less than **18 months**
- Paid for initial investment within the **first few months** of implementation
- Simplified management of IT / network printer environment, **saves staff time**

Environmental Results

- Resulted in reduction of paper use equal to saving **70 acres of trees**
- Regained control of unmanaged output volumes; reducing prints from **211 million to 123 million**
- Able to cut total color printing by more than **35 percent**



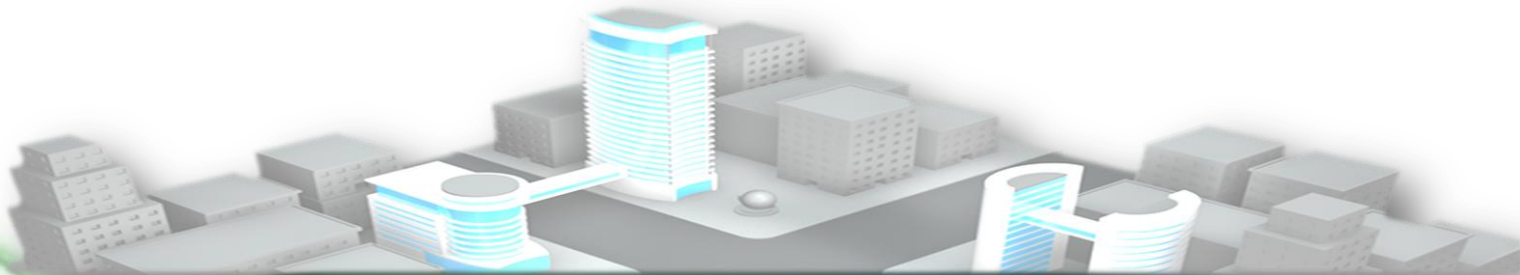
Key's Accolades for "Going Green"



- SmartPrint project to be featured in 2010 KeyBank's Annual Report
- Received "**Green**" certification from the U.S. Green Building Council for the Cleveland technology campus
- Newsweek ranking as one of the "**Top 500 Greenest Companies in America**"

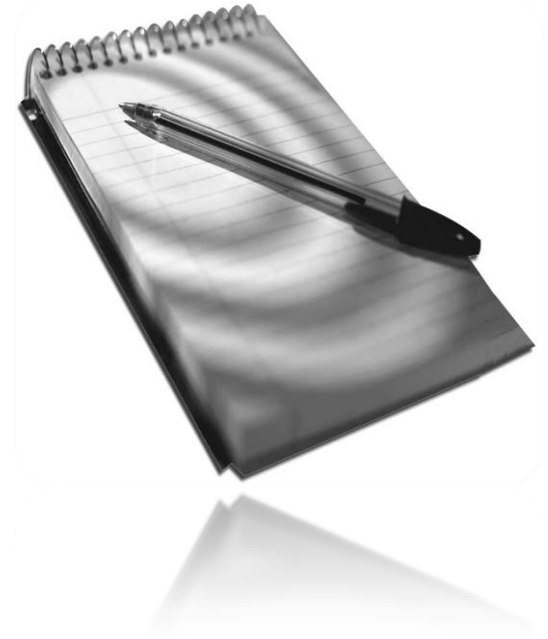


Next Steps



Technology Roadmap

- **Monitor & measure progress;** refresh technology as needed
- **Continue to streamline** infrastructure for both hardware and printer network
- Added features & functionality such as **Equitrac Follow-You Printing®**



Print Management Works

- KeyBank experienced a cultural transformation
- Organization has dramatically reduced its “footprint”
- This project was driven by our end-user community
- From **211 million** down to **123 million** impressions

*Helping people print smarter,
One page ..one employee at a time.*



Questions?



Thank you!

equitrac.®