

NATION'S THIRD LARGEST BRANCH BANK KEEPS "IN-THE-GREEN" WITH EQUITRAC

Cleveland-based KeyBank is one of the nation's largest bank-based financial services companies with assets of approximately \$97 billion.

As part of its Managed Print Services strategy, KeyBank completed an assessment of its printing across its corporate offices. The main objective was to increase control and accountability of printing in order to cut costs and reduce printing waste.

Led by engagement manager, now Senior VP & Director IT Procurement, Angie Masini-Sloan, the project team decided that they needed a high level and accurate software solution that could create awareness, monitor and measure printing across the enterprise, track employee habits and effectively report findings to executive management.



The software solution had to be vendor agnostic, be easy to use, deployed across both branch and corporate environments, and have minimal impact to existing infrastructure.

The initial implementation of the Equitrac solution across all corporate offices took less than 12 weeks. The team let the software run for about 90 days to monitor employee print habits and report the findings back to the project team.

The initial proof of concept assessment survey showed that up to 40 percent of the print impressions were for personal reasons like lunch menus, vacation itineraries, etc.

The project team decided that the best way to affect employee behavior was to give employees a personal stake in reducing their printing, as well as guidelines for how they could achieve their goals. The first step to achieving this was to

Company: KeyBank is one of the nation's largest bank-based financial services companies specializing in investments, retail and commercial banking.

Challenge: To manage, monitor and measure the printing behavior of 16,000 employees; and create transparency through an innovative print reduction strategy to ultimately reduce waste and print volumes by 17% across the corporate enterprise.

Application: Equitrac Office®.

"SmartPrint": Employees receive print volume summaries each month that break out total costs to organization.

Results: Return on investment within the first 60 days; saved more than \$2 million in printing costs over 18 months and reduced the number of printing impressions by nearly half; cut color printing by more than 50 percent; saved the equivalent of 70 acres of trees.

Customer Comment: "The Equitrac technology lived up to, and surpassed, my expectations. The deployment was exceptionally smooth," says KeyBank's Senior VP & Director IT Procurement. "The team we worked with at Equitrac really helped us push the boundaries of what these tools can really do."

track individual printing habits and usage. The project team gave employees an ID to track their usage and monitor assigned 'soft quotas.' The software was also configured to enforce specific corporate policies such as sending out faxes to email instead of printers, and defaulting all printers to duplex or black & white output. The most effective part of the "SmartPrint" initiative has been the monthly reporting provided to each employee, and management staff.

Equitrac's reporting generates an automated statement each month and sends it to all 16,000 employees, documenting their print usage including; how many impressions (black & white or color) were used, the individual cost per impression and the overall cost of all their printing.

"If I had it to do all over again, I would have deployed Equitrac long before doing the original optimization survey," said Masini-Sloan. "The

Equitrac tools tell me so much more than the survey did about print behavior. This was so critical to my company's success and meeting the goals set forth for us."

The SmartPrint report is also presented to approximately 40 executives across several divisions to visually show them how their division is doing in relation to their peers.

Rather quickly, managing and reducing printing costs became a way of life at KeyBank rather than simply a 'print diet.' Employee buy-in was fast as they quickly came to feel like a part of the green and cost reduction initiatives. Ideas also arose to further reduce costs. For example, conference rooms were 'greened up' with built-in projectors for presentations, leading to a 'no paper' policy for meetings.

"The policies and standards we developed while experimenting with the Equitrac solution are the model for our additional sustainability initiatives in 2010," said Masini-Sloan.

"The results we have seen have encouraged us to look to new areas where we can reduce our costs using the same model of success." Based on the success of the "SmartPrint" model, KeyBank is now rolling out additional programs to reduce costs for travel, communications and meetings, such as "SmartTravel," "SmartTalk," and "SmartMeeting."



As part of its goals, KeyBank continues to look for ways to reduce its carbon footprint while minimizing overall company costs. With the use of additional features within the Equitrac software, such as Follow-You Printing®, the company projects that it will continue to reduce its printing costs each year.