Verity Group Bolsters Feizy Rugs' Print Infrastructure

FEIZYRUGS®

Allowing for More Streamlined
Network Communication and Higher
Print Efficiency Yield

hp

TruePrint™
Managed Print | Services™

The Client

FEIZYRUGS®

The award-winning, Dallas, Texas based company; Feizy Rugs has been a leading and trusted manufacturer and whole-sale distributer of fine, hand-made rugs for over 35 years. Their customers range from high-end boutiques to well-known retailers such as JCPenny, Lowe's, Home Depot and Tuesday Morning.

Feizy has 100 employees at their corporate office who have access to their network and print infrastructure. In need of assistance with the print end of their infrastructure, the company called on Verity Group to come in and help them facilitate the management of their printing environment. The print needs were starting to become a progressive concern within the organization due to consistent growth. Also, there was a lack of resources available to fully execute the due diligence required to maintain a fully stocked and functionally efficient infrastructure.

The Challenge

Disorganized Print
Infrastructure

Corey Lokey, Systems Administrator at Feizy, is the lone IT person staffed to manage the day-to-day upkeep of the entire infrastructure. It was in his interest to unload the responsibility and task of keeping inventory and servicing the print end of the company's infrastructure so that he could more effectively focus his efforts on the operational end of the network, from workstation connectivity to data storage.

"We have quite a few printers here varying in type and brand," said Lokey. "Having to keep track of toner inventory for each unit was becoming a huge task, and was consuming a huge part of my workday. When it came to ordering toner and other print supplies, I'd have to create purchase orders that required approval from my Director, who had to sign off on all of these orders. The back and forth started to become something of a burden. It was an inefficient process that prevented me from getting other things done that were more technical and more beneficial towards the operational success of the organization. I saw it as something that was only going to get worse as the company continued to experience growth, and the mixed bag of printers began to become increasingly antiquated, so I knew something needed to be done outside of hiring another full-time employee."

Upon researching his options, Lokey came to the realization that, while trying to reduce his own workload, it would be equally beneficial to bring in someone who could also help with usage management, and aiding in the reduction of overall print costs – all of which are areas that Verity specializes in.

"We assessed the situation that Feizy was dealing with and stressed the importance of proper print fleet management and of the seamless implementation of balanced device deployment," said Verity Print Consultant, Karen Nickel. "They had so many different models from varied manufacturers and were ordering supplies from several different sources, which was muddying the waters and inevitably saddling them with increased costs which hurt them financially, and on an operational standpoint. Our goal was to step in, streamline the environment, and offer them consolidated service, supplies, and a support package that would save them on costs, time, and headaches."

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The Solution

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Verity set foot in Feizy's corporate office and quickly began figuring out the best way to maximize work flow and the efficiency of the existing print infrastructure. They replaced antiquated units and took advantage of expiring contract agreements in order to bring in Verity supported equipment and supplies which made more sense for Feizy's short and long-term business needs.

Verity introduced their TruePrint Managed Print Services solution which helped Feizy save costs on their printing needs while allowing Verity the authority to manage the service and inventory needs of the business. Freed from this burden, Lokey could begin to focus his efforts in other critical areas of the organization's network.

"What we were really trying to accomplish was finding a vendor that would help us solve the issue of keeping too much inventory on hand as opposed to spreading it out over time, which only looked better as far as our costs were concerned on a monthly basis," said Lokey. "While it saved me time, and was convenient to order ten toners for each printer at a time then simply store them in the back room, this practice wasn't fully appreciated by our accounting department, who wanted to free up more liquid funding for other areas of the business. Spreading the purchase costs associated with ordering toner in bulk over time was much better for the company, and helped keep us sound on finances and budgets.

"We wanted someone that would have quick turnaround time in delivering service and supplies when the need was appropriate because our printing needs are a big part of our business processes and we can't afford to be down for long periods of time. We also needed a company that was responsible and would take ownership without us having to worry about printing issues and me just haphazardly ordering large quantities of toner to be held onto in the event of us being in a bind.   Being a corporate office, we have all the top executives here and their expectations are high. In that respect, Verity really stepped up and provided us with exactly what we were looking for."

The Success

Increased Efficiency,
Lower Costs

Verity made a good impression on Feizy by being able streamline the organization's print infrastructure, as well as monitor and keep appropriate stock as part of their TruePrint Managed Print Services plan. The cost break down was measured with a "cost per page" metric which has led Feizy to a savings of about 30% annually. Other vendors that Feizy had been working with were unable to achieve both of these goals, while maintaining a proactive approach towards the company's interest in achieving cost savings – leading them to choose Verity as their go-to source for all of their printing needs.

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The Success

Increased Efficiency,
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"I needed someone that was going to come in, count toner and keep track of our inventory," said Lokey. "Our other vendors didn't do that. Plus, our other vendors didn't supply the usage information on a monthly basis or provide solutions that might help us save money (such as moving printers around and figuring out the most efficient setup for the organization based on their culled usage reports). These are the types of things we don't have time to do ourselves."

"Verity provides more of a 'hands on' type of approach and our representative, Karen Nickel, has worked to build a good relationship with us, which speaks volumes to their commitment. If for some reason we run out of toner due to a big print job or other unforeseen scenarios, I can call Karen and she'll have the appropriate supplies sent over the same day. This type of service is huge for us."

Document management is complex and no company's needs or infrastructures are the same. An efficient and cost effective output strategy involves a fully integrated blend of hardware, software, services and processes needed to achieve your individual business objectives. This strategy is on-going and must be continually monitored, maintained and improved as your business changes. The good news is that your company already has some sort of infrastructure for document output. The bad news is that it is, most likely, not optimized. Verity Group solves those issues by providing TRUEPRINT MANAGED PRINT SERVICES.

Got Questions

TruePrint
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For a personal review of your print services needs contact Verity Group:

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