

CDN \$  
2013  
@97.4¢ avg  
U.S.

# SAVING CANADA

## One Copier at a Time

### Our final report for the Premiers of Canada

#### Part IV

CDN \$  
2025  
@67.8¢ U.S.  
Feb 2/2025

Give everyone a



security print card for  
instant print release  
on any copier

Why rightsizing output fleets:  
**“The hidden goldmine”**  
Will save Canada’s provinces

**\$ Billions \$**

And why

Sourcing from Canadian vendors motivated to  
see their products last longer will keep  
Our Canadian dollar stronger  
so everything else stays cheaper

Toss out 80% of



Those high  
impression cost  
desktop printers that  
no one can service

What follows is Part IV of a four-part brief on the elements internal and external to Canada that undermine our economy, our environment and the health of our workers.

**Part IV “The Goldmine in the Hall”**  
**Saving 50% on print**

CDN \$  
2025  
@73.13¢  
Jun 30/2025

All parts can be found online @  
[www.savinglivesandontariobillions.ca](http://www.savinglivesandontariobillions.ca)

But the US\$ was  
down 10.8% so in  
real terms we were  
at about 60¢

## A REVIEW OF PART II

**TO LEARN HOW ONE AMERICAN MANUFACTURER MARKETS PRINTERS WITH THE HELP OF \$ SPIFFS\$ I.E. SO THEY CAN'T BE FIXED**



### Example:



E.g. 5 hospitals with 1997 desktop printers and can you believe **463 different models (i.e. SKUs)**



- 463 **different** toners (chip'd)
- 463 **different** imaging units (chip'd)



Etc. i.e. so many different (chip'd) parts **that they can't be fixed**

Pls note: William Osler did address this issue.

## **This is insanity**

**No one can repair 463 models** – the parts supply would be staggering.  
It's Planned Obsolescence with an "IT" twist\* – **Replacement Incentives \$\$**

Yes – **Replacement Incentives** i.e. **"Spiffs"** on this month's "specials" and  
Elevated prices and no spiffs on last month's printer "specials"

### **Premiers**

Acc'd to Gartner Consulting "print" eats up to 3% of a corporation's budget –  
and costs can be cut in half – **i.e. our provinces can save billions.**

# AND WHILE YOU'RE AT IT – CHECK OUT THE COST OF YOUR SUPPLIES

## Because – some sell through two channels



E.g. here are two identical printers – marketed by same manufacturer through two different channels – with two different sets of toner and toner costs.

One for the copier guys

\$\$



Whose **focus is on service**  
can only buy this one (1 off) at \$509.00\*

Our cost  
\*About  
30% less  
in quantity



Model C2326

Chip'd so it  
works with  
these  
supplies  
only



### And the supplies will cost\* you

Mono toner	5.5K yield	88.00
Cyan toner	6.0K yield	144.00
Magenta toner	6.0K yield	144.00
Yellow toner	6.0K yield	<u>144.00</u>
*Existing 4 O/A client's prices on this Lexmark model		\$520.00
Plus tax at		<u>67.00</u>
		<b>\$587.00</b>

One for the "IT" crowd

\$\$\$\$\$



Whose **focus is the sale** (not service) can  
Only buy this one – it sells for about \$599.00

Vendor costs are  
higher when they  
don't buy in quantity



Model CS431.DN

Chip'd so it  
works with  
these  
supplies  
only



### But the supplies could cost\* you

Mono toner	6K yield	220.39
Cyan toner	6.7K yield	440.29
Magenta toner	6.7K yield	440.29
Yellow toner	6.7K yield	<u>440.29</u>
		\$1541.26
*Staples price supplies "VARs" a little less		Plus tax at <u>200.36</u>
		<b>\$1741.62</b>

These toners do not work in → this machine ← but these toners work in the other

So – better check – there are Billions to be saved!



## AND NOW PART IV

### ENTER GARTNER WITH A 50% SAVING PROMISE IN 2001

**Add a few more A4\* copiers**, pay by the print, give out instant release cards (for confidentially) – and **toss out most of those damn expensive personal printers.**

\*A4” – legal/letter

#### Gartner's 2001 promise

Decision Framework, DF-13-2054  
J. Lundy

Research Note  
19 March 2001

##### **Rightsizing Output Fleets: The Hidden Gold Mine**

Copiers, printers, faxes and scanners have never been an enterprise's top priority, but the costs to maintain separate fleets of output equipment are staggering, as are the savings incurred by rightsizing and services procurement.

#### Gartner's' promise

**A 50% saving** on 1-3% of a corporation's **total expenditures**  
**E.g. the Ont. Gov't could save**  
**\$1-3 billion /yr.**

#### Gartner's 2003 promise

Tactical Guidelines, TG-20-5075  
K. Weilerstein

Research Note  
19 August 2003

##### **Printer and Copier Fleets - The Gold Mine in the Hallway**

Many enterprises are finding one of the most-promising savings opportunities right in their own offices. By actively managing their printer, copier and fax fleets, they can reduce their operating costs and boost profits

#### 4 Office Published Proofs\*

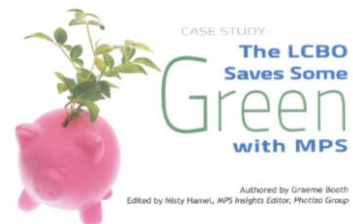
The City of Ottawa\*  
The Ottawa Carleton DSB  
Sheridan College  
The LCBO – and more

**10  
Years  
and no  
problems**

**Yes, even the LCBO\* published**  
**“reduced energy consumption by 58%  
and costs by 40%” with 4 Office's solution,**

**\*Liquor Control Board of Ontario**

**But sadly, they were told to buy Ricoh  
By the Minister Premier Ford fired**



# OK - SO HOW DID THE CITY OF OTTAWA DO IT I.E. SAVE 50% ON PRINT?

## ANSWER - THEY CALLED IN THE CONSULTANTS



**The Solution is called “Managed Print”** where you

A. Give everyone a **security print card** – that releases their print job instantly on any **low cost per print** copier on the network – on any copier!  
**I.e. Pay by the print vs for all those crazy supplies**

B. Toss out 80% of those high impression cost desktop printers –  
I.e. the low volume ones needed for “confidentiality” reasons that no one can fix – given the number of different models.

**Save  
50%  
Yrs 1-5**

**And lastly – so no one walks too far**

C. Add a few more low impression cost A4 (legal/letter) copiers, and save up to 50% - i.e. 50% of up to 3% of a corporation's total budget\*

\*Gartner Consulting

**Save  
even more  
Yrs 6-10**

**It's called “Managed Print”**

**And we saved Ottawa 50% years 1-5 – when they paid by the print.**

**And we save them even more in years 6-10  
when they renewed with great service**

**3 billion potential  
per year for  
Ontario**

**3 billion potential  
per year for  
Ontario**

**Mayor Watson's comments back then:**

**“This is another great example of how the City is using technology to be more efficient”**

**PS - And the ones they bought - they did stay in 10 years**

# SO YES – THE CITY OF OTTAWA TOSSED OUT OVER 2000 PRINTERS

## BEFORE 2011

They had over 2500 printers — — — — — ➔  
and replaced about 20-30 monthly  
i.e. a 3.5:1 employee to device ratio

BEFORE UNMANAGED PRINT ENVIRONMENT		
DISCRIPTION	NO. OF DEVICES	STATUS
Photo Copiers - User Interface - Features - Networked - Drivers	341	Multi-Brand/ Multiple Models Multiple User Interfaces Limited Feature Set Less than 5% Multiple Drivers
City-Owned Print Devices - Networked - Local	2,519	Multiple Models 55% 45%
Stand-Alone Fax Machines	310	
Supplies		>100 SKU's
Enterprise Print Management Software		None
Contact & Vendors		Multiple
Employee to Device Ratio		3.5 to 1
TOTAL DEVICES	3,170	

## MOVING AHEAD - 2024

Today they have only 286 printers  
Down from first cut at 511  
i.e. a 11:1 employee to device ratio

AFTER FULLY MANAGED PRINT ENVIRONMENT		
DISCRIPTION	NO. OF DEVICES	STATUS
Multifunctionals - User Interface - Features - Networked - Drivers	716	Five Models of Kyocera MFDs Common User Interfaces Full Solution Feature Set 100% Single Driver
City-Owned Print Devices - Networked - Local	511	Six HP Models 99% 1%
Stand-Alone Fax Machines	None	
Supplies		Twelve SKU's
Enterprise Print Management Software		Pcounter for Windows
Contact & Vendors		4 Office Automation Limited
Employee to Device Ratio		9 to 1
TOTAL DEVICES	1,227	

Yes  
The City of Ottawa  
kept their copiers  
10 years  
5+2+1+1+1

And they  
Published Savings  
50% yrs. 1-5

Oh, and yes  
The Ottawa Carleton DSB  
Also kept their copiers  
10 years  
5+2+2+1

And saved 30% 40% 50% more in years 6-10  
and our Canadian dollar got a break  
Which helped keep our \$ Cdn dollar strong





## PREMIERS AND DIRECTORS

### **Managed Print takes a bit of work but can cut “print”\* costs in half**

\*Estimated at 3% of a corporation’s total costs – Gartner Consulting

**Buying from Canadians, can save us even** more as the only way a Canadian (i.e. the honest ones) can make a buck selling copiers into our public sectors.

**Is to get you to renew so we all win.**

At 4 Office we started in 1979 – 1 sales – 1 service and we grew our copier company across Canada all the way to Vancouver – but sadly... could never break into our public sectors dominated by manufacturers.

Free trade decimated Canada’s branch plant industries so we downsized to Ontario and gambled that we could win by leasing at cost and make our profits on renewals – and it worked – and we became our province’s #1 supplier of copiers. #1 that was until a new group of marketers took to bribing public buyers

**\$ In the millions today \$**

Suffice to say, as you’ve learned in Part I, we are all sitting on an age-related time bomb now that some of the key elements that shorten our lives are being removed from the grid, our roads and most importantly our offices and classrooms. **This said, we will never be able to pay for an aging population unless the basics of honesty and sustainability get a higher emphasis in our public sectors.**

Premier Carney is on the right track with his message re “Buy Canadian” but as important as this is – buying products that come from away from Canadian vendors (who are motivated to see they last longer) is even more important if we are to ever see our dollar recover so that things get cheaper for everyone.

So please put a higher “weighting” on Sustainability proofs and cost and let’s make it clear to all buyers **copiers will last 10 years is sourced from motivated Canadian vendor with proofs.**

Bill Norgate  
CEO, 4 Office Automation Ltd.