

# THE 3 PITFALLS OF PRICE-BASED PRINTER PROCUREMENT – AND HOW TO AVOID THEM

Choosing the lowest-cost printer may seem like a good deal, but putting too much weight on an initial purchase price can cause big problems for agencies down the road.

## HOW TO HELP AVOID PITFALLS:

- ▶ Undertake an assessment of your current print environment.
- ▶ Create a long-term strategy to ensure you have the right print solutions in place — this includes rightsizing the printer fleet and utilizing multifunction devices (MFDs).
- ▶ Always consider total cost of ownership; initial prices may not include the cost of fleet replacements, consumables, management, etc.
- ▶ Consolidate buying power (e.g., by teaming up with other agencies, municipalities, and departments) to benefit from economies of scale pricing for high-quality MFDs.
- ▶ Select one supplier/partner for your print management needs to benefit from value pricing, better control, and user consistency.



### PITFALL #1

#### “CHEAP” DOESN'T EQUAL “AFFORDABLE:”

Low-cost printers may not be cheaper over the long haul. They may need extra maintenance, and the cost of replacement ink or toner for these printers may be higher.

### PITFALL #2

#### PATCHWORK PRINTING ENVIRONMENT:

Choosing the cheapest option or having a mixed print fleet can create an inefficient patchwork of solutions, including single-function devices on employee desktops. In addition, your IT staff may struggle to provide support because it's difficult to remain knowledgeable about disparate devices.

### PITFALL #3

#### WEAK SECURITY:

Government agencies regularly handle confidential information, but lowest-cost printer options may not include features such as access control, IPsec options, and updated network and hard drive encryption features.

#### PRICEY PRINTER INK:

A CDG survey found 30 percent of respondents spend between \$10,000 and \$49,999 per year on printer ink. If a cheap printer guzzles expensive ink, you won't save money long term.<sup>1</sup>

#### PERSONAL PRINTER PROBLEMS:

Nearly 1/3 of CDG survey respondents said they print more than 10 pages per day. When employees have access to personal printers, it's more difficult to regulate printing practices.

#### HARD-TO-PROTECT DATA:

One-third of respondents to the CDG survey indicated that up to 24 percent of their data breaches over the last two years involved paper records.

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Endnote: 1. All data from 2019 Center for Digital Government survey of 125 state and local government technology leaders on the topic of print management.