

## CASE STUDY

godwin  
pumps®



- Godwin Pumps of America, Inc. provides rental, sales and service of automatic self-priming Dri-Prime® pumps for any type and size of pumping application. Headquartered in Bridgeport, NJ, Godwin Pumps is the largest manufacturer of portable rental pumps in the United States with 24 branches and over 60 distributor locations worldwide.



Allied Document Solutions & Services

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## The Challenges

Before working with Allied Document Solutions & Services, Godwin Pumps managed their printing needs reactively. Their fragmented printing infrastructure consisted of a variety of printers throughout different departments, with each department responsible for maintaining its printers and ordering supplies.

With this unmanaged and reactive approach, came printing frustration:

- Printers were older, and breakdowns were frequent
- An absence of preventative maintenance led employees to turn to IT
- There were 30 locations buying the same products from multiple vendors
- An average of 15 purchase orders were created each month for toner
- There was no ability to identify, monitor or control true printing costs
- Internal resources to maintain the printer fleet were limited

Steve Belvick, the IT Manager at Godwin Pumps, estimates that his team spent approximately eight hours per week dealing with printer issues – the equivalent of a full day each week. “We are not trained to fix printers,” states Belvick. “Usually we have to take the printer out of service, find a loaner, hook it up, and then spend a significant amount of time figuring out how to fix the issue.” This took IT away from higher priority tasks. Since this reactive approach was both time consuming and cost a significant amount of soft dollars, Belvick and the CFO at Godwin Pumps felt that it was time to turn to a vendor who could service and supply all of their printers.

## The Solution

Belvick was already purchasing supplies from ADS-S and was impressed with how they “stood behind their products.” ADS-S provided Godwin with a customized,

one-stop managed print solution. After ADS-S installed their innovative, industry-leading Data Collection Service (DCS), Godwin now enjoys the benefits of the Monitored Supplies and Service Program:

- Service and supplies are bundled under one, easy to understand, cost-per-copy plan for the entire printer fleet
- Spot repairs and routine maintenance checks are included
- Technicians can be available within less than four hours to resolve an issue
- Supplies levels are monitored, with next-day delivery for required toner and additional inventory for high volume devices.
- Quarterly reviews to assess printing needs as they evolve


## The Benefit

### Cost control and accurate budgeting

After three years Godwin Pumps continues to look to one vendor for all of its Bridgeport-based printing needs. The reduction in total invoices processed over a year for printing supplies represents a 10% savings in what Godwin was previously spending. By identifying true costs associated with printing, Godwin is able to budget more accurately.

Service efficiencies and reduced IT involvement If a printer breaks, Belvick simply calls ADS-S, and a service technician usually arrives within 30 minutes to resolve the issue.

Service and diagnosis efficiencies have resulted in cost savings, as ADS-S can remotely identify wheather a service issue is occurring, or a simple part replacement is needed. During quarterly reviews ADS-S inspects all printers to ascertain if any service is necessary. This preventative approach has reduced the amount of work needed per service call, decreased downtime, increased efficiency and increased printer life expectancy. ADS-S



has freed up a considerable amount of time for IT employees who can now focus on more mission critical issues and tasks within their organization. Since ADS-S has assumed responsibility for all printer-related issues at Godwin Pumps, Belvick has noticed that he rarely hears of any printer problems.

## Automated toner fulfillment

Godwin no longer needs to evaluate their toner needs, as ADS-S keeps track of their supplies levels. The quarterly assessments provided by ADS-S have helped to identify high volume equipment that require inventory to ensure optimal uptime. Excess inventory has been eliminated. When supplies are needed, no purchase orders are required: the supplies are fulfilled automatically through the system and arrive in 1-2 business days. Belvick feels comfortable reviewing areas of the CARBON SiX print management software system through ADS-S to understand how the program operates and how it facilitates their supplies fulfillment remotely, automatically and in a timely manner that is uniquely suited to Godwin.

## An ability to plan for changing needs

The managed print solution provided by ADS-S is flexible and can be adjusted to meet the ever-changing needs of the customer.

They have helped Godwin plan for their changing technology needs by evaluating their printing data and recommending new devices only where necessary. Because there is a system in place that allows for adjustments to the cost-per-copy plan if printing needs change, Belvick feels that ADS-S's Managed Print Solution "can't be beat." He says, "It definitely makes life easier."