

Financial services

A wealth management company partners with Lexmark to reimagine its printing architecture and move to an efficient, cloud-based infrastructure

Managing a diverse printing ecosystem

Headquartered in New York City, this global wealth management company manages over \$1.8 trillion in managed assets with 5,000 retail advisors selling life insurance, annuities and brokerage products. The organization supports 120 branch locations across the United States along with large service centers in New York, New Jersey and North Carolina.

Like many businesses with a large number of branch locations, the organization faced a variety of challenges when it came to managing its print infrastructure and the information that flowed through its devices. From applications and client profiles to product brochures and customer portfolios, the company's employees depended on the accuracy and reliability of its printers to provide exemplary service to customers. In addition, the cost and complexity of managing the existing print infrastructure caused headaches for IT administrators.

As business grew, it became apparent the organization had outgrown the traditional premise-based print release architecture for its devices. When print volume increased, the user-to-device structure slowed document output during peak work times, which frustrated advisors. And due to the output environment's complex structure, it would be no small task to gain control of the disparate collection of printers, drivers and software scattered across the country.

Moving to the cloud

When the organization embarked upon a hardware refresh for its advisors, IT administrators knew the time was right to move to a cloud print solution. Not only would this help simplify the enterprise print infrastructure by eliminating print servers and queues, it would also give advisors the opportunity to conduct business on-the-go in a mobile environment. Said another way, the print job could follow the user rather than the other way around, which was a strategic tenet for the organization. And of course, securely printing sensitive personal and financial information, whether in or out of the office, was a key consideration.

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IT Director

Success story for finance

According to the organization's IT Director, it was important to push through users' resistance in making a change to their system, knowing a cloud solution would best serve its advisors. "We have a very complex print infrastructure and knew that going to the cloud would make it easier to manage the printers in all our branches," says the director.

Moving to a cloud solution made a lot of sense for business, but an equally important factor was the partner the organization chose to support this conversion. Administrators knew the success—or failure—of the migration would depend on the technology, expertise and responsiveness of the partner they chose.

Lexmark: a partner for success

The organization sought a solution that was designed with the cloud in mind, was easy to implement and built with security features needed for a large financial services enterprise; the natural choice was Lexmark Cloud Print Management. This solution streamlines printing infrastructure across the organization while supporting the goal of reducing operational costs and creating a mobile-friendly print environment. Plus it made sense to leverage software that seamlessly integrated with Lexmark devices, thus avoiding the time and expense required by server-based solutions.

In addition to simplifying software updates and routine maintenance, Lexmark Cloud Print Management has added another key benefit: new insight and transparency into printing patterns. Prior to the migration, administrators had no visibility into each branch's output usage, from individual users' printing behaviors to print volume on a given device. Adopting Lexmark Cloud Print Management has given advisors the power to more effectively manage their business from an operational and cost savings perspective.

"The cloud solution has made our lives much easier," says the IT Director. "It's given our branch managers the tools to really see what's going on with print jobs, and they have more control over print costs."

Printing faster and more securely

Perhaps most importantly, partnering with Lexmark has eliminated the frustration users were experiencing with printing backlogs and restrictions about when and where they could print documents. Plus Lexmark devices are designed with advanced features to meet the security and compliance demands of financial service organizations, which gives users added peace of mind when printing sensitive information. And finally, centralized administration has simplified cumbersome, time-consuming tasks, allowing advisors to focus on what matters most: providing the best service to their customers.

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