

# Bingham McHale becomes a pioneer in Total Print Management



"There are a lot of vendors offering managed print services today, and what it boils down to is the quality of expertise and service we get from Cannon IV. Cannon IV is truly a partner with us for printing, and that's something that's critically important to this firm."

- Lisa Kelly, Director of IS, Bingham McHale LLP

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ATTORNEYS AT LAW

*Perceptive. Responsive. Effective.*

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#### **Objective:**

Provide a Total Print Management solution to manage a legacy fleet of print devices

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#### **Approach:**

Full technology assessment & cost-per-page contract

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#### **Business benefits:**

- Supplies don't run out
- Service for cost-per-page printers included in contract
- Attorneys able to utilize technology to meet the needs of their clients

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#### **Cannon IV Customer Story:**

Bingham McHale becomes a pioneer in Total Print Management

#### **Industry:**

Legal



In January of 2002, two long-time Cannon IV clients – Bingham Summers Welsh & Spilman and McHale Cook & Welch – merged to become Bingham McHale LLP. Today, Bingham McHale is the fourth largest law firm in Indiana and serves regional, national, and international clients. Its attorneys focus on emerging issues in law, business, government and personal relationships to keep its clients ahead of the curve.

The relationships between Cannon IV and the law firms stretch back to the 1980s. In 1982, McHale Cook & Welch became a client; Bingham Summers Welsh & Spilman followed five years later in 1987. Over the years, the relationships deepened with the expansion of Cannon IV's offerings. What started with typewriter ribbons and toner has grown to a total print management partnership between Cannon IV and Bingham McHale.



## Solution

Bingham McHale utilized Cannon IV for supplies and service for years before Cannon IV started offering its Total Print Management (TPM) cost-per-page program in 2002. Bingham McHale was a pioneer in managed print services as one of Cannon IV's first cost-per-page clients. *"When TPM cost-per-page became the new offering in the printing and imaging world, we went to our sales representative, Mark Wyrick, and he helped us look at our numbers,"* said Lisa Kelly, Director of IS at Bingham McHale. *"We looked at what we were paying for time and materials with toner and what the difference would be if we switched to the cost-per-page model. We decided the numbers made sense and we gave it a shot."*

Cannon IV TPM is a managed print services program that enables clients to pay only for what they print. Bingham McHale's program includes toner and service as well as an inventory supplies program. *"Most companies have no idea how much is spent annually to operate and maintain printing and imaging equipment,"* says Jeff Jones, Vice President of Sales at Cannon IV, *"It's Cannon IV's job to fully assess the environment, design a TPM strategy, implement this strategy, and manage the environment on an ongoing basis. And that's what we did for Bingham McHale."*

As a Hewlett-Packard Office Printing Solutions Elite Partner, Cannon IV has installed over 100 HP print devices in Bingham McHale's two Indianapolis offices. A majority of the devices on Bingham McHale's cost-per-page contract are legacy HP LaserJets. However, the HP LaserJet P2015 was a recent addition to the fleet. This small monochrome laser printer

produces output at speeds up to 27 pages per minute, but speed is not the only thing that was important to Bingham McHale - its compact design and reliability also makes it ideal for a personal desktop printer that many attorneys prefer to large workgroup devices.

*"HP has always been a leader in the printer market, and we've never had any issues with their printers,"* Kelly says about the reason Bingham McHale is an HP shop. *"We're spread very thin in the IT department, and standardizing on one manufacturer certainly makes it easier from a support perspective."*

## Results

*"Today, printers are an afterthought where as before they could be a real pain,"* says Kelly, *"The Total Print Management program has made our lives a lot easier, and guarantees that our attorneys and staff have a dependable print solution."* With the cost-per-page and inventory supplies program, Bingham McHale no longer has to worry about running out of toner, whereas before it would be a problem. The inventory supplies program ensures that a Cannon IV employee visits every two weeks to bring needed toner and make sure everything is running smoothly. In addition to delivering new toner, Cannon IV also collects and recycles all of Bingham McHale's empty toner cartridges.

Bingham McHale's printer fleet is made up of many legacy devices that would have been replaced had they not made the switch to cost-per-page. The cost of printer maintenance and time and materials on old devices is cost prohibitive, which is why most

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companies have to buy brand new equipment. The objective of the Total Print Management program is to extend the useful life of the printer assets through an efficient preventive maintenance program with predicable costs via a cost-per-page. In this case, each and every service call is already included in the cost-per-page. *“Being able to pick up the phone and call Cannon IV without having to track who’s here on what day and how many service calls we’ve had is really helpful because we don’t have to worry about it – we just know that it’s going to get fixed. If we want to see those service call numbers, we pick up the phone and Mark runs a report,”* says Kelly. Bingham McHale is able to invest the money they had budgeted for new equipment in other ventures to improve the firm.

When they do decide to upgrade technology, Bingham McHale takes advantage of the Cannon IV Upgrade & Save program. This program allows clients to obtain new equipment with a rebate that doesn’t come at the cost of having to fill out paperwork, package and ship the device back to HP. *“Cannon IV comes and picks up the old devices we want to upgrade so we don’t have to ship them back – that’s a huge thing. It would negate the benefits of doing it if you had to do all the work, so Cannon IV makes it easy.”*

The length and history of the relationship is not why Bingham McHale continues to be a Cannon IV client. *“We do our due diligence each time we sign a contract because that’s an expectation here. There are a lot of vendors offering managed print services today, and what it boils down to is the quality of expertise and service we get from Cannon IV. Cannon IV is truly a partner with us for printing, and that’s something that’s critically important to this firm.”*

## About Cannon IV

Cannon IV, Inc., founded in 1974, is the leading independent provider of managed print services, and technology, with more than 3500 customers nationwide. Cannon IV integrates best-in-class systems from leading manufacturers, such as Hewlett-Packard Company, Capella Technologies, Pharos Systems and MPI Technologies, to improve document workflow and increase efficiency. As an HP Office Printing Solution Elite, Graphics Elite Design and Public Sector Elite certified business partner, Cannon IV is dedicated to staying ahead of the ever-changing world of office technology. This has facilitated Cannon IV’s ability to provide innovative service programs and an ever-expanding line of printers, multifunction printers, and related equipment and software applications. Cannon IV is headquartered in Indianapolis, Indiana, with a regional office in Columbus, Ohio and operations in Texas.

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## Customer solution at a glance

### Primary Application

Cannon IV Total Print Management  
Supplies Inventory Program

### Cannon IV Services

Cannon IV cost-per-page  
Cannon IV full maintenance

### Primary Hardware

9 HP LaserJet P2015  
21 HP LaserJet 4200  
18 HP LaserJet 4100  
11 HP LaserJet 5N  
6 HP LaserJet 1020  
1 Color LaserJet 4700

To learn more visit: [www.cannon4.com](http://www.cannon4.com)



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