

Smarter print behavior saves taxpayer money



A national commodity management approach that allows federal agencies to improve performance and lower purchasing costs by capitalizing on the buying scale of the federal government and acquiring commodities more efficiently.

As defined by a 2005 U.S. Office of Management and Budget policy statement, strategic sourcing is an approach that directs agencies to identify spending patterns for common purchases that cross organization and budgetary boundaries throughout the government. Decisions that are made as a result of that review process should help agencies optimize performance, minimize price and otherwise increase the value of each dollar spent, thus leading to smarter business decisions about acquiring commodities and services. After a 2009 government-wide spend analysis, the U.S. General Services Administration was approached to develop a strategic sourcing program that could be implemented government-wide to track printing and copying behaviors within agencies in order to better anticipate and manage related spending. A partnership team was established between 24 agencies, GSA and the U.S. Office of Management and Budget to establish an acquisition vehicle for procuring print devices, consumables, consolidated management services and fleet assessment services. The resulting acquisition vehicle, the Federal Strategic Sourcing Print Management Program, is a national commodity management approach that allows federal

agencies to achieve cost savings and reduce their environmental impact through a holistic acquisition approach. This solution helps agencies identify the makeup of their printer and copier fleets, measure print usage, and analyze spending performance to gain an increased insight into the true costs of printing. Included with a government-wide print behavior changes program (PrintWise), this holistic approach is expected to save the government \$930 million by 2015. The program also directly supports Section 5 of the President's Executive Order 13589, "Promoting Efficient Spending," and the Administration's Campaign to Cut Waste initiative.

The procurement vehicle establishes a series of blanket purchase agreements with 11 vendors under Schedule 36, Office Imaging and Document Solutions. The BPAs offer agencies access to a wide range of cost effective print and copy devices as well as related services and accessories, including fleet assessment services, which analyze an agency's current print environment and identify opportunities to lower costs and improve environmental performance. The BPAs are designed to improve device and operational

Print management can save federal agencies millions of dollars every year.

efficiency, reduce print costs and raise agency environmental sustainability performance. It is currently divided into two offerings: Fleet Assessment and Device Plus/Customizable Solutions. Fleet Assessment assists agencies with assessing the total-cost-of-ownership of their existing printer fleet. Device Plus allows agencies to purchase new printers and multi-functional devices, combined with consumables (excluding paper) and maintenance agreements, combining all life-cycle cost drivers into a single award package. These BPAs offer agencies prices lower than other contracts currently available to the federal government and brings the government closer to the current best practices exhibited in private industry.

Greening the federal government

The Print Management Program was designed to encourage vendors to offer environmentally sustainable print solutions at competitive prices. Use of the BPAs will help agencies comply with President Obama's Executive Order 13514, "Federal Leadership in Environmental, Energy, and Economic Performance," and other federally mandated requirements to reduce resource consumption and waste. GSA can provide agencies with the kilowatt ratings for each device available through the BPA, as well as a set of tools to help agencies calculate the total energy costs for the operation of the device. This will help agencies make better and more sustainable decisions. All devices available through the BPAs are Energy Star compliant, track energy usage, accept 100% recycled- and 50% post-consumer content paper, and come with factory installed default duplex printing to minimize paper usage. Furthermore, the program includes an offering for "Driving Environmentally Sustainable Solutions," which challenges industry to showcase their most energy efficient and environmentally friendly solutions. From the current 11 BPAs, 45 devices meet the stringent requirements of this solution, by either being the most energy efficient devices in their respective volume bands; are able to utilize environmentally-friendly remanufactured toner and unique package-free toner; or are manufactured with a high percentage of recycled content.

Gaining insight into federal spending

The Print Management Program will deliver long-term savings by shifting buying practices from a device-based procurement approach to an approach that provides agencies with the tools to manage and reduce the total costs of owning and operating their device fleets (service, maintenance, consumables, hardware, and energy consumption). These tools include improved device selection criteria based on projected total-cost-of-ownership and data reporting requirements as well as collection tools that will allow agencies to monitor the actual total-cost-of-ownership that results from their device choices and print behavior. To track the cost savings and environmental benefits achieved, both participating agencies and GSA will collaborate to collect baseline print usage data. GSA will provide training, instructions, and assistance to help guide agencies with this process. Based on the submitted data, GSA will report the overall government savings and environmental benefits key stakeholders and the taxpayer.

As federal budgets continue to tighten, agencies are looking for solutions that will help them reduce spending and increase efficiency to realize a slimmer bottom-line. The Print Management Program can significantly help agencies achieve this mission by increasing insight into spending and consumption rates. This program streamlines the acquisition of print devices, leverages the federal government's buying power by consolidating requirements, increases visibility into government spending patterns, and ultimately helps agencies lower the total cost of ownership of devices.

Additional information about the Federal Strategic Sourcing Print Management Program can be found at www.strategicsourcing.gov/pcmfd or call GSA toll-free at 1 (855) 714-1225.