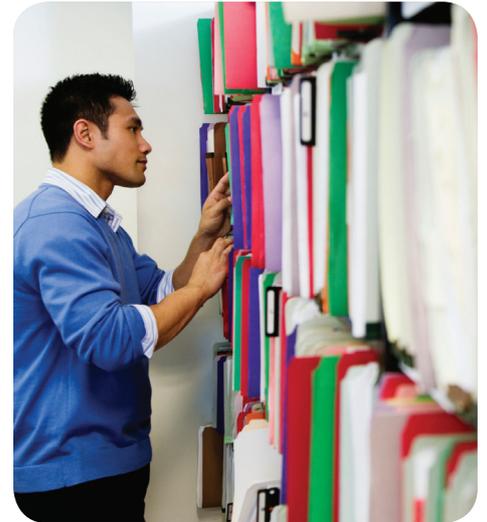


With Xerox® ColorQube® Multifunction Devices, Medical Mutual of Ohio does even more for their members by increasing efficiency and lowering printing costs.



Medical Mutual of Ohio knew that Xerox® ColorQube® Multifunction Devices were right for their business, the environment and their members.

## Background

Medical Mutual of Ohio is a health insurance company headquartered in Cleveland, Ohio. As a regional insurer, they are deeply committed to their members. They are also the official health insurer of the Cleveland Cavaliers, the Cleveland Indians and the Cleveland Browns.

After conducting thorough studies of their equipment assets and usage, they realised there was an opportunity to consolidate to reduce costs and better serve their clients with more efficient office operations.

## The Challenge

Starting in 2008, Medical Mutual of Ohio tested Xerox® ColorQube Multifunction Devices against three competitors. They installed different manufacturers' products in different locations across their operation over a significant length of time to test capabilities and performance in the real world.

"We looked at multiple vendors," says Lyn Duvall, Manager of Printing Services. "We had to try the equipment. Get it in our shop and have people who were really going to use them try them all. We threw whatever we could possibly think of at the equipment. We wanted to see if the units could really multitask, if they can do two things at a time. These are things that will impact a workflow. We looked at security, of course, but we also looked at how quickly we got answers from people who could help us when we asked questions."

## The Solution

Today Medical Mutual of Ohio has replaced more than 500 printers and 90 copiers with 140 Xerox® ColorQube devices. They are still pulling out fax machines and are planning to purchase more ColorQube devices.

The move to Xerox is saving the insurer thousands of dollars. As a mutual company, the savings from the move to Xerox will go back into serving their policy holders better and faster.

## Three-tier Hybrid Colour Plan helped close the deal.

With the Xerox® Hybrid Colour Plan, you only pay for the colour you use. If there's minimal colour on a page, such as with a URL or a company logo, the cost is the same as a black and white document. If a document includes moderate amounts of colour, the page still costs less than a full colour print. Medical Mutual of Ohio conducted upfront studies of how they use colour, which demonstrated they would spend less with Xerox than with other vendors.

## Providing much needed, real-world security.

Medical Mutual of Ohio needed to ensure there would be enough capacity and capabilities after reducing the number of their printers, copiers and scanners, but security was also a significant concern to comply with the Health Insurance Portability and Accountability Act (HIPAA). Xerox needed to assure Medical Mutual of Ohio that everything their employees send to the Xerox® ColorQube® devices would be protected.

“We were looking closely at devices and software, and the companies who backed the equipment. They had to have a similar commitment to security as we have. Xerox excelled in this area where others did not.”

– Walt Moskwa  
IT Project Manager for the MFP Project



Xerox® ColorQube devices come standard with security features such as Image Overwrite, Hard Disk Encryption and Secure Print, providing customers peace of mind. For example, with Xerox® Secure Print, documents are printed only after a user enters a personal identification number at the touch-screen of the device. This not only addresses confidentiality, it also helps with housekeeping. Documents do not sit in an output tray. Employees get the documents they need quickly and easily, and policy holder information is always secure.

#### **An office solution that is both simple and sustainable.**

ColorQube multifunction devices are much simpler, in terms of consumables, than the machines they replaced. With Solid Ink sticks, which are easy to load, less time is wasted maintaining and refilling equipment, allowing employees the time to focus on serving members. And there are environmental benefits, too. Unlike competitors' products, Solid Ink is biodegradable and the packaging is both recycled and recyclable (up to 90% less consumable and packaging waste).

ColorQube devices also feature Intelligent Ready technology. “As Medical Mutual of Ohio employees used the machines, the ColorQube devices learned their work habits. If a worker was an early riser and started using the printer at 6:00 a.m., then it was always warmed up and ready for us at 6:00 a.m.,” said Ms. Duvall. “Otherwise it would stay powered-down and save energy.”

#### **Letting employees know that while change isn't easy, it's well worth it.**

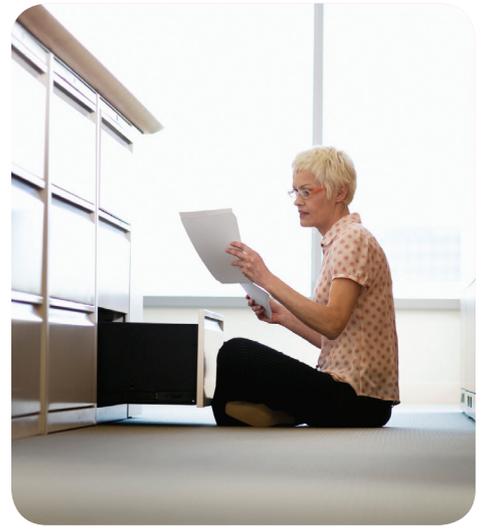
To make the transition easier, Medical Mutual of Ohio placed signs on old equipment that said devices would soon be removed. Then for several weeks, they left the machines there but turned them off. They also put up signs that explained exactly why the changes were being made. “We wanted employees to know the real benefits to the business,” says Ms. Duvall. “We gave them the reasons why we were changing to ColorQube devices and we showed samples with a three-tier pricing cost so they could see how much we'd all be saving.”

#### **The Result**

Medical Mutual of Ohio knows that as they become more efficient and save costs, they can share the efficiency with their membership and provide service that is much more attractive than their competition.

“Hundreds of thousands of dollars saved on electricity and supplies is better spent on customers.”

– Lyn Duvall  
Manager of Printing Services



## Case Study Snapshot

### The Challenge

Medical Mutual of Ohio realised there was an opportunity to consolidate the number and diversity of their printers, copiers and scanners to reduce costs and better serve their clients with more efficient office operations and claims management. They tested Xerox® ColorQube® Multifunction Devices against three competitors – installing each manufacturer’s products in different locations across their operation over a significant length of time. They tested capabilities and performance with a suite of jobs to see how well the printers supported their real workflows.

### The Solution

To date, 140 Xerox® ColorQube Multifunction Devices have replaced 500 competitors’ printers and 90 copiers; fax machines and scanners are still being removed.

The consolidation improved document security with features like Xerox® Secure Print, supported sustainability with biodegradable Solid Ink technology and provided Medical Mutual with substantial savings by:

- Reducing energy usage
- Eliminating equipment redundancy and need for multiple consumables
- Leveraging three-tier pricing

### The Results

Medical Mutual of Ohio saved thousands of dollars and is sharing new efficiencies with their membership. That makes them much more attractive than their competition.

For more information visit [www.xerox.com/office](http://www.xerox.com/office).

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