

mps insights journal

Q2 2010 Vol. 3 Iss. 2



Green MPS:
How to Do it. How to Sell it.

DOES GREEN *Really Matter?*

Keith Shumard & Jim Hillmann, *Managed Print Specialists, Modern Office Methods*

Modern Office Methods is a 54-year-old equipment dealer serving Central to Southern Ohio, Northern Kentucky and Southwest Indiana. Most of our customers recognize us by our bright red and black “MOM” logo. Recently however, MOM added another color to its brand - GREEN. In early 2009, MOM launched our Green Print (think blue print) sustainability program to combat the negative impact a business like ours could have on the environment. Like most businesses, MOM uses our share of natural resources, consumes energy and produces waste. As an industry leader in office technology it only made sense for MOM to develop programs that not only reduces our company’s carbon footprint, but that also assists our client’s efforts to do the same.

A company does not become “green” overnight and the decision to make the green commitment was not made in haste. MOM’s ownership and executive team studied the pros and cons thoroughly before making a conscience decision to become a green leader. The decision was driven not only by a desire to be a more responsible corporate citizen but to further distinguish ourselves as a market leader in our industry. Since the initiative was

message to our customers is of paramount importance. MOM has dedicated many marketing resources to the effort including a redesigned Web site, Facebook presence, Twitter presence and traditional green marketing collateral for use by our sales professionals.

As MPS professionals, we find very few opportunities that do not have a “green” component. When presented with the opportunity to discuss green, we go back to basics - ask probing questions then listen, listen, listen. We try to let the customer tell us what green means to them. Often, they are unable to verbalize their goals or simply have not identified them yet. They just know they want or need to be more sensitive to environmental and sustainability issues. When faced with this type of customer, we utilize several talk tracks to help the customer better understand our approach to green and get a better idea of what is important to them:

Green Product Design and Manufacturing - Customers can have a green impact simply by choosing devices that were manufactured in a green environment. Most equipment manufacturers have sustainability programs and



A company does not become “green” overnight - MOM’s ownership and executive team studied the pros and cons thoroughly before making a conscience decision to become a green leader.

driven from the ownership and executive level, the commitment was clear from the top down and the employee buy-in was swift. We were pleasantly surprised when several employees volunteered their time to work on the Green Print initiatives. As we started to become more aware, our internal practices started changing and our efforts started to make a difference.

While MOM’s “Green Print” has had measurable results for the company internally, the external results are equally impressive. Taking the “green” talk to our customers has paid large dividends. And of course, when we talk green it is not just talk - all MOM employees participate in our Green Print program. Getting this

provide details about them on their Web sites. Sales Professionals should be ready to talk about these programs.

Energy Efficient Devices - Energy consumption and emissions can vary widely. Again, manufacture’s Web sites contain a plethora of information on this topic. In addition, many of the top MPS assessment tools contain equipment databases allowing you the opportunity of including this information in a Total Cost of Ownership (TCO) analysis.

Fleet Consolidation - Nothing says green more than fleet consolidation. Fewer devices will almost always equal less electricity, less emissions and fewer prints.

Paper Reducing Technologies -

There are dozens of ways to reduce paper. Encouraging two sided printing is the most obvious and it's free. If encouragement is not getting the job done, there are software options that force two sided printing, force print jobs to certain (more efficient) devices and/or show a quick preview of a print job to the end user allowing them to eliminate unnecessary pages (i.e. email signatures). Suffice it to say, if there is a printing behavior you would like to modify or encourage, there is a software package to help you get the job done.

Legislative Compliance - Who knew legislative compliance could be green? Many industries such as banking, legal and healthcare are under ever increasing pressure to comply with a number of regulatory issues regarding their documents. If you can design a workflow that helps your customer reach compliance and eliminate unnecessary printing, you are solving two problems at once.

Toner Recycling - This is one of the biggest issue most of our customers face. It also happens to be one of the easiest to implement. There are a number of toner remanufacturers and recyclers that are all too happy to get your customer's empty cartridges. Do your homework and pick a partner that provides empty boxes with pre-paid shipping labels and is not particular about what they receive.

End of Life Solutions - Not your end of life, the device's end of life. Many dealers focus only on recycling "used toner" cartridges but what about the printers and/or MFDs? Make sure you have a way to recycle these devices responsibly. And while you are on this subject, make sure you discuss the security of the customer's data that may still reside on the device's hard drive at the end of its life.



Since making the decision to go green - MOM has worked to make their own office more environmentally friendly

1. All MOM employees now have access to a recycling bin in addition to their trash can
2. Plastic and aluminum recycling receptacles in our break rooms
3. All empty toner/ink cartridges are recycled
4. 75,000 lbs. of cardboard (packing material) were recycled last year
5. 200,000 lbs. of scrap metal and plastic from used copiers and printers were recycled last year
6. All bottled water machines were replaced with filtered water machines from MOM's Pure Water Technology Division
7. All MOM employees were given reusable water bottles in an effort to eliminate the use of plastic, single-use water bottles
8. MOM was recognized recently at Ricoh's national dealer conference for its green initiatives

MOM has enjoyed tremendous success by readily demonstrating our commitment to environmental and sustainability issues to our customers and prospects. Increasingly we are seeing these issues become a major component to RFPs, particularly with larger opportunities. In addition, several recent engagements have included a customer's Sustainability Officer in the decision making process.

Make no mistake about it, green does matter. This topic is here to stay and it is important for an MPS provider to be ready to react well to the customer's inquiries. MOM's Senior Vice President, Steve Bandy, underscores the importance of green this way, "Our customers have been asking about this for quite a while. If there is a value to the customer, then there certainly is a value to MOM. If you are not in it and your customers do not know you are in it, you will lose opportunities."



Jim Hillmann is a Managed Print Specialist for MOM in Cincinnati, OH. In this role, Jim consults with existing and potential MOM customers to develop meaningful print management strategies with the goal of reducing costs, increasing productivity, improving document related workflow and limiting environmental impact. Jim is CDIA+ certified and prior to joining MOM worked in the document management field for over 15 years. Most recently, he owned and operated a successful document management and imaging company that specialized in the legal vertical market.



Keith Shumard joined MOM in 2007 as a Managed Print Specialist. Prior to joining MOM Keith spent the previous 10+ years in various IT roles. Leveraging this experience, Keith is uniquely qualified to achieving a customer's IT related goals and their operational goals during an MPS engagement. Keith has implemented dozens of successful MPS solutions across many vertical markets including healthcare, manufacturing, education and accounting.