

# KYOCERA IN SOUTH WEST ALLIANCE OF RURAL HEALTH



## South West Alliance of Rural Health – The benefit of lowering running costs.

The South West Alliance Of Rural Health (SWARH) is an Alliance of public health agencies in the South West of Victoria covering an area of approximately 60,000 square kilometres connecting all public acute hospitals and associated health services in a region extending from west of Melbourne to the South Australian Border. Their members range from big hospitals down to doctor's surgeries and smaller bush nursing hospitals.

SWARH was formed in late 1997 to focus on the development of IT for the Acute Public Hospitals in the South West Region of Victoria. In addition to the financial incentive provided by the Department of Human Services, the SWARH Alliance has been fortunate to have a group of Chief Executive Officers and Hospital Boards who, although not technically expert, have appreciated the fact that as individual agencies, the capacity to invest in technology to improve service delivery and gain returns on the investment required was not possible on their own.


At the end of 2007 SWARH went through the tender process to select a single supplier for all their printing and multi function device (MFD) needs. The key criteria in their selection were service delivery to their vast and dispersed network of members, as well as running costs.

After short listing 3 suppliers – Country Wide Technologies (Lexmark), Canon, and Kyocera - Kyocera came out on top and were selected as the sole supplier, replacing Lexmark after four years on contract. *“Had it been a line ball decision we would have stuck with Lexmark equipment, said Dennis O’Malley Contract Manager of SWARH. The additional benefits Kyocera offered just couldn’t be ignored; it was an easy choice for us.”*

Over the life of the 4 year contract with Kyocera SWARH plan to replace all 250 of their devices in a staggered roll out across Victoria.

## Servicing remote users was the key

*“A key part of choosing our supplier was how they proposed to deliver to our remote network. The tyranny of distance was a big factor! We have a lot of smaller more remote places we want to provide the same service to. Suppliers can say they will support these areas and then not deliver. Kyocera’s experience with the Victorian Department of Education gave us the confidence they knew how to deliver across Victoria”, said Dennis O’Malley.*

On remote monitoring, O’Malley says, *“Other firms competing for our business had an online monitoring service but Kyocera’s was the best we’d seen. Kyocera monitor the network for us and advise when consumables are needed, when service is required and when and where there’s a paper jam for instance. They do all of this on line which is crucial to servicing remote users. It has really simplified things for us as the larger organisations on our network in particular, were stocking huge quantities of toner and consumables. They don’t have to do that any more, it’s all part of the maintenance agreement with Kyocera and that saves them money, time and effort. They now know exactly what it will cost them.”* 

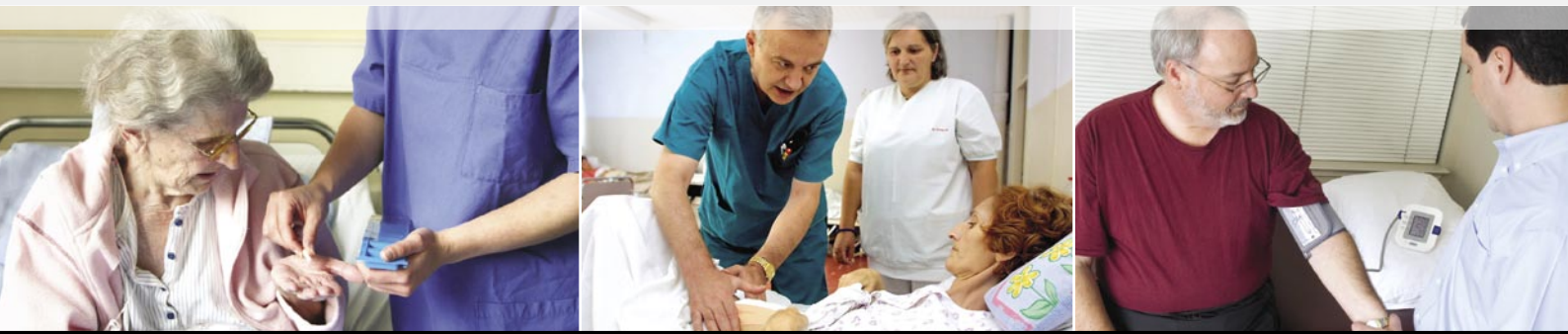
*“Had it been a line ball decision we would have stuck with Lexmark equipment.”*

*“A big advantage of the Kyocera machines is the drums which have a greater life span than other vendors and that’s what leads to the cost savings. All your costs and potential savings are in the consumables. There’s not much difference between the machine costs.”*

KYOCERA MITA Australia Pty Ltd ABN 77 003 852 444

6-10 Talavera Road North Ryde NSW 2113  
From Australia Phone: 1300 364 429  
From New Zealand Phone: 0800 451 000

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## The benefit of an Audit – real savings!

*“The Kyocera audits are done professionally with a great deal of detail...Even if you are just looking at 10 to 20 machines, over 4 years, this can quickly add up to real cost savings.”*  
Dennis O’Malley, Contract Manager of SWARH

O’Malley was impressed with Kyocera’s initiative in conducting audits of their equipment. He said *“It wasn’t part of the contract but straight off the mark Kyocera conducted an audit of all our major sites. This was really above and beyond what they had to do and enormously helpful because it told us not only what equipment was there, but what would be a more preferable configuration for us in terms of cost.”*

O’Malley noted that *“Over time people buy MFDs and printers for their own use and this can get out of hand as you may not need this many on the network. Unless you can show management the cost savings, it’s often difficult to convince them of the need to change. The audit was able to present to management the strategy and the benefit of moving to a more equitable system of equipment.”*

Kyocera audits are designed to help an organisation understand exactly how much is being spent on document production, where the inefficiencies lie and what you can do to achieve substantial savings. SWARH can now appreciate the benefits as Dennis reflects, *“The Kyocera audits are done professionally with a great deal of detail. All major organisations within SWARH were given an audit and it was a good exercise in both introducing Kyocera and making these people aware they can make significant savings by adopting the right strategy for their equipment. Even if you are just looking at 10 to 20 machines, over 4 years, this can quickly add up to real cost savings”,* said Dennis.

## Ecosys – ecology and economy

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Kyocera printers use the company’s unique ECOSYS technology which dramatically reduces the cost of ownership of its printers and reduces the environmental impact of office printing. With standard laser printers, when the toner runs out you replace a cartridge which also contains the drum and developer. This is like forcing drivers to buy a new engine every time their car runs out of petrol. It not only results in a high cost of ownership for the user, but the excess waste which contains a potentially noxious cocktail of plastics, rubber, foam, brass, copper and aluminium, is consigned to landfill as a potential problem for future generations. ECOSYS toner cassettes are designed to be safely incinerated or recycled and are therefore kinder to the environment and more ecologically responsible.

ECOSYS makes Kyocera printers up to 60% less expensive to run than competitive products. This isn’t lost on O’Malley, he notes *“A big advantage of the Kyocera machines is the drums which have a greater life span than other vendors and that’s what leads to the cost savings. All your costs and potential savings are in the consumables. There’s not much difference between the machine costs.”*

*“People may think they are getting a bargain on a \$100 printer until they have to buy the consumables. A stand alone printer can be cheap but the overall running cost to an organisation can be horrendous”,* says O’Malley.