Total Cost of Ownership
for Printers, Scanners & Multifunction Solutions in the K-12 Learning Environment

Changing perspectives and opportunities to help control costs, improve access and support teaching and learning value

Most K-12 technology leaders and administrators will tell you that their technology needs are growing…and their budget is either falling flat or growing smaller. A total cost of ownership (TCO) analysis of your document management environment can often help unearth opportunities to help save money without impacting quality, access and service to the entire district ecosystem. This typically starts with an assessment of your entire school district's printing and scanning requirements and ends with a recommendation to help you get things done faster, easier and less expensively, while also improving value in the instructional setting. This tip sheet from Brother can give you some quick steps to consider and resources to tap into if you determine the need for an assessment to help control costs when planning for future purchases and system-wide upgrades.
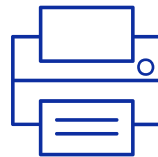
Where to Start

In the education environment, TCO is usually considered the overall cost of supplies, maintenance and service. In addition to the basic calculations of Return on Investment (ROI) that fall under a TCO analysis, education leaders should also factor in VOI, or Value on Investment, looking at VOI in terms of impact on student achievement, teacher performance, and alignment with key district-wide goals for educational quality, access, and equity.

Consider these suggestions:

- **Look at costs from an annual perspective.** For example, determine how much individual schools, classrooms, departments, central services, etc. are spending on printing, copying, scanning, supplies and services each year to track ROI. Small benefits at a big cost have a low ROI. Big benefits at a small cost have a higher ROI.

- **Now add value to the equation.** High value to students and teachers needs to factor into decision-making. Here's an example. If a district's goal is to personalize instruction in reading for all elementary school students to boost reading achievement, classroom printers or printers located within close proximity to the groups that use them most would make it easier and faster for teachers to create, deliver and assess individual student performance. The value is in providing teachers with the appropriate tools to align instruction with district reading goals.

- **The strongest team is often a CTO and CFO who work in partnership to evaluate TCO traditionally, and then evaluate an initiative's potential impacts on student performance.** A CTO and CFO working closely together form a strong team with both financial and technical problem-solving capabilities. This is key to making progress amidst a shifting landscape of federal, state and local funding priorities.

Once you've assessed your complete document management environment, then you can begin to understand the true ROI… return on instruction.

Transforming Return on Investment to Return on Instruction

Once you've assessed your complete document management environment – printers, multifunction devices and scanners – then you can begin to understand the true ROI…return on instruction. If your objective is to save costs, there are steps you can take through purchasing more efficient devices, placing those devices in close proximity to the groups that use them most, and establishing guidelines for classroom-based printing if your IT team decides printers in every classroom is the best option for your district. And when your objective also includes improving access to instructional resources, personalized instruction, and additional time savings for classroom educators and staff, you can implement solutions that will help to deliver all of those components, while also meeting budget requirements.

Your Brother Education Team

Brother education specialists can work with you to conduct a comprehensive needs assessment. This includes aggregating data and insights covering:

- The needs of users
- Your current and anticipated equipment requirements
- Recommendations for new acquisitions
- Evaluations of device running and consumable costs
- Projections for service and support costs
- Comparisons of financial options and development of short and long-term print and scanning strategies

Using this analysis as a roadmap, Brother can then work with you to re-design and re-imagine your printing and scanning environment and how the technology can help contribute to your district's overall instructional impact.

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It Starts with a Conversation

Let's connect and talk through your printing and scanning needs, challenges and goals. Together, we can design solutions that will meet your objectives for cost savings, cost control and improved performance where it counts most…in teaching and learning.

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