



CASE STUDY



IOWA STATE UNIVERSITY

Laser Resources is the official vendor for all multifunction copiers and accompanying maintenance agreements for Iowa State University. We spoke with a current customer in the Agriculture and Biosystems Engineering Department about working with Laser Resources.

THE CHALLENGES

In the summer of 2014, the Agriculture and Biosystems Engineering (ABE) Department at Iowa State University was facing a conundrum. They were moving into the beautiful new Biorenewables Complex, but they were stuck with aging copiers that were each supported by different brands. According to Program Assistant Sylvia Anderson, this created headaches: "We got a new facility, but in the past we had three separate buildings with three different kinds of machines," Anderson explains. "Laser Resources had what we needed as far as equipment and we decided to have all four new machines be the same since we were now all in one building. That way, if there was any support needed we would all be familiar with every machine."

THE SOLUTIONS

By teaming up with Laser Resources, the ABE Department was able to solve their issues quickly and for the right price. "We did some price comparison because price was very important. We always want the most value we can get for our money," Anderson says. "Then it was just a matter of having machines that would do what we needed them to do, but not be bigger than necessary since we would have a copier on each floor."

Anderson and the ABE Department ended up ordering four multifunction copiers to spread throughout their department for their staff and students. The copiers allow users to print, copy, and scan directly to email, while tracking usage (and restricting access) through individual user codes.

THE RESULTS

Since upgrading their equipment in 2014, Anderson said the results have been impressive. Thanks to special pricing negotiated especially for ISU, the ABE Department has enjoyed the cost-savings from their new Toshiba equipment. Anderson also enjoyed being able to choose from several options to find the best fit for her department. "The price is a good deal and Laser Resources has several different levels of machines depending on what people need," Anderson says. "It's nice that they have several choices."

The department has enjoyed the improved functionality, but the local service is what really stands out to Anderson: "I would say that Laser Resources is very responsive. The service call goes in and they're here solving the problem right away," Anderson says. "Whenever we've had a question, Laser Resources has responded right away."

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Did You Know?

- *In biological/agricultural engineering, Iowa State is the No. 2 undergraduate program among all national universities*
- *The ABE Department at ISU was the first department in the world to grant a degree in Agricultural Engineering in 1905*
- *The department at ISU is now the largest Agricultural/Biosystems/Biological Engineering department in the country*

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**Sylvia Anderson
Program Assistant
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