

Case Study

IMPACT NETWORKING ‘RELEASES’ CUSTOMER PAGE VOLUME AS STANDARD PRACTICE

With PrintRelease and Clover sharing space inside the office print landscape, both providing eco-services to strengthen Managed Print Services Programs, a natural partnership formed. In 2014 Clover became a PrintRelease Authorized Distributor Partner and began promoting PrintRelease to its dealers. Impact, a long time and prominent Clover dealer, was an early adapter of PrintRelease’s solution. Impact’s Management team had already reviewed PrintRelease’s partnership benefits and was inclined to move forward directly, but with Clover’s vote of confidence, Impact was propelled to partner with PrintRelease as quickly as possible. Clover’s partnership had verified the advantages for Impact. For both Clover and Impact, PrintRelease is a natural fit to company goals to deliver leading edge solutions.

To date, Clover dealers and their customers have released 515M pages, the equivalent of 61K trees.

Approach

Impact has always focused on differentiation strategies. Therefore, the decision to embed PrintRelease into its company DNA was instinctive. Almost immediately after connecting to the PrintRelease portal, Impact proposed the PrintRelease solution to Smart Motors, one of its largest customers in the Madison, WI market. Smart Motors was looking for a partner to help manage their documents in an environmentally effective manner while providing a sustainable approach with real results. PrintRelease was a natural fit for the whole solution and helped to further distinguish Impact from competitors. Within the first month, Smart Motors tracked close to 250K pages to be released. 250K pages, the equivalent of 30 trees harvested for that month’s paper output alone, gave



Impact Networking is a vibrant company that consistently wins awards such as Chicago’s Coolest Companies, Best and Brightest Companies, America’s Fastest Growing Private Companies, Top 500 Solution Partner, Best and Brightest Companies... to name a few! By engaging employees with leading solutions such as PrintRelease, they are equipped with the necessary resources to succeed in their careers.

“*PrintRelease gives us a measurable count of how we are helping clients be more sustainable. It adds additional value to our MPS model and overall solutions that we provide our clients.*”

-- Jeremy Fordemwalt, Vice President of Managed Print Services at Impact Networking

Smart Motors an urgent realization of their forest footprint and a strong appreciation for Impact’s proactive stance in delivering a relevant sustainability solution. Seeing the immediate adaption success with Smart Motors, Impact was then even more motivated to engage its customers with PrintRelease. Impact began to view PrintRelease as means to further expand its role as a technologically forward-thinking partner. Within the next 6 months, Impact integrated 20 more accounts and within that timeframe those customers released 7.3M pages, almost 900 trees. The success was building upon itself, proliferating in a way that made an easy sell for Impact’s sales representatives.

Customer Base

Now, a year and a half later, 783 Impact customers are integrated with PrintReleaf's Exchange Platform. Impact has seen firsthand that PrintReleaf resonates across all businesses. Releafing customers include all Major League Baseball teams within Impact's territories, including the Chicago Cubs, Indianapolis Indians, and Milwaukee Brewers; notable hotels such as the Hyatt and Hard Rock in Chicago; medical groups such as Phonak, the American Academy of Pediatric Dentistry and numerous hospitals; community service groups such as the Indiana Sheriff's Association, several municipalities, and public libraries; and its conventional base of paper intensive industries like financial institutions, law firms, and several school districts, including Park Ridge – Niles School District 64, Prospect Heights District 23, and Putnam County Schools.

With the favorable response across Impact's customer base to Impact's green partnerships with Clover and PrintReleaf, Impact has decided to build upon that momentum by offering yet another renewable service; the option to buy sustainably sourced paper direct from Impact. As this option launches in 2017, Impact's customers will have a documented, net positive effect on the earth's forestry; first with the use of paper sourced sustainably, then by recycling the cartridges used to print onto the paper, and finally by 'releafing' total paper consumption back into PrintReleaf's global forest network. The offering of such a complete and sustainable process further emboldens Impact as a leading choice in the industry.

Impact's 783 accounts have now releafed 263M pages. This combined forest footprint, equivalent to more than 31K trees, has been reforested across PrintReleaf's forestry network.

Impact Customer Testimonials

"The program with Impact and PrintReleaf has helped us do our part as a socially responsible corporate citizen when it comes to sustainability. Reforesting more than 260 trees a year is a great way for us to show our clients and residents in the Madison area that we care about the environment."

Rob Jordan, IT Director, at Smart Motors

"We have been able to communicate an actual number to clients and potential clients when discussing a part of our sustainability initiatives."

Anonymous Impact Networking Customer

About Impact Networking

Impact Networking, founded in 1999 and headquartered in Lake Forest, IL, started solely as a copier dealership. However, as an early indication of what would become Impact's proclivity to lead the field in agile growth, Impact soon launched its Document Management business in order to expand its solutions and services portfolio. Impact, now with close to 400 employees and operating from 12 Midwest locations, is an industry leader in Document Management. Recent awards from Perfect Image, CompTIA, and CIO Review speak to the Company's operational excellence.

About Clover

Clover Technologies Group (now Clover Imaging Group) began in 1996 as a toner remanufacturer in Marseilles, Illinois. The Company has evolved into a global business that services all facets of the imaging industry. Impact partnered with Clover in 2014 as part of its commitment to provide customers with meaningful and sustainable solutions. Through this partnership, Impact customers have recycled 22,555 cartridges, a significant reduction in what would otherwise be landfill waste.

As Impact grows, so too does its partnerships with Clover and PrintReleaf. Recently Impact acquired Illinois Paper & Copier Company, which in turn translates to increased cartridge recycling and page 'releafing'.

About PrintReleaf

PrintReleaf, the first technology platform offering cloud-based paper tracking and reforestation, gives customers visibility into the number of trees deforested to procure their paper usage. Customers then direct the offset of their forest footprint into PrintReleaf's certified global reforestation projects. The entire customer experience is automated through PrintReleaf's Exchange platform, a patented software that measures paper usage, reverse-calculates to forest impact, and then 'releafs', or reforests, that paper back into the environment. Since inception in 2014, PrintReleaf customers have releafed ~ 2.1B pages, the equivalent of ~250K trees. Currently PrintReleaf is reforesting at a rate of ~ 400 trees per day.