

# Rhyme

# BUYING GUIDE

It's important to trust your vendor. There shouldn't be any secrets when it comes to the buying process. That's why Rhyme created this buying guide, to educate our customers and build a partnership built on trust.



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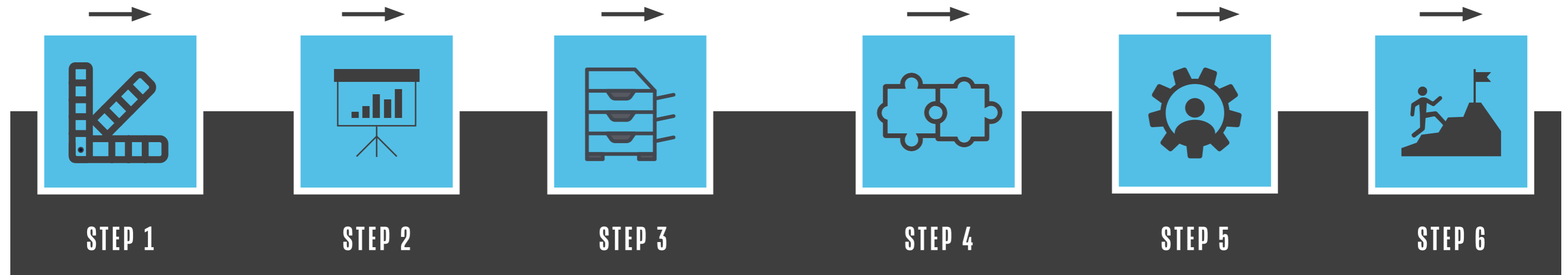
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*“When I say 10, I really do mean it. I am not just ‘keeping it simple’ –the service and communication from the people at Rhyme was without fault.” HUF COR*

# How To Determine Your Needs

Although you don't need to do any pre-work prior to a Rhyme Client Manager meeting with you, we also understand that people like to do prior research to understand their needs and find out what the associated costs may be. That's why we put together this guide; to help you determine what type of technology and equipment you may need and what factors affect the price. At the end of this guide you will have a basic understanding of your needs and what factors drive the cost up or down.

So, what is a multifunction printer (MFP)? Essentially you could call it a copier, but in today's world they do so much more. A MFP is a printer, copier, scanner and/or fax, and document management tool, all in one. The first step is to understand how you intend to use the MFP and how it will support your day-to-day business applications (needs assessment). Next, we will dive in deeper into the six factors you should consider when assessing your needs.



## Monochrome or Color

A color MFP may come at a higher initial cost, but in the long run can reduce expenses by eliminating the need to outsource jobs. Whether or not you need color will depend on your organization and the types of documents you print. If you print presentations, proposals, or other marketing and sales related documents on a regular basis, you need color.

- ✓ Razor-Sharp Monochrome
- ✓ High-Resolution Color
- ✓ Commercial Print Quality

## Print Volume

The average monthly volume of your business or department can help determine the size and type of device needed. Assessment tools such as FM Audit can give us insight into your past printing habits and help us determine what you'll need. If you have initiatives to reduce your overall printing, we take that into consideration as well during this step.

- ✓ Seasonal
- ✓ Consistent throughout the year
- ✓ Highly variable across devices

## Size Requirements

The space you have for your new equipment also plays a major role in determining the right model. If you require a high-speed, high-volume device, be prepared for the amount of space it requires. Make sure to measure your room beforehand and share that information with your Client Manager.

- ✓ Desktop space
- ✓ Floor space
- ✓ An entirely new print space

## Add-Ons

Take a look at the features you may want that can enhance the baseline capabilities of the device. Some examples include: booklet and brochure finishers, card readers/authentication, high-capacity output trays, hard drive storage, and more.

- ✓ Stapling
- ✓ Additional paper trays
- ✓ Faxing

## Network Integration

Do you need it to be "BYOD" or bring your own device capable? The majority of equipment on the market today supports wireless printing. Consider how easy the system is to plug into an existing network, and whether it's easy to deploy with little to no training. Ease-of-use means a reduction in calls to the Help Desk and fewer IT resources being used.

- ✓ Chromebook printing
- ✓ Mobile printing
- ✓ Guest printing

## Determine Goals

Beyond printing and copying, how do you want to use the MFP to help manage documents, simplify workflows, support remote workforces, etc.? Rhyme is committed to providing robust device and fleet management tools and utilities that increase each device's uptime and availability. We can take it a step further with Managed Print Services (MPS) integration tools that can automate processes completely.

- ✓ Increased uptime
- ✓ Better insight & reporting
- ✓ Reduced printing

# Price Factors

Now that we've determined what our needs are, it's time to talk cost. When we say there are a lot of factors that affect the price of a multifunction printer, we mean it. We could tell you that the average standard device costs between \$3,000-\$12,000, but that's a pretty wide range.

Another factor to consider is how the size of the device affects cost. Smaller machines, although may have a lower upfront cost, can have a significantly higher monthly cost. This is due to its inability to handle large volumes or usage and results in higher service rates and costs. Older machines also have higher service costs because it is more expensive to maintain them due to older parts needing to be replaced more often, or parts may not be available at all.

**Factors such as print speed, scanning, faxing, finisher options and more, dramatically affect the final cost, just like purchasing a new car.**

## You have two options when it comes to getting new office equipment: buy or lease.

Below we are going to cover the pros and cons of both and give you the power to decide what's best for you and your business.

Most leases are three to five years. The shorter the lease, the more expensive the monthly payment will be, just like the car example. Choosing the right length of lease will depend on how often you want to upgrade and refresh your technology, and what fits within your budget. Our recommendation is a five-year lease.

Purchasing outright is a viable solution for many verticals who have the financing and cash to do so, such as Government and State entities.

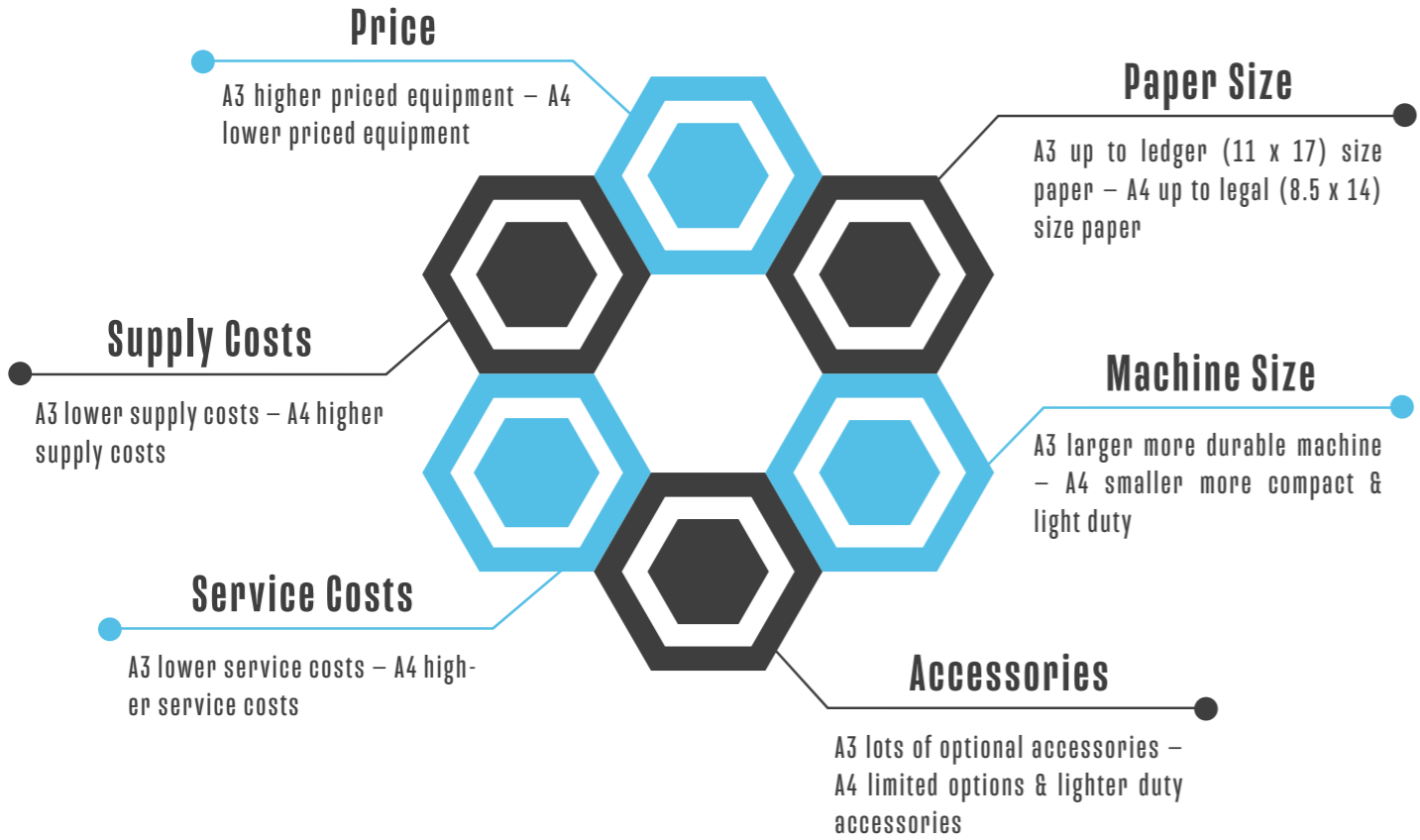
The cost of consumables (ink and toner) is also something to consider. Cartridge-based desktop printers may fit your needs but be aware of the frequent ink replacement and high-cost of the cartridges. Rhyme's service contracts and maintenance agreements for multifunction printers include all toner and with next-day delivery, you're not waiting around for it either.

## Comparison Chart

Below is a basic comparison of three devices that could fit an organization's needs, at three different levels and price points.

	A4 30 PPM Color Device	A3 Essentials 30 PPM Color Device	A3 Advanced 30 PPM Color Device
Display	7" High Resolution Touch Panel Display	10.1" High Resolution Touch Panel Display	10.1" High Resolution Touch Panel Display w/ Keyboard
Supports 11" x 17"	No	Yes	Yes
Paper Capacity	Max: 300 Sheets	Standard: 650 Sheets, Max: 6,300 Sheets	Standard: 650 Sheets, Max: 6,300 Sheets
Original Feed	100-Sheet RSPF	100-Sheet RSPF w/ Original Size Detection	150-Sheet DSPF w/ Original Size Detection
Scan Speed	Up to 110 IPM	Up to 80 IPM	Up to 220 IPM
Print Resolution	600x600 dpi	600x600 dpi	1200x1200 dpi
Wireless Connectivity	Standard	Option	Standard
Adobe® PostScript® 3™	Standard	Option	Standard
OCR Scanning (text-searchable PDF, Word, Excel, PowerPoint)	Standard	Option	Standard
Direct Print Word, Excel, PowerPoint Files	Standard	Option	Standard
Email Connect (Microsoft Exchange/Office 365 and Gmail)	Standard	Option	Standard
Cloud Connect (Microsoft OneDrive for Business, SharePoint Online, Google Drive, Box and Dropbox)	Standard	Option	Standard
Walk-Up Motion Sensor	No	Option	Yes
<b>Price Range</b>	<b>\$3,000-\$5,000</b>	<b>\$5,000-\$8,000</b>	<b>\$7,000-\$10,000</b>

# A4 vs. A3 Major Differences



An A4 printer will be more compact and needs less space. If you want to create more intense documents, an A3 can handle ledger paper to make booklets, marketing brochures, and other consumer-facing documents.

When it comes to price, you will pay less for an A4, but the consumables will need to be replaced more often as they do not have high page yields. If you have a large print volume, an A3 is most likely better suited for your business in terms of cost in the long run.

The smaller and lighter A4 machines generally have only light duty options and accessories available. For example, if the machine has a stapler option it may be limited to stapling only 20 pages at a time. There might not be a large capacity tray, folder, 3-hole punch, or finisher available for the machine either.

If you require finishing options such as those listed above, then you will likely need a full size A3 machine to handle these tasks and jobs.



## A4 Not As Robust As A3

A4 systems are built for speed and low up front cost. They can be a very viable budget option for the right office environment. And while they can be a great resource for a small work group of 3-5 users, they aren't going to stand up to the year over year use of a large organization like your A3 device was built to.

## Know the Recommended Average Monthly Volume

Every device is rated for a certain amount of prints per month and if your current volume will exceed that regularly, you're going to burn it out and likely experience ongoing image quality issues from overuse. On the flip side, if you don't print high-volume, but want great color, speed, and apps that connect to your cloud accounts, an A4 might be a perfect fit.



## Fewer Finishing and Accessory Options

Another key difference will be noticed in available finishing options. A3 devices often can be fitted with finishers that can staple, fold, punch, and stack. They have available high-capacity tandem paper drawers, side large capacity paper drawers, and many other options. A4 devices are much more limited.

## Time & Materials vs. Service Contracts

Printers, copiers and MFPs require toner, parts and supplies. Choosing to go without a service contract and pay upfront for all toner, repairs and parts when you need it can dramatically affect the bottom line. With service contracts the machine is remotely monitored for toner levels and preventative maintenance issues. Thus, freeing up employee time and resources.



# Calculating TCO

Variables that go into calculating the TCO:

- Purchase price or lease payment.
- Maintenance Agreement Pricing (Service and Supplies)
- Paper Cost
- Additional costs based on the fine print in the Service Agreement
- Additional costs based on the fine print in the Lease Agreement.

The challenge for the consumer when it comes to the TCO of an MFP are the multitude of different things which could be charged for. Utilizing the 'Apples to Apples or Apples to Oranges' Questionnaire for Screening Potential Vendors, on pages 11 and 12 of this document, can help you compare the additional costs vendors may charge.

Consider this example on a 30-page color MFP under an agreement with Vendor X:

- Lease Payment = \$ 250.00 per month
- Service Agreement = \$90.00 per month and includes up to 3,000 B&W prints and 750 color prints.

Seems like the TCO for new MFP is going to be \$340.00 per month. But is it?

- You ordered toner cartridges which are included in your service agreement so there is no added cost. But Vendor X charges for shipping and freight, so the invoice has a \$25.00 charge. You order toner once a month. Your TCO is now \$365.00.
- You also notice 4 times during the year you were charged for toner cartridges because you used them up faster than the estimated yield. Each time it was \$200.00, plus the \$25.00 in freight. This just added another \$75.00 per month to your TCO which is now up to \$440.00 per month.
- Your team has new staff that need training on the equipment. Vendor X charges \$150.00 an hour to conduct additional staff training. Two hours of training adds \$25 a month. Your monthly TCO is now \$465.00.

Now consider the same example on a 30-page color MFP under an agreement with Rhyme, keeping the lease payment and service agreement the same as Vendor X:

- You ordered toner cartridges which are included in your service agreement with Rhyme, so there is no added cost. Rhyme also doesn't add freight or shipping charges to your monthly toner orders. The TCO for the month is still \$340.00.
- You used your toner faster than the estimated yield, 4 times during the year, but Rhyme doesn't have excess toner charges, so your monthly TCO remains at \$340.00.
- Your team has new staff that need to be trained on the equipment. Rhyme includes unlimited staff training on install of the equipment and throughout the term of the contract, so your monthly TCO is still only \$340.00!

These are just a few common occurrences we see which impact your TCO. There are at least a dozen more ways which impact the TCO of your device. Using the 'Apple to Apples or Apples to Oranges' Questionnaire for screening potential vendors can help you to determine potential costs that could add to overall TCO.

We're experts in this industry and understand the complexities associated with MFP Total Cost of Ownership. Rhyme will apply our resources, technology, people, and expertise at our expense to help determine an accurate TCO for your fleet of equipment based on your determined needs. We want to establish a fact-based starting point that can be managed and improved upon.

# Our Contract vs. "The Other Guys"

The following outlines all key aspects our lease contract and the promises and commitment Rhyme makes to you each time you sign one. The "other guys" can be different, so here's what to look for:

- **Monthly lease payment will not escalate for the life of the contract**
- **Maintenance portion of the contract will not increase by more than 10% per year for the life of the contract**
- **Maintenance cost per image includes everything except paper and staples**



- **No additional charges beyond the per image charge**
  - No freight or shipping
  - No scanning charges
  - No excess toner or consumable use charges
  - No extra service charges
  - No IT charges
  - No additional networking charges
- **No additional lease-end expenses**
  - Equipment shipping charges via "approved" specially equipped common carriers
  - Device data/HDD destruction services
  - Pro-rated charges for unused consumable supplies installed in the machine



# Apples to Apples or Apples to Oranges...

## Questionnaire for Screening Potential Vendors

- 1.** Does Cost-Per-Image include unlimited supplies throughout the life of the contract? (Some only include toner based on manufacturer's yields being met)
- 2.** Does purchase include unlimited staff training on the day of the install and throughout the term of the contract?
- 3.** Does Vendor have any additional charges such as fuel surcharges, etc. for the term of the contract?
- 4.** Does Vendor charge any fees for phone calls for toner ordering, service calls being placed, etc.?
- 5.** Does Vendor charge shipping/freight for toners and supplies needed for the term of the contract?
- 6.** Does Vendor use "OEM" consumables (parts, toner, etc) or "Generic Equivalents"?
- 7.** Does Vendor charge for scanning on a per page basis as they do for copying/printing?
- 8.** Does Vendor include at no charge, Remote Email Diagnostics for all machines, monitoring meter readings, potential service issues and usage trends to help you manage these devices?
- 9.** Does Vendor include at no cost, all manufacturer's Hardware and Firmware updates throughout the term on the contract?
- 10.** Does Vendor offer easy online placement of service calls, ordering of toners, ordering Office Supplies?
- 11.** Does Vendor offer at no charge, online tutorial training software to act as a Help Desk for I.T. to eliminate their time consumed with device operational questions?
- 12.** Does Vendor offer a Lifetime Replacement Guarantee to provide you with peace of mind for the term of the contract?
- 13.** Does Vendor Automatically provide Client Reviews after the initial 90-days and then annually to make sure all the initial plans and promises are being fulfilled?

# Rhyme Leasing Information

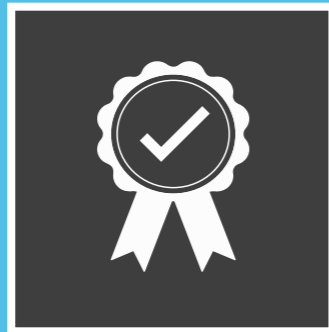
Rhyme has been financing business equipment for over 25 years to help our customers acquire the technology they need with added support and flexibility. Here are the benefits of leasing with Rhyme.

Rhyme offers competitive programs and there are no surprises at lease-end so that we keep you satisfied.



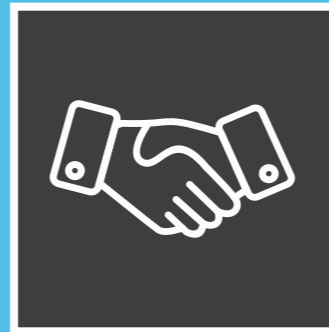
## Flexible Term Options

Terms from 12-63 months to suit your individual needs. We can quote all options so that you can make an informed decision.



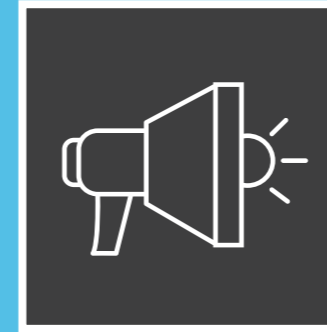
## Customer Service Excellence

We have a commitment to service and pride ourselves on our accessibility to you. Our company culture is centered on our customers' success, doing the right thing and making it easy to do business with Rhyme.



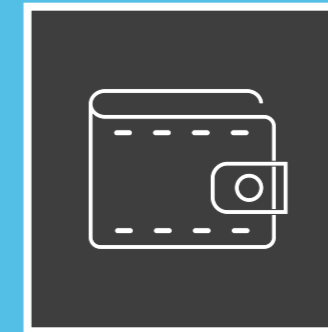
## Customer First Attitude

We service our customers from start to finish with experts in sales, service and administration of your contract. This ensures that we take care of you and your account to serve you better.



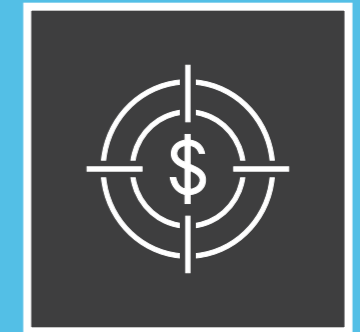
## Awareness

We notify you on your invoice in advance of upcoming lease expiration/termination.



## Cost-per-Image Programs

We help you save money with an all-inclusive offering and simplify administration with a single invoice to you.



## Financing

A variety of equipment financing capabilities are available, whether it's your phone system, IT equipment or MFPs – we can help you finance it!

## End of Term Options:

1. Rhyme believes in full transparency and long-term customer relationships. That's why you'll never find hidden fees or surprises at the end of term.
2. Month-to-month renewal – you won't be hand-cuffed with a 12 month lock-in. Our standard is to allow clients to continue to pay their monthly lease payment when the term expires, with no additional fees or hidden charges.
3. Return Equipment
  - Should you choose to return your equipment, there will be no restocking fees.
  - If you need help with the return of your equipment, we are here to assist you with the process.
4. Purchase equipment outright.
5. Upgrade your equipment to new technology.



# Summary

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Thank you for reading our Buying Guide. We hope you found this information insightful and helpful towards deciding on your organizations print needs. The next step is setting up an introductory appointment and complete needs assessment with one of our experienced Client Managers. They'll take it from here, ensuring you are taken care of and are completely satisfied with your decision to partner with Rhyme.

*“From every meeting with our Client Manager, to the great install, we have been more than thrilled and well cared for in the process! Our Client Manager is a fantastic representative of this family business and their desire to cater to the needs of the customer and find the best fit. We loved working with them through our bidding process with a local competitor. We LOVE the Sharp machines and everything they offer. We cannot wait for training to see how we can get even more out of them. We saved money overall from previous contracts, got better machines, and much better service!” - St. John's Lutheran Church*

To schedule an appointment visit: [www.rhymbiz.com/contact-sales](http://www.rhymbiz.com/contact-sales)

Or call 800-362-4333