

Lexmark's X342n is a home run for leading sports and entertainment company's employees who work at home.

## Sports and entertainment company finds winning edge with Lexmark X342n

### The Organization

With its passionate focus on high-quality craftsmanship and cutting-edge technology, this sports and entertainment company revolutionized the sports and entertainment industry, raising both product standards and the expectations of customers to new heights. Its advances include studio-quality color photography, an anti-counterfeit hologram on every product and foil product packaging.

Founded in 1988, the company remains dedicated to its original mission, creating products that capture the excitement of sports and entertainment.

### The Challenge

From its very beginning, this sports and entertainment company built its reputation on one guiding principle: printing sports and entertainment products of the highest possible quality. However, print quality for its more than 600 employees sometimes took a back seat.

With a combination of laser and inkjet printers deployed throughout its California headquarters and in the home offices of about 75 salespeople worldwide, the company set out to maximize print quality while cutting costs and minimizing maintenance and help desk calls.

"We have employees around the world who need a single device that can print, copy, scan and fax," said the company's IT Technical Support Specialist. "It's essential for our employees to know they are using a reliable, easy-to-use product like the Lexmark X342n."

### The Solution

To meet its unique combination of business requirements, the company brought the Lexmark X342n multifunction printer (MFP) in-house for evaluation, based on a recommendation from its solution provider, Technology Integration Group.

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With a high-quality monochrome laser printer at its core, the X342n seamlessly integrates a business-class, 50-page auto-feed legal-size color scanner; copier; and fax into a single, compact unit, perfect for a small corporate workgroup or a remote employee's home office.

For any company that deploys technology products for its staff worldwide, reliability is essential. But at a small company, the mere promise of reliability is not enough.



Where some products may substitute a plastic or nylon part to minimize manufacturing costs, designers of the Lexmark X342n opted for strength and durability.

“The X342n paper tray has no springs, nothing to unlock, and it is easy to load paper,” said the IT Support Specialist. “We were especially impressed that the paper tray’s guide rails are metal. On other products, we’ve found that plastic guide rails wear down, resulting in more paper jams.”

By switching from inkjet to laser technology, the company is improving print quality and reliability while simultaneously trimming expenses.

“The print quality of the X342n is much crisper and precise than the inkjet printers we are currently using in home offices,” said the IT Support Specialist. In addition, the X342n is far less costly to operate than inkjet printers whose expensive ink cartridges need frequent replacement.

Those cost savings extend beyond the simple switch from inkjet to laser. A key design feature of the Lexmark X342n is its cost-saving two-part consumables design. By separating the toner and photoconductor components into discrete replaceable cartridges, the long-lasting photoconductor need not be replaced each time toner replenishment is needed. The result is substantially lower cost of ownership and simplified user operation – without any sacrifice in quality.

“We’ve got to consider the ‘lowest common denominator’ when we select technology products,” said the IT Support Specialist. “It’s just got to be as easy as possible. That’s what we’ve seen in the X342n.”

For the company’s home office users, devices need to be quiet and easy to maintain as well. The X342n has 550-sheets of paper capacity, significantly more than the inkjets many at home employees are currently using. And, the printer is extremely quiet, making it ideal for home office environments.

### The Results

With the Lexmark X342n, the sports and entertainment company has found a product that combines a high-quality laser printer, copier, fax and business-class scanner into a single unit that is easy and economical to operate and built for the long haul. With its easy setup, ability to scan documents to a PC through the network, and intuitive operator controls, training and support expenses are minimized.

For the sports and entertainment company, the Lexmark X342n is a home run.

Lexmark X342n

