

Keystone Group Holdings



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**Bob Hundley, Keystone Group Holdings,
Information Technology Director**

The Situation

Keystone Holdings serves funeral homes in 216 locations scattered across 31 states and one Canadian province. From its corporate headquarters in downtown Tampa, Florida, 45 people provide business support services including information technology and copier management.

The funeral homes which operate under the Keystone umbrella provide a variety of services to bereaved families, including the creation of memorial folders for people attending funeral services. The family of the deceased, typically provides six or seven pictures and a biography. They select a quality paper stock from a selection of 65-pound papers to suit their preference. The staff of the funeral home then scan the photos, incorporate the biography and any graphics the family wishes to include, and arranges the materials in a pleasing composition. The final product is a tasteful tri-fold remembrance to take home and save. A typical funeral would require as many as several hundred copies for friends and relatives of the deceased.

The Problem

The tri-fold memorial folders are much appreciated by the families. Producing them on local copy machines makes excellent sense given the short time between a passing and the memorial service. But the cost per copy had become a problem.

Keystone’s CEO wanted Bob Hundley, Information Technology Director, to do something to drive down costs. Bob explains: “The machines we were using weren’t really designed to handle the heavy 65-pound stock. And the cost for making each legal-size tri-fold was 60 cents per copy just for toner. And that did not include the lease cost of the machines.” Even a rough calculation for all the memorial services for 216 locations for one year made it clear that there was substantial opportunity for savings.

Benefits

- Focus on the customer’s needs
- Individual solutions for varied needs
- Ability to deliver on time on a large scale
- Superb after sales service

“We have achieved an eight percent savings on toner annually, over \$55,000 corporate wide. We now save on everything we print.”

**Bob Hundley,
Keystone Group Holdings,
Information Technology
Director**



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The Solution

Danwood CEO and President visited Hundley. The Danwood team set to work to find a solution to Keystone's problem. "It's great when the owners of the company comes out to your office to find out about your problems. Not every vendor does that."

Danwood began with a complete audit of Keystone's copier situation and history. In the corporate office alone, Keystone had spent \$18,000 on toner for just two copiers. Clearly, there was room for improvement. With all variables factored in, Danwood estimated that they could save Keystone \$28,000 annually at the headquarters alone.



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Information Technology Director**

Danwood selected and configured copiers suited to the headquarters staff and for the field locations around the country. For the main office, several Sharp MXN-6200N multifunction copiers and one Sharp MXN 3100N were selected for their speed, reliability, high quality color imaging, and advanced scanning and information management capabilities as well as five monotone high speed printers. For the field locations, the rugged, versatile, and economical Sharp MXN-2600N fit the bill.

It's one thing to install machines. It's quite another thing to achieve the benefits. As IT Director, Hundley knew that he would be the point man. He was pleased to see how smoothly the project went.

"We took a phased approach, rolling out 15 machines for the first phase, then ten at a time after that", recalls Hundley. "The biggest issue for a company our size is the learning curve, but we had very few calls. We just handled those as they came in. And the feedback has been really good – our people said it is the best machine they ever had. We did surveys to see how our people were coping. They

loved the machines. One location replaced three machines with a single Sharp machine and saved \$300 per month in printing."

Hundley is pleased with the support Danwood provides. "They've been really good. They drove up to Georgia for one installation." In the small rural areas where many Keystone locations are found support is key. Hundley recalls, "A local vendor was supposed to handle our training in Connecticut, but could not. Danwood flew a trainer out there. One of our people in New York had an issue. Danwood resolved it over the phone. If I have problem, I email it and they resolve it."

Hundley is pleased with the results. "We have achieved an eight percent savings on toner annually, over \$55,000 corporate wide. We now save on everything we print."

Sharp MX-6200N

- 62-ppm B&W and 50-ppm Color networked digital MFP
- Paper capacity maximum: 6,600 sheets
- 150-sheet Reversing Single Pass Feeder with Duplexing
- Standard 3,100 sheet paper capacity
- Electronic Sorting with Offset Stacking

Sharp MX-3100N

- 31-ppm B&W and Color networked digital MFP
- Paper capacity maximum: 5,600 sheets
- 100-sheet Reversing Single Pass Feeder with Duplexing
- Standard two 500 sheet cassettes & 100 sheet bypass tray
- Standard retractable PC keyboard for easy data entry
- Powerful 800 MHz true multitasking Color document system
- Large, high resolution touch-screen color display

Sharp MXN-2600N

- 26-ppm B&W and Color networked digital MFP
- Paper capacity maximum: 5,600 sheets
- 100-sheet Reversing Single Pass Feeder with Duplexing
- Standard two 500 sheet cassettes & 100 sheet bypass tray
- Standard retractable PC keyboard for easy data entry
- Large, high resolution touch-screen color display
- Powerful 800 MHz true multitasking Color document system