



STAR achieved over 70% cost savings after five months with Van Ausdall & Farrar.



STAR Financial bank needed a print equipment and management overhaul. With many of their existing leases expired, as well as a lack of good customer service from their current vendor, they turned to Van Ausdall & Farrar to assess current needs and offer a new print strategy.



OBJECTIVE

Create a cost-effective print equipment and management program to support their growing needs.



STRATEGY

Assess and streamline print solutions across all locations while providing exceptional print / copy management.



RESULTS

Achieved a **70% ROI** after five months with Van Ausdall & Farrar exceeding STAR's expectations.



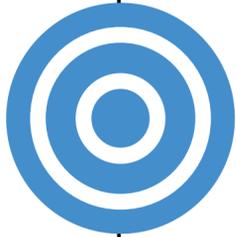
“Working with Van Ausdall & Farrar, Inc. team has been a great opportunity for STAR Financial Bank. STAR was able to upgrade our copier fleet while cutting service costs and providing better insight into our printing infrastructure. We look forward to working with Van Ausdall & Farrar, Inc. in the future to provide new solutions for our printing infrastructure.”

Adam Plummer, Technology Support Supervisor
STAR Financial Bank



THE COMPANY

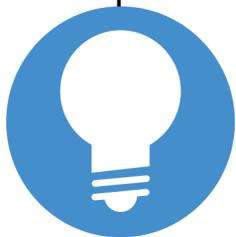
STAR Financial Bank, based in Ft. Wayne, Indiana, recognized their need for a new print partner. By analyzing their various lease schedules across locations around the state, they realized they needed to streamline the vendor relationships to cut costs and simplify contracts. They turned to Van Ausdall & Farrar to create a positive impact on their business.



THE OBJECTIVE

STAR Financial's current print vendor was slow to respond and was not proactive. It was also apparent that STAR was being overcharged for expired leases and outdated equipment that was no longer effectively serving their needs.

STAR needed a new print partner that could come in and assess the current equipment, eliminate technology they didn't need, optimize what they had, and negotiate new lease contracts for everything in all locations across the state.



THE STRATEGY

Through their Technology Strength Assessment process, Van Ausdall & Farrar was positioned to support STAR by removing the expired leases and negotiating new contracts on upgraded equipment across the state.

In addition, Van Ausdall was able to increase print security by implementing a new print platform which also cut down on extraneous print waste STAR was incurring.



THE RESULTS

Once phase one of the print strategy was complete, STAR Financial Bank was able to:

- 1) Experience a **70% cost savings** over their original arrangement.
- 2) Contracts were now simple and effective, since they are all managed through one location and one vendor, Van Ausdall & Farrar.

STAR is working with Van Ausdall to add more services that will increase efficiency, like document management solutions and a more robust print management solution.