



> **Sharing  
Printers  
Yields  
Great  
Returns**

Axis  
and the  
State

Bank of Texas

**Inexpensive Solution**

**Relieves Printing**

**Bottlenecks**

**and Provides**

**Migration Path for**

**Legacy Systems**

) Many small and mid-size banks stay competitive by providing superior service and reducing or eliminating fees for offerings that large banks charge a lot for. The State Bank of Texas is a small, community bank that thrives by following this strategy. The bank has four branches, 26 employees and \$72 million in assets.

Of course, assets don't mean much unless the profit-to-assets ratio is strong, as every banker knows well. Indeed, most banks operate on razor-thin profit margins. Consequently, these institutions must manage their IT expenses very carefully if they want to remain competitive in an industry renowned for mergers and acquisitions, complex pricing structures, and very challenging service demands.

"We are always looking for ways to further improve our interactions with customers," said Steve Holt, executive vice president, State Bank of Texas. "To help us achieve those improvements, we make modest investments in technology. Naturally, we expect each investment to pay off. Last year, after we bought a Microsoft Windows 95 network mainly to enable us to share an HP laser printer in our Irving branch, I thought we would become more efficient, not less."

**Peer-to-Peer Network Proves Less than Ideal for Printer-Sharing**

"Sharing the printer created problems for everybody who used it—mainly because the printer was not designed to spool print jobs," said Holt. "People were wasting a lot of time waiting for jobs to finish."

After enduring a few months of colleagues' complaints and lowered productivity, Holt began to search for a solution to alleviate the printing bottlenecks. He seriously considered buying a costly network printer until he began researching the benefits of print servers.

# Axis and the State Bank of Texas

## AXIS Product Solves Printing Problems

"I compared the features and prices of a few models from Axis Communications and Hewlett-Packard, and realized that the AXIS 150 was going to suit our needs the best," he said. "And, it was over a \$1,000 cheaper than buying a network printer."

The AXIS 150 turned out to be an immediate problem-solver, he noted. "It allowed everybody to share the printer, and did a great job of eliminating time-consuming bottlenecks," he said. "People were able to print their documents more easily and didn't have to waste time negotiating print jobs with each other and watching the printer," he said. "Overall, productivity greatly improved within days of buying the print server, and we were able to concentrate better on helping our clients. I couldn't have hoped for a better return on investment."

The unqualified success of the Axis solution encouraged Holt to buy two more AXIS 560s for the Richardson branch, where he established another Windows 95 network and put that branch's UNIX machines on Ethernet.

## Axis Products Enable Bank to Migrate Legacy Systems

Holt was attracted to the AXIS 560 print servers because they gave the bank an effective way to incorporate its existing UNIX applications and printers into its PC environment. All of the bank's key financial functions run on a UNIX-based network linking the Dallas, Garland, Richardson and Irving branches. The AXIS 560 supports multi-protocol environments, including TCP/IP, allowing users to print from both UNIX and Windows applications.

"Because people access UNIX using terminal emulation software at their PCs, they can now print from both Windows 95 and UNIX without leaving their desks," he said.

The AXIS 560 print servers proved highly successful. Without hesitation, Holt bought two more for the Garland branch, installed a Windows 95 network there, and put the branch's NCR machine on Ethernet.

Soon, Holt plans to convert the Dallas and Irving legacy UNIX systems to Ethernet. When that happens, he plans to use Axis print servers to connect their existing UNIX printers to the network.

"This provides a migration path that doesn't require me to throw out the UNIX printers we purchased earlier," he said. "These Axis devices seem to work with just about any printer in any environment. They have been a fantastic investment for the bank."

## Printing Solutions for Every Network Environment

Axis print servers offer a range of high-performance solutions for printing in workgroups, small and large LANs, and corporate enterprise networks. They're designed to improve printing performance, increase your flexibility in where and how you connect printers, and extend the life of your printer investment.

All Axis print servers incorporate ThinServer™ Technology from Axis Communications. This technology is comprised of "thin" versions of the most popular network operating systems, Web management tools, and AXIS' own ETRAX 32-bit RISC processor. ThinServer Technology makes print servers and other peripherals completely plug and play.



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