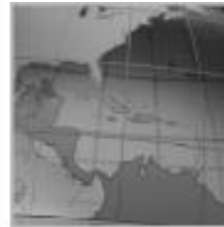


# Analysis



Office Technology & Services



June 2014

## The Advantages of Print Management

### Service Areas

Digital Peripherals Solutions

Network Document Solutions

Professional & Managed Print Services

[Comments or Questions?](#)

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## Introduction

Multifunctional peripherals (MFPs) enable productivity improvements for office workers who can easily print, copy, scan, fax, store, and transmit documents from a networked device. MFPs replace single function devices, they consume less real estate, and reduce total costs. Nevertheless, to fully enjoy the benefits of these devices, they must be effectively managed.

Print management (PM) provides the tools to maximize the use of these devices. It ensures devices are available when needed and that the many capabilities are utilized. Print management allows you to proactively monitor activity and gain compliance with best practices.

## Key Findings

- Print is expensive and it is worth the effort to effectively manage the process. A study conducted by InfoTrends and All Associates found that total workgroup print expenditures (including hardware, supplies, and “people” costs) averaged over 6% of total costs<sup>1</sup>.
- Implementing print management programs routinely saves up to 30% over current costs<sup>2</sup>.
- Well managed print environments are more productive. They result in higher levels of employee and client satisfaction that are associated with higher performing organizations.
- Working with an experienced partner who can provide continuous improvements has proven to be the best approach.

## Recommendations

- Audit your current environment to determine your existing assets, costs, requirements, and to identify existing inefficiencies.
- Develop goals that include the average number of devices per user. Implement behavior policies to reduce costs and train end users to utilize available features effectively.
- Implement tools that provide real time data on your fleet. This allows you to effectively implement policies and realize your return on investment (ROI). These tools allow you to right-size your fleet and ensure devices are available when needed.
- Work with a trusted partner to implement PM. They can apply their expertise, while your organization can focus on its primary goals.

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<sup>1</sup> InfoTrends & ALL Associates, *Assessing and Benchmarking Document Output Costs*, 2005.

<sup>2</sup> InfoTrends, *U.S. & European Managed Print Services Study*, 2012.

**7.3 Million**  
MFPs were placed in  
offices in the U.S. in  
2012. Source: InfoTrends

## What is Print Management?

InfoTrends' definition of PM is "Services-led offerings that help companies solve their pain points (typically around the management, costs, and/or document processes) by delivering *continuous* improvements, particularly around the organization's print, copy, and document environments."

In all cases, PM has the component of "continuous improvement" that is based on data collected from devices. These audits inform decisions, ensure service level agreements (SLAs) are met and ensure that your deployment is a success.

## The Unmanaged Print Environment

The unmanaged print environment is characterized by a lack of information. Data is lacking on assets. Total costs are unknown. The purchasing of devices and supplies is decentralized. There is a mix of devices from multiple vendors with varying plans and costs. There are many desktop devices and the ratio of users to devices is low. In some cases, security is at risk.

IT struggles to provide timely copy and print support. End users have multiple print drivers installed and lack training in device features. Supplies, such as toner and ink, are stored in desks, file cabinets, and closets with many going unused. MFPs are unlikely to play a role in workflow, such as accounts payable (AP) automation or document management.

Some other signs you have an unmanaged environment:

- There are no policies on the use of devices.
- There are no defaults for cost saving features, like duplex printing.
- Devices often lack supplies.
- Users often do not know how to obtain service when a device requires repair.
- It is not clear which device is best suited for a particular job.
- You cannot print unless you are at your workstation.
- Time is required to report meter reads.
- AP is complicated and expensive as terms and conditions often differ depending upon the type of device and the vendor.

A PM solution will address these issues and provide additional benefits. If organizations have not deployed a PM solution, they are costing their organization thousands of dollars each year. Our research found that, on average, the cost of hardware, toner and inks,

The cost of equipment, supplies and service for copiers and printer represent only 20% of the total cost. Source: InfoTrends & ALL Asc.

paper, service, support, time, and maintenance in the workgroup is \$733 a year per office worker annually; a 30% savings is \$220 per worker<sup>3</sup>.

### Caring for the Environment

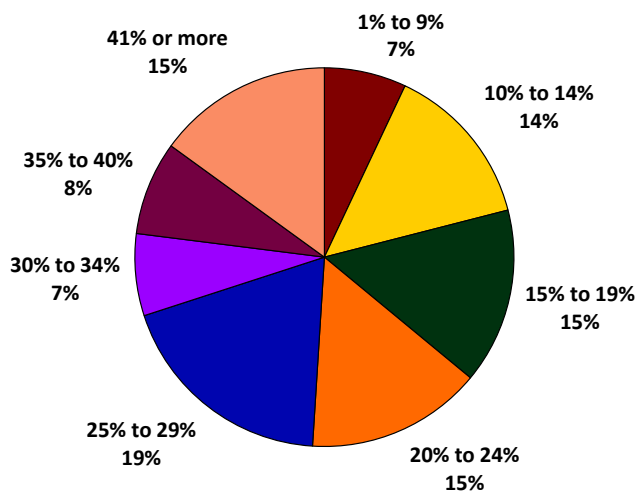
In a recently conducted study<sup>4</sup>, InfoTrends found “going green” was a top priority for many organizations. The paperless office, however, is far from reality. Paper is used in a number of workflows from on-boarding employees to accounts payable.

With a PM program, you can deploy policies and establish equipment defaults for two-sided printing that result in lower paper usage and lower cost. Printers and copiers consume energy with older devices being typically less energy efficient. With a print management solution, parts and cartridges can be easily recycled. PM can improve your bottom line and your carbon footprint.

### The Benefits of Print Management

Although each print management engagement is unique to the organization involved, there is a general list of benefits you can realize. As Figure 1 illustrates, significant cost savings are perhaps the greatest benefit.

**Figure 1: Percentage Saved by Engaging in Print Management (% of Respondents<sup>5</sup>)**



- **Lower Costs:** A well implemented PM solution can provide savings of 30% or more. Typical cost savings are realized by right-sizing the fleet, moving to a click pricing model where you only pay for what you print, and lower IT support costs.
- **Asset Visibility:** Real time asset management and monitoring produces useful data on equipment utilization and adherence to service level agreements (SLAs). You can

<sup>3</sup> InfoTrends and All Associates data

<sup>4</sup> InfoTrends *MPS Study*, October 2013

<sup>5</sup> InfoTrends, *U.S. & European Managed Print Services Study (2012)*

easily keep track of all your assets on the network and leverage data to ensure policies, such as default duplex printing, are in use.

- **Save Time:** Less time is spent purchasing supplies, arranging services, and struggling with device features. With one vendor, less time is spent processing invoices. Intelligent device deployment means you can meet the needs of “super-users” and your average worker.
- **Increase Employee Satisfaction:** Staff does not need to spend time monitoring and managing workgroup devices. They can easily print jobs anywhere on the network, as print can follow a user beyond their desk. Jobs can be routed to the most appropriate device. Staff has more time to perform their primary responsibilities and the productivity advantages of MFPs are realized.
- **Continuous Improvement:** PM programs include periodic reviews focused on goal attainment and efficiency. You will gain confidence that your PM partner is going to leverage their expertise to improve your organization through continuous enhancements.
- **Increased Security:** From user authentication to routinely wiping clean the disk on a device, PM can improve your network security. Secure print on MFPs is easily accomplished, eliminating the need for many desktop devices.
- **Improved Cost Accounting:** Print management software can collect usage data, and the cost of print can be allocated at much more granular level—automatically populating your accounting system.
- **Environmental Improvements:** Print management allows reductions in waste and energy use. It enables component recycling, lower paper use, and less printing. Organizations can save money and increase their environmental stewardship.

### Outsourcing Print Management

Although some organizations have some print policy or program in place, most organizations lack internal print and copy experts. External print experts have the knowledge and ability to address your organizational requirements. They possess the tools and technology to effectively deploy a PM solution. Most organizations would rather focus on their core mission and partner for expertise in PM. The cost of hiring internal expertise rarely makes sense when access to expertise is readily available and cost effective. Among the benefits of outsourcing your PM program are the following:

- **Fleet Optimization:** Having the right technology with the required features over time is a major benefit. Departmental requirements differ, and having the most appropriate device properly configured is the best solution. Experts understand how to navigate between hard costs and business requirements.
- **Software and Workflow:** An advanced PM engagement will address the requirements of business units. Solutions for document management, intelligent routing, and AP can provide significant improvements.

- **Clear Responsibility:** Your PM partner should have clear ownership for all activities in your workgroup. They should be able to demonstrate continued compliance with service level agreements.
- **Simplified Accounting:** Billing is simplified and costs more easily managed.
- **Training:** Ongoing training for new and existing staff improves productivity and allows you to more fully enjoy the benefits of your investment.
- **Change Management:** Deploying new tools and technology results in new policies, procedures, and behavior. Change is difficult and, if not achieved, will result in your ROI goals not being met. Your partner should have expertise in advising on policy and in managing change.

### Best Practices

Print management is available from a wide range of suppliers. InfoTrends has identified a number of best practices that should be considered when choosing a partner, including the following:

- **Document Expertise:** Work with a partner with extensive document expertise that includes equipment, software, and workflow. One who has local presence and can deliver ongoing value.
- **A Range of Technology:** Work with a PM provider who offers a wide range of equipment and software solutions. Look for a partner who has subject matter expertise they can engage on site.
- **A Holistic View of Print and View:** When you must print, do so efficiently; when you do not need to print, the savings can be greater. Work with a partner who understands these dynamics and can implement an effective PM program.
- **An Ability to Provide Excellent Service:** An optimized fleet requires higher levels of uptime and equipment availability. If you have more staff per device, the device must be available when needed. Work with a partner who can keep your fleet up and running; one that uses technology to keep devices running, not responding to a service call.
- **A Commitment to Results:** Change is difficult. To achieve the desired savings, most PM deployments can deliver, behavior must change. Work with a partner who will help you implement and manage change over time, who has experience, and will assist you during the life of the contract. Software, hardware, and expertise alone do not guarantee success.

### Next Steps

The benefits of PM are many. If you have not implemented a program, you should start the process. InfoTrends recommends taking the following steps:

- Determine who will lead this initiative for your organization. They should be held accountable for the success of your implementation and manage its deployment.
- Identify your existing assets and related costs.
- Solicit input from end users on existing challenges and problems with your print and copy infrastructure.
- Develop your goals, objectives, timelines, and the benefits that your organization requires.

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## About InfoTrends

InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

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*This analysis was commissioned by Canon Solutions America to help business leaders better understand how today's technology can optimize their business processes and how they can benefit by adopting these proven best practices.*

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