

Print Audit

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In just five years, Print Audit has made the leap from a business operated out of a Calgary home basement to an industry leader with offices around the world.

Print Audit develops print tracking and auditing software and hardware that make it possible for organizations to analyze, reduce and recover their printing and photocopying costs. The company's products range from tools that capture detailed print information from individual work stations, to a web-based service that allows its resellers in the office equipment industry to better manage equipment assets and associated lease, maintenance and supply contracts.

Print Audit took a major risk by bucking the industry standard when it developed its unique flagship software, Print Audit 4. Most of its competitors' products track printing on a print server. These tools are difficult to install and often require customers to purchase extra hardware. They also cannot capture local printing from individual workstations.

Print Audit 4 is client-based, meaning it is installed on individual workstations. This makes it easy to install and allows it to extract more detailed print information – from the user name and document name to paper type, print colour and job costs. It can even redirect the user to a lower cost printer. Print Audit's software must capture information directly from the program printing, a technologically difficult process to perfect because it goes against the nature of the operating system. Overcoming this challenge was a major technological advancement.

Print Audit has grown 8,500 per cent since 1999 and doubled its sales for the fifth consecutive year in 2003. The company's distributors include office equipment giants such as Toshiba, Sharp, Panasonic and Pitney Bowes. Its products are exported around the world, with export growth over the past three years ranging from 56 to 354 per cent. The company also has divisions in the United Kingdom and Australia/New Zealand.

One key to Print Audit's success is its commitment to customer service and technical support. The company contacts customers twice after purchase to ensure they are satisfied, and surveys them regularly for feedback to improve future product releases. It is also creating new products to meet industry needs.

Another reason for Print Audit's success is an empowering management style designed to retain and motivate employees. Staff are encouraged to participate in decision making and successes are celebrated as a team. The result is a cohesive, casual yet professional environment with high morale and low turnover where a Shepherd-cross named Mojo is as welcome as the CEO.