

# From a Calgary basement to worldwide success

## Saving Money And Trees

BY MARIO TONEGUZZI, CALGARY HERALD JANUARY 10, 2011

Small Business

Print Audit

- President and CEO: John MacInnes
- Established: 1999
- Employees: 57
- Headquarters: Calgary
- Offices: United Kingdom, South Africa, Australia, Brazil and the United States
- Website: [www.printaudit.com](http://www.printaudit.com)
- Phone: 1-877-41-AUDIT (28348)
- Description: Develops print tracking and auditing software that enables organizations to analyze, reduce and recover their printing volumes and costs.

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In just over 10 years, Print Audit has made the big leap from a business developed and operated out of a Calgary home basement to an industry leader on a global scale.

Established in 1999, Print Audit now has seven offices around the world, 57 employees and some of the world's biggest corporations as clients.

And it all started with a few customers in Calgary.

"The thing I love the most is when I go to another part of the planet, say South Africa, and see people using and saving money with the product that we've built out of my basement 11 years ago. That to me is one of the coolest things," says John MacInnes, president and CEO of Print Audit, which develops print tracking and auditing software that enables organizations to analyze, reduce and recover their printing volumes and costs.

Last fall, the company won an Ernst & Young Entrepreneur of the Year 2010 Award in the business-to-business products and services category. It was the only Calgary company to win an award which included entrepreneurs from across the Prairies.

Despite its worldwide presence, Calgary remains the company's headquarters.

"At the time we started, the (Canadian) dollar was half of the U.S. dollar so almost right away we started making calls to the U.S.," says MacInnes. "We sell through office equipment dealers. So Xerox, Ricoh, Konica Minolta all the ones that you've heard of.

MacInnes says Print Audit helps companies significantly reduce the cost and environmental impact of clicking on the "print" command. And companies can take two paths with the software.

"Larger organizations, they'll use the software to help reduce their costs by applying some rules to printing for the end-users," says MacInnes.

"The typical office worker in North America prints about 10,000 pages a year," he added. "We can save 20 to 30 per cent of that on an annualized basis.

"The other path companies take -- like colleges, universities, law firms, architects -- is they may charge their customers or users back for printing."

Years ago, MacInnes was running another company. At a Christmas party one of his suppliers for that company mentioned that he had been at a law firm where they were charging back for their copies, but not their printing.

"We went out and hired a developer, a software developer, and 10, 11 years later it's turned into a real company," says MacInnes.

Clients range from small real estate firms with five people in them to some of the biggest corporations in the world.

He estimates the company saves about 300,000 trees a year because people print on less paper. Growth plans in the future include adding five languages to the software this year: Spanish, Portuguese, Russian, Italian and German.

"That's going to give us the opportunity to go deeper into Europe and hit some of the Asian countries as well," says MacInnes.

There are also plans to open an office in Moscow in the spring.

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