

## John MacInnes

President and CEO

**Print Audit**

CALGARY, ALBERTA



Anyone who has ever received a bill from a lawyer will likely see, in the list of services, charges for photocopying. Charging for these sorts of incidentals has always been passed on to clients, but until about eight years ago, finding a way to keep track of—and charge for—copies generated by a printer has been impossible for law firms. During a Christmas party about nine years ago, an idea came to John MacInnes that was about to change all that—and in the process launch his internationally acclaimed company.

“The idea came up at a Christmas party over drinks,” MacInnes confesses. “My friend had been supplying printers to law firms, and recognized they were printing more than they were photocopying. I saw there wasn’t anybody out there who was doing printer-based charging. That was the beginning of Print Audit, and now we’re in six different cities in the world.”

They have a unique method for choosing the cities in which to open offices. With the exception of their office

in Brazil, clients in other cities have asked Print Audit to partner with them, which in turn generates the opening of the office in that location. (Print Audit partners with copier and printer companies, and doesn’t sell directly to law firms.)

“They choose us,” he says. “Our software and products are all English, and many clients learn about us over the Internet. We market to the copier and printer companies, and they teach their clients about the benefits of our products.”

In fact, the Print Audit name has become almost famous, as heavy-hitters like Ricoh have signed global contracts with the company, and people are calling them an “overnight success.” Well, almost. After eight years of hard work, most notably by an in-house IT programmer who has been with the company since day one, and some tough times bringing the first-of-its-kind product to market, that fateful Christmas party idea is indeed taking the world of legal billing by storm.

And while lawyers everywhere may be singing the praises of Print Audit, no one is more proud than MacInnes’s father, who is also a lawyer, and one of MacInnes’s greatest influences.

— Susan Pederson

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