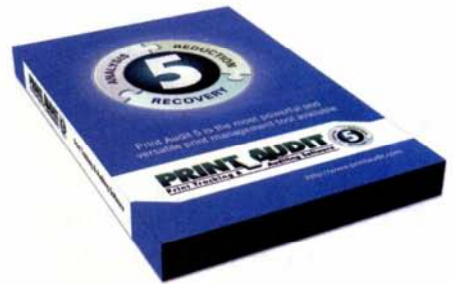


PRINT AUDIT: Regain Print Volumes



It is always interesting to visit customer sites with office equipment salespeople, especially sites of customers who are perceived to be exclusive to the vendor. Somehow the salespeople fail to see all of the “convenience print” devices that are stealing page volumes and business away from their dealership.

A great example of this comes from a huge office equipment dealer in the United Kingdom whose revenue is derived from hardware sales and post hardware sales activities, including cost per page programs, service and supplies.

In the beginning of 2004, the dealership was under the impression that at least 60 percent of all documents being created in its top customers’ accounts were going to its devices. Then someone with the dealership noticed that numerous desktops in the office of a customer had personal printers.

In reaction to this, the dealership decided to use Print Audit to determine exactly how much of the customer’s total print and copy volume they were capturing and how much they were missing. Preliminary results indicate that the dealership was only capturing 20 percent of the customer’s volumes.

So, 80 percent of its customer’s volumes were going to the competition. In the opinion of the dealership’s management, a significant portion of those missed volumes should have been going to their devices.

In response to this, the company developed a “next steps” plan. In this plan, it set goals to increase its volume to 60 percent in the next two years. This would almost double its post sales revenues.

The dealership installed Print Audit at all of its customers’ locations and began using Print Audit’s rules-based printing to move page volumes away from its competitors’ devices and onto its devices.

Print Audit’s rules-based printing is part of the Print Audit 5 suite and is extremely easy to set up and administer. Examples of rules that can be created are the ability to encourage users to print to more efficient devices, restrict or encourage color usage, and force duplexing.

Ultimately, the institution of rules-based printing will mean a huge savings for its customers and significant increases in profit for the dealership.

The dealership also showed its salespeople how to analyze the volumes on all devices so that it can consult with the customer on how to further lower costs. Using this plan, the company anticipates not only stealing volumes from its competitors, but also taking complete control of all of its customers’ future hardware purchases.

Three months into the plan and the dealership’s results show an average 12 percent increase in volumes and its salespeople are reporting that they feel “more connected” to their customers.

ALL ABOUT PRINT AUDIT

Print Audit began developing print tracking and copy auditing solutions in 1998 with a commitment to creating innovative products while offering unparalleled customer support. Print Audit’s Customer Care Department has been a major key to its success. The company regularly surveys its customers

after purchases and their feedback is used to improve future product releases.

All of the new features and enhancements in the new version of its flagship product, Print Audit 5, are based on suggestions from Print Audit customers and partners around the world. Print Audit 5 uses a unique client-based architecture which enables it to track printing to all networked, local and direct to IP printers. It can easily be deployed to thousands of workstations from a central location on the network and tracks without requiring a print server or modifications to the network.

Print Audit’s innovations have fueled its success. The company has doubled its sales every year from 1999 to 2003, and increased its revenue by 89 percent in 2004. Its products are also used extensively by office equipment vendors worldwide to help them sell more hardware and increase post sales revenues. Print Audit has established partnerships with office equipment giants such as Toshiba, Sharp, Canon, Panasonic, Konica Minolta, Ricoh, Xerox, and Pitney Bowes. 

quick facts

Company: Print Audit **Established:** 1998

President: John MacInnes

Products: Print Audit Suite

Markets Served:

North America, the United Kingdom, South Africa, and Australia

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