The Printing & Imaging Blog
Observations and commentary from Alan Joch, editor of the Printing & Imaging Solutions and Services Center.

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Help for Print Services

It's one thing to encourage end users to adopt a managed print services program, but unless solution providers can demonstrate a clear ROI, customers will be understandably reluctant to sign a three-to five-year commitment.

That's why it's important to build the business case with the right print-management software, lightweight applications that collect real-time data about printer and multifunction product (MFP) usage rates.

For example, Print Audit, maker of software for assessing and monitoring printing environments, says its products helped a solution provider significantly cut a customer's printing costs and paper consumption.

King Edward VII School, a 2,000-pupil elementary and high school in the U.K., turned to Ricoh dealer Complete Imaging after the school declined to renew another company's managed print services contract. The new solution replaced many of the school's standalone printers and copiers with MFPs after an old services contract failed to deliver the cost reductions and process improvements the school anticipated.

The new program assigns staff members and students unique access codes that when integrated with the print management software helps the school monitor usage by individuals and department. The Print Audit software records activity at all the output devices and aggregates the information into a central database. Complete Imaging also set the defaults on the new MFPs to produce double-sided documents to reduce the school's paper needs.

The school now estimates it's using 100,000 fewer sheets of paper a year and by funneling print jobs to economical MFPs, ROI for the software came within 14 months.

By building a portfolio of success stories based on hard data collected by print-management software, solution providers will have ready ammunition for selling future print-services contracts.

Posted by ajoch at February 29, 2008 09:41 AM