



brother
at your side

Print, Productivity & Profits

How modern day solutions
are saving NZ businesses
time and money



**best for
business**

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How much is my printer really costing me?

Do you know the answer to this question? If not, you're not alone. The hard costs of keeping your printer up and running should be relatively easy for you to work out; the machine itself, consumables, paper etc. But what many businesses don't realise, is that the cost of your printer goes beyond what you can see sitting in your office.

And while technology is giving businesses different ways of communicating and sharing information, there still remains a large number of businesses where printed material continues to be prevalent.

In the health industry alone 68 per cent of employees print and scan every day, with 24 per cent saying that their print volumes have in fact increased over the past few years¹.

Consider for a moment a doctor at a medical practice, walking across the clinic to a central printer at reception to retrieve a prescription. The toner is out, so he replaces that, reprints and eventually gets back to his patient where he gives them their prescription.

¹New Zealand Health Services Employer & Employee Research, Perceptive, November 2017

The time wasted in this single scenario may not seem that significant, but a recent study shows that health industry employees spend a staggering 22.5 hours a year (that's nearly three days) collecting printing. When you take into account the salary held by medical staff (including doctors) and the **productivity loss as a result of this regular occurrence, you can start to see the impact of this on the bottom line.** In a medical centre scenario this also takes away from their primary focus of patient care.

Choosing the right print and imaging for your unique business needs is an important decision whether you're in health, law, retail or any other business environment.

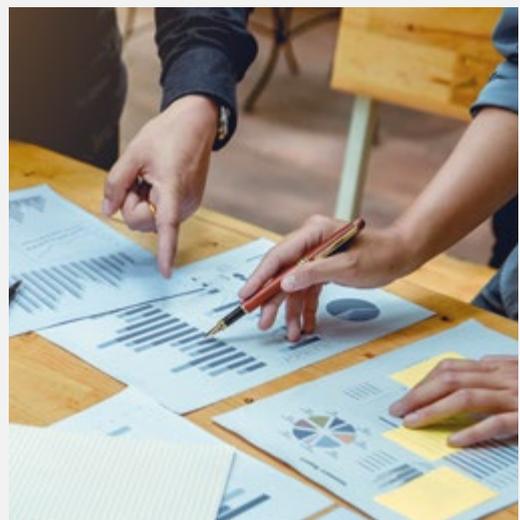
Understanding the significant impact of printer placement is all in a day's work for Brother, with its unique and effective **Balanced Deployment approach ensuring the right devices are placed within reach of the right people.**

An increasing number of New Zealand businesses are choosing Brother Balanced Deployment as part of a Brother Managed Print Services (MPS) solution, and as a result enjoying all the benefits that come with it.

Brother spend time understanding your print and imaging needs and the needs of the people using the technology, then use this information to provide recommendations that are proven to significantly reduce print costs and improve employee productivity.



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Why a one-size-fits-all approach isn't best

With years of experience working with New Zealand businesses of all sizes, Brother NZ sees the following common themes when it comes to print placement and usage...

- 1. Many businesses are overcapitalised and overspending on large multi-function devices with all the bells and whistles, whilst using only a small proportion of the capabilities they've paid for.**

Often these businesses don't know what mix of machines they should have for optimal efficiency.

For example, a local medical centre may be paying for a high spec A3 device, when they only ever print simple A4 documents. In this case, a smaller device will be perfect for the job and they'll enjoy lower running costs!

Brother Balanced Deployment reduces the Total Cost of Ownership (TCO) as you'll only ever pay for exactly what you need.

What is Total Cost of Ownership?

TCO is really important to understand, especially if you're regularly drawn to the lowest purchase price, as a poor decision may lead to unnecessary financial or productivity loss further down the track. Essentially TCO is a way to calculate the true cost of your printer – this includes consideration of the physical hardware, cost to print (i.e. capacity of toner cartridges and whether you print primarily in colour or black and white) and running and service costs.

2. Printers are placed in the most convenient location for the machine, not necessarily for staff who use them.

According to Brother's business print reviews, 7 out of 10 people who most frequently use or need the printer are sitting the furthest away.

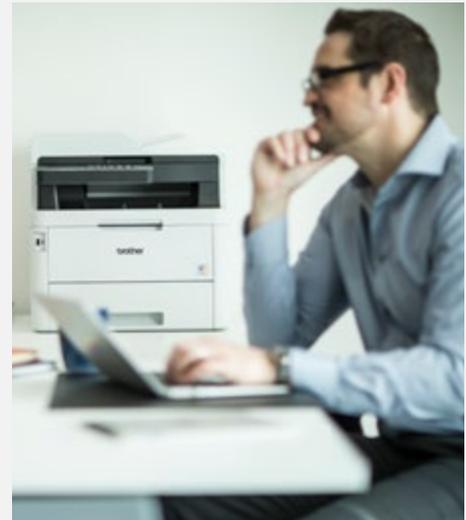
To support this, independent research shows that when it comes to print and imaging, employees are most frustrated about the time spent walking to and from the machine and on interruptions which impact their productivity.

Brother Balanced Deployment takes a wider view of 'cost' and 'productivity' to not only include the total cost of the machine, but also employee workflows and productivity. For example; how much time people are waiting for printing/scanning/copying to complete, collecting printing, and being distracted on the way.

3. Having one central print location means regular bottlenecks, with too many employees allocated to one spot. And often printing is wasted by being left on the printer.

Often Brother sees this scenario, but with a little education and expert advice businesses can benefit almost immediately from a bespoke solution that is suited to their own team's needs.

Balanced Deployment places the right devices within easy reach of employees and workgroups. And if a device goes down, there's always a back up.



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4. Many businesses don't know what they're printing (e.g. A3/A4, colour/mono, double-sided) – meaning it's hard to pinpoint how they can reduce costs and improve productivity. It largely becomes guesswork.

Balanced Deployment tells you exactly what the outputs of your print and imaging fleet are. You will gain true transparency of your print costs.

The difference with Brother is that they understand why a one-size-fits-all approach doesn't work.

They appreciate that no two businesses are identical in the way they operate, so taking the time to get under the skin of your business really helps them to create a print and imaging solution and service that isn't cookie cutter.





How do I know what's right for my business?

Determining what's right for you begins with spending time to truly understand your business needs and your current print and imaging state. This is where **Brother Balanced Deployment** comes in, an approach which is unique in the print industry.

Here's a quick view of how the Brother Balanced Deployment process works:

Review of your current print state

It begins with a Brother print consultant who spends time understanding your current print and imaging needs, and the needs of the people using print across your entire business.

Brother's review of your current print and imaging state is low touch, with little interruption for your team and is crucial to creating the perfect print solution for your business.

Capturing vital information

Brother captures information regarding your printing habits, user needs and workflows then installs on-premise print monitoring software with a flexible configuration aligned to your print setup.

Monitoring runs for ideally one month. This allows Brother to capture the peaks and troughs of your printing and other functions such as scanning (e.g. the busiest time of the month for printing might be during invoicing, or a key promo period) and understand how people print (e.g. duplex, colour, A3, who's printing the most).

Onsite walk through

An on site walk through of your existing print and imaging set up is always recommended to enable Brother to actually see your environment and talk to the people who print, to add to our insights.

Expert insights and recommendations

Once Brother experts have a clear view of how you work, and what you need, the right print and imaging technology layout can then be developed for your business.

Over time and as you grow, most businesses will simply replace devices for a similar model or bring in different machines and brands with various driver and software requirements.

Safe & secure monitoring software

You have **full control over what the monitoring software is used for, and what information you provide.**

Information will be retained by you internally. Brother is happy to sign a non-disclosure agreement if required.

Brother **does not have visibility of your network.** They do not have access to print jobs, document data or sensitive information and only collect page counts, number of jobs and number of pages per job.

If you already have software that manages your printing, Brother may be able to use this.

If your business has operated this way for a number of years, it is likely you will have incorrect, inefficient devices that are not meeting your evolving print and imaging needs. It's also likely to be making your work life a lot more complicated than it needs to be!

If Brother finds that your current print and imaging structure isn't meeting your specific needs and the people in it, or delivering the best productivity and cost efficiencies, its service experts will perform a full no-obligation assessment to determine the best solutions.

It really is a short process and always ends in significant improvements! **The type of recommendations you can expect to receive from Brother experts include...**

- **the best printers for your needs**
- **where they will be placed**
- **who can access them**
- **expected cost savings and productivity gains from Brother's recommended approach**

In short, the Brother approach comes back to developing a true understanding of the customer's needs.

It's about what's right for you and your businesses - nothing else. A 'one-size fits all' approach is not how Brother operates.





How Brother can save you money & create solutions that increase productivity

Whether you're an IT leader or a business owner, you'll likely spend a lot of time trying to keep up with the constantly changing landscape, including looking for ways to create more efficient use of technology. This is when having the right business partners on hand is hugely valuable.

From a print perspective, Brother plays a key role in helping many New Zealand businesses create quality, reliable office solutions that will help increase productivity, efficiencies and reduce costs.

Brother considers its customers as business partners, so it's not simply about delivering products and leaving. It's about keeping up with industry trends and changes, and making sure your business understands the impact that may have on your technology needs.

Its nationwide team of experts can then recommend solutions that allow you to not only keep up, but stay ahead.

Using the Brother Balanced Deployment approach, you can also be assured that the right number of devices (from personal A4s to large, high spec A3 MFDs) will sit in the right places, exactly where they're needed most - all the way from your reception desk to a busy warehouse.

Brother Balanced Deployment comes as part of its Managed Print Services (MPS) solution, which has a comprehensive service package designed specifically for New Zealand businesses.

This includes:

- **Delivery and installation**
 - **A 24 hour, 7 day a week New Zealand helpdesk**, with no cost to call, even on weekends
 - The most comprehensive nationwide service network of any print brand in NZ, with **technicians available 24 hours a day, 7 days a week**
 - **4 year on-site warranty**. If an issue can't be remotely solved over the phone, Brother will send a technician on-site to repair it, free of charge*
 - **Regular, proactive maintenance and servicing** of existing print fleet, including important security updates at no cost to you. This includes remote monitoring, where experts can fix problems without even stepping into your workplace
 - **Automated replenishment of ink and toner**, with freight costs covered by Brother
 - **Recycling of hardware and consumables**
- Brother are known for its commitment to ongoing, transparent relationships with customers, delivering exceptional support while managing all their print needs.

**T&Cs apply, see brother.co.nz for details*



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Will my business benefit from Brother Balanced Deployment?

Brother knows how precious time is for its customers, which is one of the key drivers for them to create smart solutions that give businesses the peace of mind that comes with having technology that works the way it should 24/7.

Deciding whether Brother Balanced Deployment is right for you is really quite simple. Start by asking yourself these questions...

- Are employees queuing to use a device?
- Are you unsure of your actual print costs?
- Do you currently have various print brands and types of printers in your office that have been added haphazardly over the years?
- Do you want to improve print efficiencies?
- Do you want to improve employee productivity?

If you answered yes to any of the above, then it's time to get in touch with Brother who will show you how you can enjoy multiple benefits from this approach today.

Ask the experts

Brother can look at the way you manage your printing and make suggestions to address any issues you may have.

To learn more about how Brother Managed Print Services could benefit your business, request a consultation by clicking on the button below or call the Brother New Zealand Helpdesk on 0800 243 577.

REQUEST A CONSULTATION



About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. They've been rated the number 1 print brand for service and support by Kiwis.*

Brother are the leading provider of print and imaging equipment and labelling solutions in New Zealand, servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

*Perceptive research 2018.