

The Benefits of Managed Print Services

Why consider Managed Print?

An average of 1-3% of a company's annual revenues are consumed by document production.

Today's rising overhead expenses drive organizations to find practical ways to reduce costs. All companies face the challenge of finding ways save. Typically that can mean either reducing by headcount or reducing overhead expenses. Much of the time, either of these strategies can have a negative impact on productivity and morale. The goal is to identify a strategy that can provide significant expense control and enhance productivity. As more organizations are realizing, one of these areas is office printing.

Documents still drive business processes. An average of 1-3% of a company's annual revenues are consumed by document production. It is one of the most overlooked, yet easily controlled expenses.

Unchecked, this expense continues to grow in many organizations. A Print Management Strategy allows you to control these expenses by outsourcing the management of your fleet of printers, allowing you to only pay for the prints you use. Best of all, no capital expenditures are required since the agreement is for the management of your existing fleet.

This paper presents the importance of a Print Management Strategy. Current economic, environmental, productivity and IT department impacts are explored. Benefits of implementing a print management strategy are itemized.

The Importance of a Print Management Strategy

You can find a strategy that allows you to cut expenses without negatively impacting productivity.

Many executives are looking for meaningful strategies to cut overhead expenses in today's tough economy. At the same time, they need to find ways to boost productivity and return on assets. The challenge is that these two goals are usually at odds. Boosting productivity usually requires capital expenditures, while cutting expenses means harming productivity.

Every so often, a strategy appears that allows you to cut expenses without negatively impacting productivity. This may be possible by optimizing your office printing environment.

The Growing Impact of Printing

Economic Impact

According to the Gartner Group, office printing consumes 1-3% of a company's annual revenue. Some statistics show that overall office printing volumes are declining at 1-2% per year. However, much of this may be due to the overall contraction of the global economy.

Managing multiple vendors can create unnecessary costs.

This statistic can be somewhat deceptive in that most companies continue to experience growth in printing inside their own organization. Other companies need to right-size their printing fleets to compensate for a smaller workforce.

Many companies are also doing more color printing in the office. This is especially important since color prints cost 5 to 10 times more than black and white prints.

On top of the growing costs, most companies have multiple vendors for printer hardware, supplies and repairs. Managing these relationships and processing multiple invoices creates unnecessary costs.

Many companies have no idea what they are spending on office printing. Typically, this is because costs for supplies, service, hardware and support are buried across multiple budget lines.

Opportunities for Improvement

Fortunately, these impacts can be reduced with a sensible managed print strategy. The right strategy can help a company manage expenses, boost productivity and free up IT resources not to mention minimizing their carbon footprint.

Understanding your current situation gives a baseline to work to contain growing costs.

Manage Expenses

You cannot manage what you cannot measure. A managed print services strategy should begin with a comprehensive assessment of your current situation. The goal should be to discover the Total Cost of Ownership (TCO) of your office printing. This assessment provides both a baseline to measure improvement and a snapshot of the current situation to identify opportunities for improvement.

Understanding your current situation is the optimum way to gain an understanding to containing growing costs.

Boost Productivity

One concern that many organizations have is the impact changes may make on their productivity. Fortunately, a well-implemented managed print strategy can boost productivity. At the most basic level, employees will face less distraction from printers that are broken or out of toner. Unlike most IT departments that simply respond to broken systems, a preventative maintenance strategy combined with an automatic supply restocking program ensures your fleet is operating consistently.

A managed print strategy can boost productivity.

Re-deploying the right systems to high-volume locations can also enhance productivity. Any Managed Print partners should offer a quarterly review where you can continually explore for ways to help boost productivity. Sometimes this may include refreshing technology to provide new functionality where appropriate.

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Free Up IT Resources

Perhaps the biggest cost savings can be found in a more productive IT department. IT resources are some of the most costly inside a company. It doesn't make sense to use these resources to fix mechanical devices like printers. Instead of fielding calls from frustrated users with printer issues, your IT team can focus on core initiatives like security and new software deployments.

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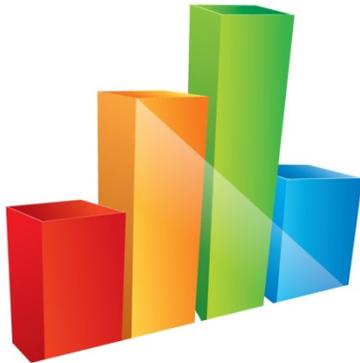
Minimize Carbon Footprint

Proactively managing your fleet of printers also enables implementation of strategies to reduce the carbon footprint of your company. Reducing paper usage not only reduces the amount of trees consumed by your company, it also helps offset the rising cost of printer paper.

The most obvious place to start is by reducing paper usage. There are several practical ways to do this. You can leverage duplex or two-sided printing to cut paper usage. Some companies leverage electronic forms technology to eliminate the use of costly pre-printed forms.

You can also reduce electrical usage by ensuring power-saving measures are implemented to put the systems in standby mode during slow usage times. Fleet optimization could include consolidating redundant devices, further reducing your electrical usage and costs.*

USAGE BY DEPARTMENT



- Accounting
- Sales
- Marketing
- Legal

Finding a partner who has specialized knowledge in printer fleet consolidation methods, is imperative to ensure your business implements the proper equipment at an affordable price. **A thorough analysis should consider all aspects of your business' printing needs, including scanning, printing, copying and security of your print environment to address the following cost savings efficiencies:**

Reduce "local" printers

One of the first things to be assessed is the need and use of local printers. Typically, they are inefficient and more costly than realized. These printers only service one user because they are not networked, which makes them inefficient in most business environments. They also often require unique cartridges that are typically more expensive and cause purchasing and inventory tracking challenges. By consolidating devices and redirecting print stream to a faster, more productive multifunction device, tremendous cost savings can be realized.

TOTAL VOLUME



- B & W
- Waste
- Color

Replace inefficient devices

By identifying which machines are under-performing and replace or redeploy with more efficient devices while taking into account the best printing devices available for your business needs and your budget. We consider things like your printing history and the capabilities needed to be successful. Security and compliance are key reasons why we may replace a device with a solution that is immediately compliant in areas such as HIPAA or Sarbanes. Many times, Hilliard replaces a portion of your fleet without increasing the cost of the project. We take the initiative to replace legacy devices so that it is beneficial for the client (newer, more efficient, more productive) and good for us (Not inheriting an old legacy device also allows our service dept. to not have to pay thousands of dollars to bring old equipment up to specifications prior to taking over the maintenance).

Streamline printer placement

Placing your printing equipment in easily accessible areas for an appropriate number of employees will help improve workflow and maximize your device usage. Easy accessibility to this equipment is critical to the productivity and efficiency of your employees.

Easy accessibility to equipment is critical to productivity and efficiency.

Security and Compliance

The majority of clients that we work with have a laser focus on the topic of security and compliance. Hilliard can explain the real life proactive steps that we have taken in concert with the manufacturers to ensure compliance while printing. Most clients don't realize that leaving prints or copies unsecured on a device violates HIPAA and Sarbanes. Secure printing, follow me printing, bring your own device printing (tablet or phone) are all taken into consideration when creating your secure printing environment. This allows us to develop a true print management strategy in collaboration with your staff.

A Managed Print Strategy

Adopting a managed print strategy is a logical string of events that begins by understanding your current environment and getting it under management. Once the fleet is managed, then it makes sense to find ways to optimize the environment on an ongoing basis to continue reducing costs and environmental impact.

Following is a strategy that can be leveraged to achieve these benefits:

1. Stop Buying Equipment

When it comes to managing your expenses, the first thing most hardware sales people recommend is buying newer equipment. Instead, the first step should be to stop buying new equipment. Chances are you already have more equipment than you really need! Despite the advice of hardware vendors that want to sell more devices, the solution to your problems probably does not begin with buying new equipment.

2. Discover What You Have

Rapid assessment technologies streamline the process. These non-invasive applications quickly scan your network, find your printers and gather useful information from each device. This information can be compiled using print assessment software to create a report detailing your current device inventory, usage patterns and TCO.

3. Outsource Printer Management

With an understanding of the current volumes, usage patterns and costs, the next logical step is to consider outsourcing the management of your printer fleet. Similar to outsourcing non-core functions like coffee service, a managed print services provider can manage your fleet of printers on a usage-based model which includes everything you need: supplies, service and support. These outsourcing programs do not require capital expenditures since they simply manage the printers that you already have.

4. Optimize Your Fleet

With your printers under management, you could work with your provider on a quarterly basis to review your actual usage and implement recommendations to further optimize your printing infrastructure.

A Print Management Strategy is an effective way to reduce expenses and increase productivity.



About Hilliard Office Solutions HilliardOS.com

Hilliard Office Solutions is an award winning business equipment, document management technologies and IT Solutions company. Hilliard Office Solutions is headquartered in Midland, Texas, with branch locations in Abilene, Amarillo, Lubbock, Corpus Christi and Dallas. Hilliard focuses on the ability to help companies of all sizes, including multiple locations, by offering a large portfolio of products and services. These solutions are supported by Hilliard Office Solutions outstanding customer service. For more information please visit www.Hilliardos.com. Follow us on Facebook @HilliardOS, Twitter @HilliardOS2005 and LinkedIn @hilliard-office-solutions.

Sources:

The CXO Series, Practical Strategies for Financial Executives

“Printer and Copier Fleets: The Goldmine in the Hallway” Gartner Group