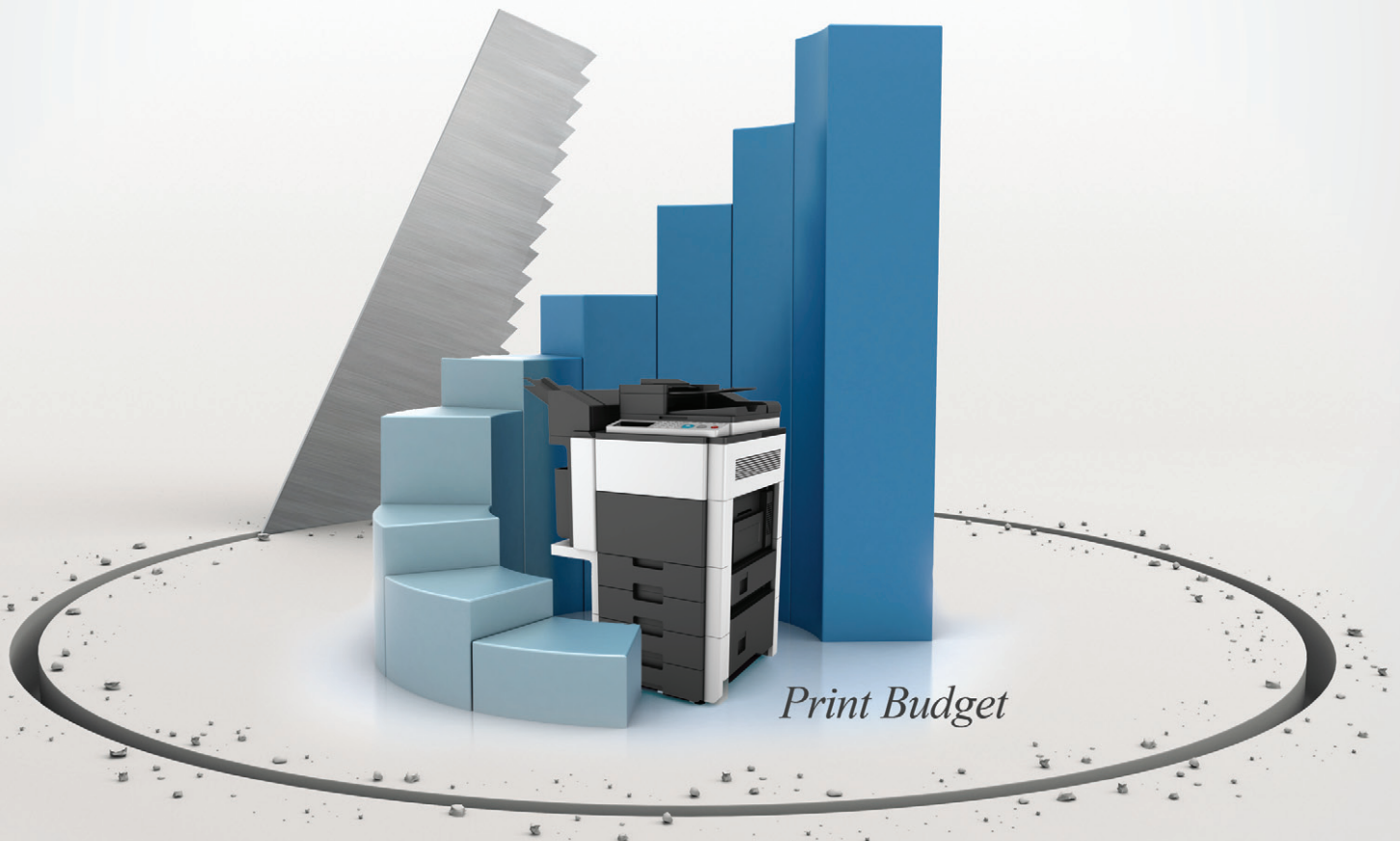


*How to cut your print costs*

**BY 30% IN 30 DAYS**



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# How To: Cut your Print Costs by 30%--in just 30 Days

The print industry rakes in more than \$100 billion dollars every year—how much of that are you contributing? While there aren't enough zero's on this keyboard to type out the small fraction you contribute to that tally, whatever you are spending is likely too much.

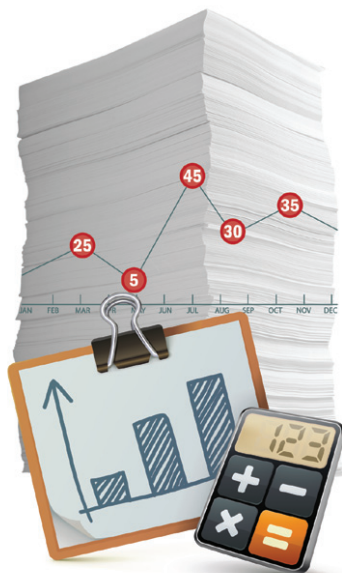
## How much are you spending on printing?

If you can't answer quickly, then you likely have no idea—and you aren't alone. Most businesses are not sure what they are spending on printing. Most companies don't even have a grasp on what is in their print environment; in fact Gartner found that 90% of companies don't know how many printers they have or how much they are spending.

Without a firm grasp on your print environment you don't know if you're missing out on bulk purchasing agreements, or that you have several un-bundled service agreements, or how much downtime costs you, etc..

Understanding your printing cost is critical in today's economy, as operating costs are scrutinized and budgets continually cut--because understanding them is the first step to controlling them, and eventually cutting them.

Consider this: print costs are in the top 5 business expenses, just after rent and payroll. It's right up there with communication and utility costs. So when we say we can save you 30% of your budget, we hopefully got your attention. If this is the first time you've paid attention to the impact of your printing costs don't fret, printing costs run under the radar of more than 8 out of every 10 businesses. Now that you are concerned about high printing costs affecting your bottom line, let's save you some money. Not only can we save you 30% of your overall printing expenses in a month but it is surprisingly easy to do.



# The Not-Quite-Patented 5-Step Process

Our 5-step process to print savings isn't quite patented—so shhh, don't tell anyone. Just kidding. Tell everyone. The rather simple process' key element is moving to a rules-based print environment.

**This rules-based environment needs to implement the following:**

## Step 1: Create a Waste Reduction Strategy



Industry research tells us that almost half of all printed pages are done so unnecessarily, with almost 20% never being used at all. The average lifespan of those printed pages is less than 5 minutes. All this leads to a ton of waste, waste with a rather expensive commodity.

We've found major wastage in every business we've combed through, with classic culprits including simple things like color-printed emails that print only a tiny part of the second page—which is quickly thrown out and failure to print on both sides of the page. Rules-based printing eliminates waste like these by encouraging users to think before they print.

## Step 2: Elimination of Toner- and Power-Hungry Printers



The average duration of printers in the corporate space is 5 years or more, as companies keep their printers around until they can't humpty-dumpty them back together again. If this sounds like you, then you're missing out on new and emerging high-efficiency devices; devices that can quickly pay for themselves.

To put the cost of toner and power for these ageing printers in perspective, the EPA has found that the average MFP print device costs about \$225 a year to power and if you filled up your gas tank with inkjet toner it would cost over \$30,000. That's more than twice as expensive as filling a Hummer tank with Dom Perignon.

To eliminate toner- and power-hungry machines you need to create rules around what type of devices are allowed within your company, device lifecycle and rules on the power and toner efficiency of new devices.

### Step 3: Create User Printing Profiles



Part of understanding your print environment comes by knowing WHO prints WHAT, WHAT they print, HOW MANY they print and WHERE they print them. A quick print assessment can tell you all this and more.

With this information you can identify your power users, because these heavy users will be the ones primarily responsible for your large printing bill. You can then use this power-user information to properly accommodate your users, by routing power-user jobs to the most well-suited printers. Having your power users on the wrong device is like driving that Dom Perignon-fueled Hummer in heavy city traffic. In the past we have even found power users with power- and toner-hungry desktop inkjets.

### Step 4: Announce your New Rules



Even without implementing all the rules above, simply announcing to your users that Big Brother will be closely monitoring print activity moving forward is enough to realize a 10% savings.

For analogy fans, here's one for you. Having an unwatched print environment is like having un-metered gas pumps in the parking lot at work, and an honor policy that permits users to take the gas they need to do their job. While gas might be more expensive, you're still giving users free reign over costs that range from 7 to 30cents a page.

If you dread the thought of announcing a new Big Brother styled policy, try phrasing it in and phrasing it as a positive, by noting that the money saved will allow the company to spend money on much-needed initiatives like employee smartphones or payroll. If you complement this announcement with user prompts that inform users that printing this document in black and white will save the company \$4.50 or that they can save .0038ths of a tree if they print double-sided, users will quickly understand the need for the changes.

### Step 5: Eliminate Redundant Equipment



Walk around any floor or department and you're like to find at least one piece of redundant equipment. Often the MFP will be right next to a fax machine and/or copier. All three machines will be consuming paper, draining energy, and eating three different types of consumables. You'll likely find this hungry little trio in clusters.

## Summary

Each of the five steps above is simple enough, but these simple changes will save you 30% of your print budget. All you need to do is assess usage with a print activity report or print assessment, identify the quick fixes, cater properly to your power users, announce your new printing rules, and then continue to monitor and manage your new printing rules moving forward. Once your print environment is rules-based, management decisions will be easier and your print environment should run smoother.

Start today by imagining what you could do with 30% of your budget back, then get your no-charge, no-obligation print assessment, and get a grip on your print environment.