

Print Management and MPS: A Winning Combination



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While many MPS engagements concentrate on making print costs predictable by assessing and optimizing the print fleet, such a device-focused approach stops short of delivering the far greater benefits that come from focusing on the user.

Executive Summary

With print management integrated into an MPS engagement, organizations can gain a complete picture of their current print activity and better match devices to actual user requirements.

More importantly, by focusing on the user, print management can deliver the more significant results that a device-centric MPS engagement alone cannot: the streamlining of business processes and the change in user behavior that result in more responsible printing. This is what leads to long-term, sustainable productivity improvements and cost reductions.

Print Management and MPS

Imaging product manufacturers, industry solutions providers and analysts have been talking for years about the need for organizations to bring their unmanaged print fleets under control. Describing printing as “the last great area of uncontrolled costs,” Gartner estimates that active management of office printing will reduce spending by 10 to 30 percent. Beyond its hard-dollar costs, unmanaged printing represents an unsustainable waste of resources, a drain on efficiency, a headache for IT and — in many organizations — a risk to security and compliance.

Managed Print Services (MPS) — a rapidly growing business practice in which customers outsource full management of their print fleets — promises to transform the cost and

complexity of self-managed printing into the simplicity of an all-inclusive, vendor-managed service that customers pay for at a specified cost per-page.

But while MPS engagements make print costs predictable, a device-focused approach alone stops short of delivering the far greater benefits that come from focusing on the user.

MPS integrated with a print management solution will help customers do much more than merely shift their current print volumes to fewer printers. They will streamline their document-, imaging- and print-related workflows and achieve the changes in user behavior that produce sustained reductions in print volumes, waste and costs.

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Assessing and Optimizing the Print Fleet

Many of today's MPS deployments that promise to minimize the costs of printing focus on counting page output and device usage. But there are more savings opportunities embedded in the printing workflows. Since you can't improve what you can't measure, customers can only know what print fleet improvements are possible and set a yardstick for eventual success of an MPS engagement when they understand the who, what, where and why of printing.

Print management solutions capture and report the end user print behavior on which the most effective MPS engagements are built. Going far beyond tracking basic print, copy, scan and fax volumes, print management software paints a complete picture of document-based workflows by capturing every detail of a user's print activity: not just total pages, but also the applications from which they print, the output devices they choose, their use of color, single- or double-sided output and document names. This comprehensive audit log can be built transparently and unseen by users, making assessment simple, quick and non-intrusive.

Print management builds user acceptance of printing in a managed environment, paving the way for the behavior change by which the organization's MPS engagement will further improve processes and generate even more substantial savings.

Key Bank Proves the Beneficial Role of Print Management in MPS

The print savings and efficiencies realized by Equitrac customers prove that MPS engagements can deliver more significant results when they are built on a foundation of Equitrac print management.

Seeking to tie a planned managed print services initiative to its SmartPrint environmental sustainability project, Cleveland, Ohio-based KeyBank used Equitrac Office® print management software to track company-wide print activity for 90 days to provide a baseline for setting its print reduction goals. Among its surprising discoveries was that 40 percent of users' printing was personal in nature. One of the first uses of the captured information was to reduce the company's output fleet from 12,000 personal printers and copiers to fewer than 3,000.

Rather than enforce strict printing quotas, KeyBank simply asked all employees to print less and emailed each of them a monthly report on their print activity that showed how well they were doing. Employees responded to their new awareness of print costs by taking pride in their participation and the new-found opportunity to make better print choices. According to the bank's Senior Vice President for Corporate IT Procurement, employees became eager to compare their results with their co-workers, generating buzz about the program around the water cooler and in meetings. As she explained, "Once we were able to provide awareness and cost transparency, the natural goodness of people took over. They wanted to do the right thing for the organization and for the environment."

In just 18 months, the combination of Equitrac print management, greater employee awareness and vendor-operated MPS resulted in a 40 percent reduction of annual print volume from 211 million pages per year to 123 million, a 35 percent reduction in color output and cost savings of more than \$2 million.

As one national bank discovered, by applying captured information on print activity, (see KeyBank sidebar), customers can determine what devices are actually necessary — eliminating devices that aren't needed and better deploying the ones that are. Detailed reports show the capabilities that users depend on most, as well as which devices are over-used or under-worked. Customers can use this information to place devices where they will serve users best and avoid purchasing or leasing more equipment than they actually need.

Print management software further contributes to the success of fleet optimization by making it easier and more secure for users to print to more cost-effective networked MFPs. Users can output print jobs at any convenient and available device — which can

be down the hall, on the floor of their next meeting, in another building on campus or even at a remote location. This assures document security and privacy, since users must be physically at the output device to release their print jobs. And because users have a wider choice of where to print, they have a much more mobile and convenient workflow.

By going beyond traditional device-based fleet assessment and optimization — and instead delving beneath the surface to understand users' print workflows — print management builds user acceptance of printing in a managed environment. This paves the way for the behavior change by which the organization's MPS engagement will further improve processes and generate even more substantial savings.

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Changing User Print Behavior to Improve Business Processes

Neither the most favorable MPS terms nor the most efficient fleet of MFPs can streamline workflows, cut costs and eliminate waste until users change the way they print. Print management, on the other hand, includes a variety of techniques that give organizations the flexibility either to gently encourage users to make more responsible print choices or more strictly enforce cost-saving print policies — both of which result in “smarter” printing.

Primary among these are print rules and routing capabilities. For example, “least cost” routing provides a user with the option to choose the most appropriate printer based on the cost of a job they’re about to print. At organizations whose MPS contract provides differential pricing for color and black and white, administrators can implement rules by job type that assure print jobs go to the most economical printer every time by automatically restricting the use of color output for those documents that actually need it.

For example, presentation slides, spreadsheets and other documents that communicate more effectively in color would be allowed. But emails

needed only for their text could automatically be converted to black and white. Administrators can also limit use of color to specific departments or users, or set user- or department-level quotas for color printing. Automated alerts that explain the actions taken on any print job help users to learn and adapt to the organization’s print policies.

Another important way for organizations to reduce their print costs is to print less. More limited MPS engagements alone cannot solve this problem. That’s because conventional fleet optimization doesn’t include the tools to change user behavior, reduce print volumes and eliminate waste. It merely redirects the same print volume — waste and all — to fewer printers. The output may cost less, but much of it is still waste.

Making users in the workplace aware of and accountable for the costs of the documents they print helps to assure they only print the documents they need. Customer experience shows that users in fact appreciate receiving the print cost information that helps them make better choices and fulfill their own desire to do the right thing for the

organization and for the environment. When greater control is required, print management software can automatically enforce print policies and quotas. There is nothing inherently harsh in limiting how much people may print. With 40 percent of documents printed in the average office being recycled by the end of the same business day, workers are clearly printing more than they need.

Print management contributes to more convenient and productive workflows. For example, users no longer experience the inconvenience of finding the printer they have sent a job to is already in use, out of paper, or has a paper jam — requiring the user to go back to their desk and resubmit their print job to another printer.

Print management software can detect device status, automatically re-route a print job and notify the user. The software also helps maximize printer availability, and worker productivity by tracking levels of consumables and sending alerts to the appropriate manager when thresholds for paper or toner are reached.

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Delivering the Full Potential of MPS

MPS provides a way for organizations to gain control over complex and unmanaged print fleets and significantly reduce printing costs. Beginning with an assessment of current print devices and volumes, MPS can help to optimize the fleet and replace previously unknown print costs with a predictable, all-inclusive cost-per-page. But MPS is capable of so much more.

With print management integrated into its MPS engagement, an organization can gain a complete picture of its current print activity and better match devices to actual user requirements. More importantly, by focusing on the user, MPS integrated with print management can deliver the more significant results that device-focused MPS alone cannot: the streamlining of business processes and the change in user behavior that result in more responsible printing. This is what leads to long-term, sustainable productivity improvements and cost reductions.

Research by Photizo confirms that the best benefits, both in dollars and workflow improvements, are realized by those organizations that integrate print management into their MPS programs. Reaching several hundred dollars per user, those benefits remain stable across a wide range of company sizes, from large enterprises down to smaller and medium-sized businesses.

Print management helps users print smarter by giving them the cost transparency and awareness that encourages better print choices, by making shared printers easier and more secure to use, by directing output to the most efficient device, and by making waste reduction



MPS Founded on Print Management Saves University \$750,000 in Just Three Years

An Equitrac-enhanced MPS engagement at Liverpool John Moores University (LJMU) provided students, faculty and administrators with secure location- and device-independent printing. The solution increased budgetary control while reducing printing costs for departments and students alike, cut waste, and consolidated the print fleet to 220 MFPs.

By reducing hardware and maintenance costs, working with a single MPS vendor and centralizing the purchase of recycled paper, the school hoped to save £100,000 (approximately \$160,000) per year. That goal was met in the second full year of operation. In the third year, the University realized savings of £130,000 (over \$200,000), for three-year measured savings of £310,000 (about \$495,000).

One significant contributor to LJMU's increased printing efficiency and savings is Follow-You Printing, which provides users the convenience of one virtual printer queue that works seamlessly across three servers. Queued but unprinted jobs are deleted after 18 hours. With 4.5 million such pages deleted each year, the school's Senior Computing Officer calculates the additional annual savings of those unprinted pages at £80,000 (\$127,000) — for total three-year savings from the MPS program of £500,000, or over \$790,000.

virtually automatic. Print management integrated into an MPS engagement is impressive. Print volumes can be cut up to 50 percent and reduce annual print costs by hundreds of thousands — or even millions — of dollars.

Customer-supplied figure reported in Equitrac success story, Engineering School Reduces Print Waste, Generates Self-Sustaining Print Revenue, available at: equitrac.com/downloads/3490-Case_Study_FEUP.pdf

Print Management and MPS Checklist

- Global installations and service structure
- Support for heterogeneous hardware environments
- User-focused print management features
- Proactive device management alerts
- Advanced Rules and Routing functionality