

# MANAGING YOUR PRINT COSTS

Corporate printing costs can consume up to 3% of a company's total annual revenue, yet most companies have no strategy to contain their print-related costs, and often have no idea how much is actually spent.

While in the past it may have been acceptable to overlook the printing item on the company's budget today's challenging economy demands that companies understand and control how much they are spending on printing. What perhaps is more difficult to grasp is the fact that until recently, companies rarely saw the need to actively manage their printing and knew little about the ongoing costs. When questioned few could answer the following:

- What is the total number of printers in your organisation?
- How many pages were printed daily?
- The operating costs of output devices?
- The total cost of the existing print strategy?

It is imperative that the Finance Director and IT professionals are made aware of exactly how much the current printing strategy (or lack of one) is costing the company and how to address the problem.

Whilst not an easy task, the effort can yield substantial returns. Gartner Group research indicates that as companies begin to fully address the needs of their organisations these enterprises can expect large and recurrent savings in their spending estimated between 10% & 30% while increasing the level of service and productivity provided by users.

## So where do you start?

Firstly, the excessive cost of network printing is a problem of which management may simply be unaware. Typically this is because nobody has overall responsibility for the total cost of ownership associated with network printing. An IT Manager's remit may be to provide functionality and uptime availability to meet the network user requirements, as such they will consider their job well done by procuring printers at the lowest possible price and not on the lifetime cost of running the devices, as the cost of consumables does not come out of their budget.

Simply put, before you can create a print strategy for an organisation, you must be able to clearly identify the existing total cost of printing within that organisation. Only then will you have universal agreement to any proposal put forward - because it will be based on fact. This is where the first element of Kalamazoo – Reynolds' Print Audit comes into the picture.

## The First Step

The Print Audit will record all printing activity at the desktop and ultimately produce a comprehensive report detailing the costs associated with who printed what, to where and when. A typical survey period is around thirty days; this will give a good indication of the printing peaks and troughs. The survey will produce a comprehensive report revealing how much is currently paid for consumables, capital costs with depreciation periods and more. Part of the assessment will normally include a 'walk around' of the building in order to assess the needs of individuals and groups as well as to identify the physical location of the printers. This will help to ascertain the 'soft costs' such as how much it would cost for someone to walk to the nearest multi function device, pick up a document and then return to their desk rather than just printing the document on the desktop. It's interesting to note that quite often it can be more cost effective to print 1 or 2 pages to the desktop rather than make that walk.

## Summary

In future all large organisations will have initiated an enterprise wide effort to optimise spending. To do so companies will be looking for solutions and services that will help them manage a diverse output fleet effectively, including the capability to:

- Match output device resources to users – adding or eliminating devices as required.
- Consolidate multiple older devices (scanner, printers, fax) into single, networked multifunction devices.
- Identify and track all print activity across the enterprise – including personal and networked printers.
- Shift page volume from personal and workgroup printers to high volume, more cost-effective multifunction devices – where appropriate.
- Identify those users who account for the most waste and abuse of the print resources.

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## Conclusions

Ideally, any new print strategy should include educating and empowering the end-users. It should take into account the soft cost of printing (removing every desktop printer may not be the most cost effective solution) and it should make substantial cost savings and efficiency gains.

Unfortunately, many have tried but few have succeeded in implementing such a strategy. Educating users to know the most cost effective device to print any given job is expecting a lot. However, to then expect them to actually do it every time is unlikely to happen – that is until now - with the advent of Kalamazoo - Reynolds' Print Management System.

The Kalamazoo - Reynolds Print Management System is the first step to recording, controlling and reducing your printing costs – call us today to find out more.

Customer satisfaction is key to everything we do

**For more information on Kalamazoo - Reynolds' print management solutions contact your Account Manager, call 0800 169 7055 or email: [itsalesenquiries@kalamazoo.co.uk](mailto:itsalesenquiries@kalamazoo.co.uk) [www.kalamazoo.co.uk](http://www.kalamazoo.co.uk)**