

THE SEVEN DEADLY SINS OF PRINT

A guide to identifying
printing sins guaranteed
to eat your money



In association with

RICOH



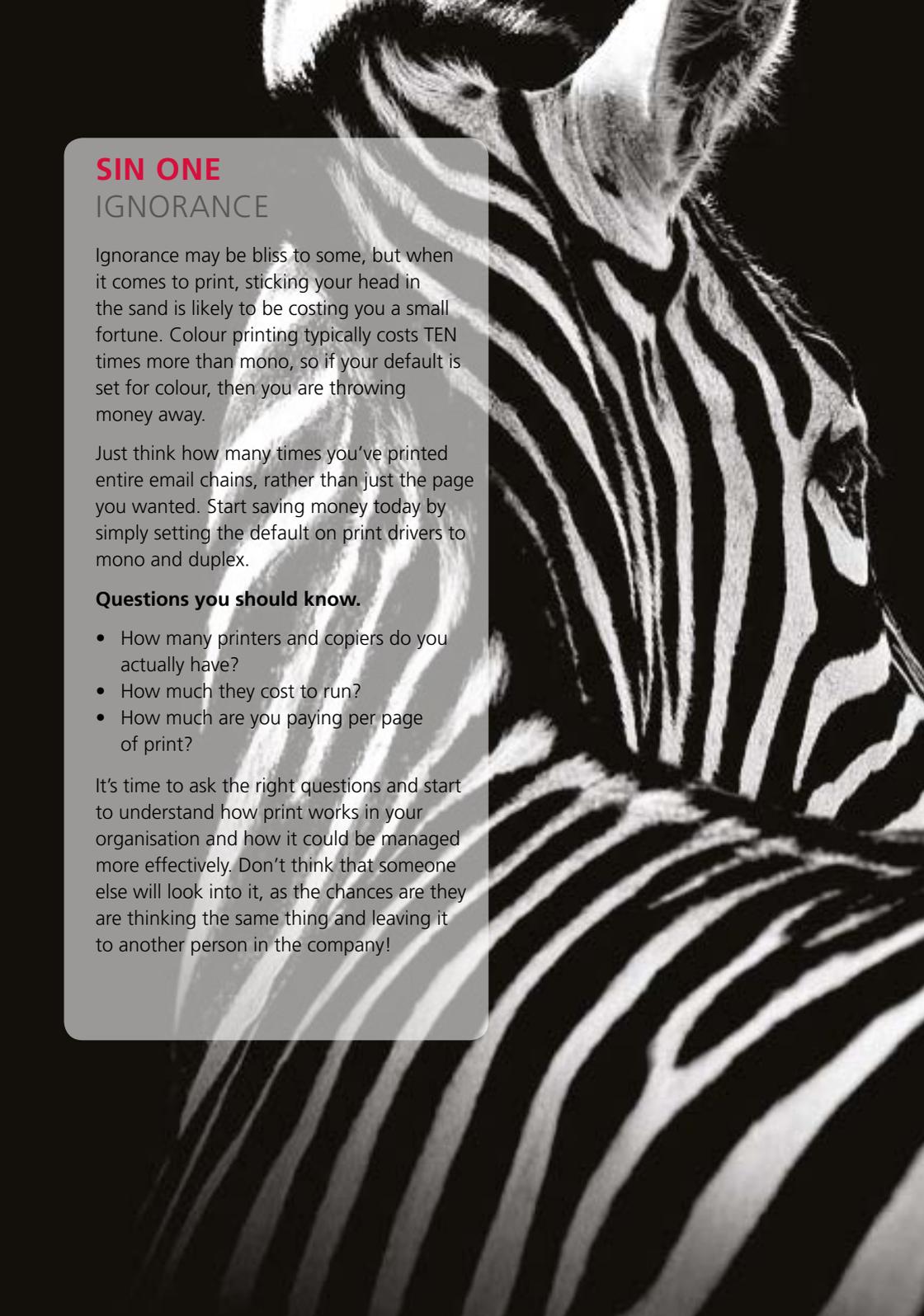
Don't get stung
by the hidden
costs of print



With printing on the increase, and the average cost of printing between 1 and 3% of revenue, it's surprising that so few companies are managing their print assets.

When managed effectively, you could turn print into a money-saving prospect, freeing up resources and allowing you to spend more on areas that will really make a difference.

This guide has been created from our real experiences working with customers and it is designed to help you understand some of the ways that we've learned to save money.



SIN ONE IGNORANCE

Ignorance may be bliss to some, but when it comes to print, sticking your head in the sand is likely to be costing you a small fortune. Colour printing typically costs TEN times more than mono, so if your default is set for colour, then you are throwing money away.

Just think how many times you've printed entire email chains, rather than just the page you wanted. Start saving money today by simply setting the default on print drivers to mono and duplex.

Questions you should know.

- How many printers and copiers do you actually have?
- How much they cost to run?
- How much are you paying per page of print?

It's time to ask the right questions and start to understand how print works in your organisation and how it could be managed more effectively. Don't think that someone else will look into it, as the chances are they are thinking the same thing and leaving it to another person in the company!

Colour printing typically costs TEN times more than black and white

SIN TWO NO RULES

As kids we sometimes rebelled against the rules our parents put in place, however as adults, we can see why they did! Rules aren't there to make our lives miserable. Rules are there for our own good or, in the case of print, for the good of our company and the environment.

Print and document management seems to fall between the cracks in most organisations, which is sometimes the responsibility of Purchasing, Facilities and/ or IT departments, and is rarely considered a boardroom issue. With no one overseeing or managing print holistically, staff are unlikely to care about how and where they print. One page prints, most likely to be in colour, will be treated the same way as 100 page documents.

You need to take control (either yourself or assign responsibility), put rules in place and educate your staff. Chances are if they know the impact their relaxed attitude towards print is having on the bottom line and environment, then their behaviour is likely to change.

Here are some rules to get you started:

- Invest in simple management software
- Educate staff on printing costs and monitor to prevent excessive use of print facilities for personal usage. Once staff are aware they are being monitored they are likely to change their behaviours
 - Ensure the most appropriate device is selected. Using a local laser or desktop to print a large document is a costly waste of resources.

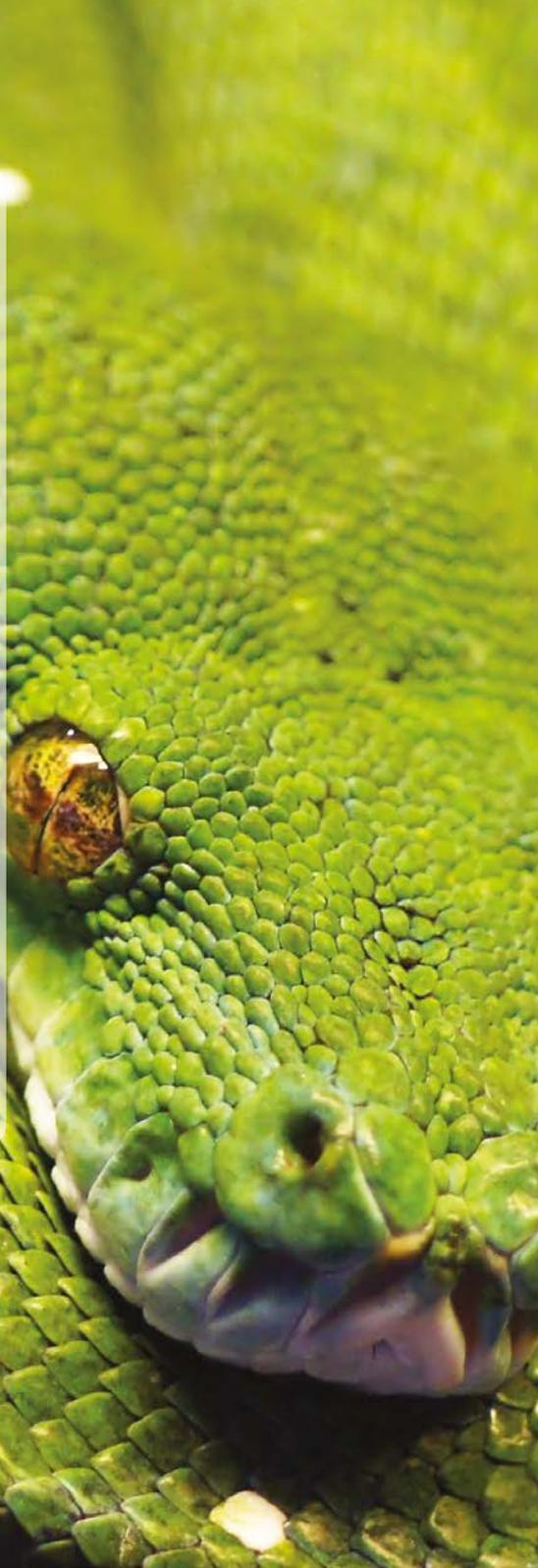
SIN THREE

LACK OF SECURITY

You may feel that your company is pretty secure and you have the necessary infrastructure in place, however you are probably not seeing your multifunction printers (MFPs) as potential digital time bombs.

Everything you print, scan and fax is stored in your device's memory. Think of your MFP as a computer; without the necessary physical security controls you are vulnerable to unauthorised access and theft of components including memory, hard disks and any data stored on the device. Not only that, staff can print a private or confidential document that may be inadvertently seen or collected by others in the company. These security breaches can seriously cause damage to your organisation.

Regularly clearing your device's memory and implementing permissions for print, scan and email (using a secure print release feature, built into most MFPs) couldn't be simpler to do and could really protect your most confidential assets.





Danger will strike
if your security is
vulnerable

SIN FOUR

BIN IT CULTURE

There's nothing quite like a printed document, whether it's for business or personal use. It's reassuring to have a tangible piece of information in your hands. From spreadsheets and utility bills, to books and brochures, print is still essential in our daily life.

However, too often we hit the 'print' button only to realise that the margins are wrong, or it's a 20 page document when you only need page six. All those extra pages can get left on the printer and ultimately end up in the bin!

Next time you walk past your MFP take a look at the print outs that haven't been collected. The fact is that over 15% of pages printed are never looked at. Not only are the unnecessary prints expensive, the waste needs to be managed when it could have been avoided altogether.

When you are not paying the bills or seeing what the printing is costing then it has little or no impact on you. By identifying departmental and even individual costs you will undoubtedly see behaviours change overnight.

Most devices have, as standard, the option to hold a printed document electronically at the device and release once you walk up to it. That way you eliminate unwanted, mistaken prints and prevent stolen or accidental collection of your printed page.

SIN FIVE

IRRESPONSIBLE PRINTING

You know the story, but sometimes we all need reminding that wasting paper, ink, toner and power doesn't make economic or environmental sense.

We all have a responsibility to reduce our carbon footprint.

Do you know the environmental impact on paper, toner and power?

- One case of paper (10 reams) uses approximately 60% of a tree
- The average employee prints 10,000 pages per year which means each of your workers consumes over 1 tree
- 2.8 litres of oil are consumed in the production of a single new toner cartridge and they take over 1,000 years to decompose.

Putting 'Please consider the environment before printing this email' could mean that people might just think before hitting print. You can get a banner for your emails here <http://thinkbeforeprinting.org>

Recycling toner cartridges and paper are proven steps towards contributing to the environment by reducing the amount of raw materials and electricity in the manufacturing processes, as well as reducing the landfill space and green house gases from incinerating.

Additionally you might plan a companywide 'only print to an MFP day' once a month and see if this changes any behaviour. Another simple quick win is switching off devices overnight and at the weekend to conserve valuable energy.

You can make a difference and change the way you work. In return, you will reduce waste, avoid costs and lower your environmental impact.



SIN SIX

WASTED RESOURCES

Most organisations tend to have lots of devices from numerous vendors. Some have been purchased while others are 'on contract'. Chances are that many of these devices are old, under-utilised and expensive to run. This means high energy bills and overstretched IT departments who constantly have to repair broken devices.

In a typical printing environment, for every £1 spent on hard costs there is another £5 spent on related costs, which includes document management, end-user interaction, IT support, admin and facilities.

It is estimated that in some organisations up to 25% of help desk calls are related to printing issues. Since printers are mechanical devices, usually a third party needs to be called to repair the device. This problem is further compounded by multiple brands and models of printers.

By consolidating ageing printers, photocopiers and scanners with multifunctional printers (MFPs) many businesses find that they breakdown less, save money on their consumables, reduce energy bills and free up IT resources.

Balance your carbon footprint to avoid costs, reduce waste and improve your green credentials

SIN SEVEN

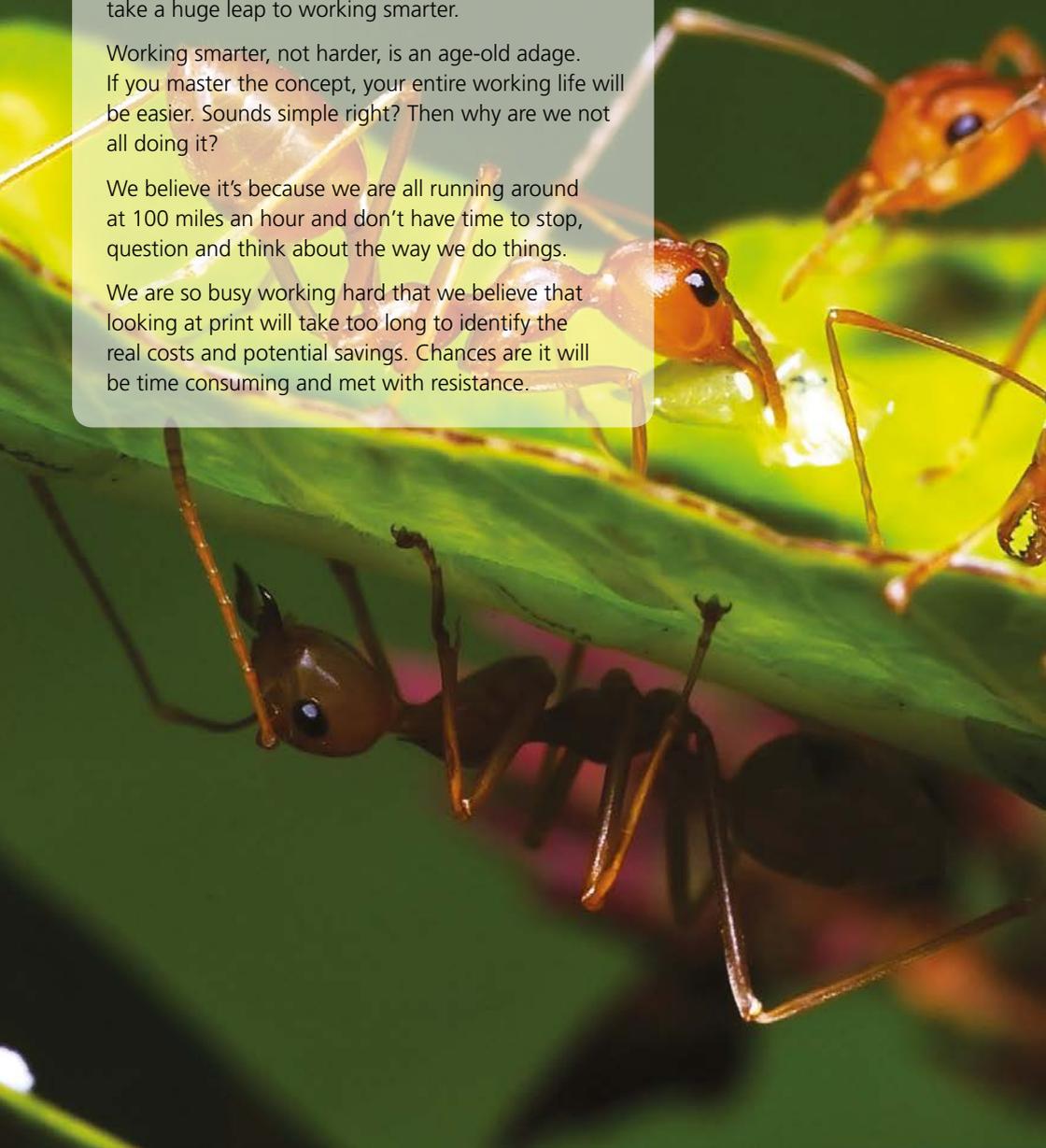
WORKING HARD, NOT SMART

Identifying issues is relatively easy and, with the right solution in place, you will see benefits immediately and take a huge leap to working smarter.

Working smarter, not harder, is an age-old adage. If you master the concept, your entire working life will be easier. Sounds simple right? Then why are we not all doing it?

We believe it's because we are all running around at 100 miles an hour and don't have time to stop, question and think about the way we do things.

We are so busy working hard that we believe that looking at print will take too long to identify the real costs and potential savings. Chances are it will be time consuming and met with resistance.





NOW WHAT?

We have shown you the key sins to concentrate on, but you could realise the benefits more quickly and effectively with appropriate support.

Our job is to reduce your costs while simultaneously improving print quality and efficiency.

We have a lot of great ideas and we can help.

To find out more visit www.afpdigital.co.uk

Working together
can make us
stronger

AFP Digital – The Document People

Since 2007, AFP Digital have been providing print and document management solutions to businesses across the region.

We have been built around a belief in creating individual packages and solutions to our clients document management needs. Customer service and consultancy are at the heart of our operations, but they're not paid for extras – they're part and parcel of our operating ethos. From businesses in manufacturing to professional services firms, multi-site retailers to single offices, we have designed, installed and maintained a range of document management solutions for all types of business.

If you would like to improve the flow of documents through your business, become more efficient with your printing, work better with remote sites or simply save money on your current print costs, here at AFP Digital we have the knowledge, experience and tools to ensure that you get your printing and document management right.

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