PRESS FOR SUCCESS
Meeting the Print Optimization Challenge

PRINT MANAGEMENT IS CRITICAL

Effective cost management demands that expenses related to printing are visible.

Office printers, copiers, scanners, faxes, and multifunction printers (MFPs)—combining two or more of these operations are an integral part of business in today's corporate environment. Some companies also have internal print production departments (in-plants) with higher-quality, higher-volume and more expensive equipment for more complex and efficient document production. Understanding and optimizing the costs and capabilities of operating all these devices is important in controlling expenses, yet many companies don't—or can't—measure or manage all print and print-related expenses throughout their organizations.

Today's managers want to take a broader organizational view, but they struggle with the complexities of managing devices where costs are often undocumented and in different departments. As print device fleets grow and with so many devices spread throughout numerous departments, it becomes challenging to track the entire document production function.

NINETY PERCENT OF ORGANIZATIONS DON'T KNOW THE COST OF THEIR PRINTING.*

Companies can be unaware of all the elements that contribute to the total cost of printing, including expenses of printing from the fleet; lost staff productivity; manual processes; and costs associated with fleet supplies, IT staff, and the help desk.

The bottom line is that companies are under constant pressure to reduce costs while increasing productivity and efficiency, and there's a critical need for expense tracking measures that are transparent company-wide.

Many employees often don't understand what their in-plant production print center can do and when it's appropriate to send it work. Such lack of awareness can result in decreased in-plant volume and may result in higher printing costs.

This can pose a problem for an in-plant that's often evaluated on its ability to "charge back" the departments it services in a timely manner, meet specific financial goals, remain cost competitive with external sources, and meet service goals such as SLAs (Service Level Agreements). The inability to obtain or develop metrics required to report this information remains a significant challenge.

* "Cost-Cutting Initiatives for Office Printing" (Gartner, Inc., July 2013).

CRITICAL PRINT MANAGEMENT CHALLENGES

- How to improve print processes and resources
- Increased demand for high-quality color in more documents
- The need to control costs
- Efficient measuring and tracking of print costs
- Low visibility of the production print room services and capabilities
- Little communication between office print environment and production print center
- How to demonstrate print center value to parent organization
- Lack of print compliance and monitoring policies
- How to control what and where the printing is being done

THE IMPACT ON PROFITS AND PRODUCTIVITY

While most companies support the printing needs of their users, few understand how the printing equipment impacts the company.

Most organizations haven't identified print users' needs; varying document requirements in different departments; costs associated with the age and diversity of equipment; the impact of policies, and the costs of functions supporting printing, such as IT, the help desk, finance, and in-plant services. Yet the costs of printing, copying, faxing, scanning, and workflow management could have a significant impact on an organizations' budget.

The total cost of printing is often unknown within large companies because it's separated into different silos and budgets. When the responsibility for printing crosses multiple departments, information may not be shared. A problem in one area can often affect all, but no one manager is aware of every activity.

Costs are difficult to quantify because they're in different budgets. Few organizations have a dedicated manager accountable for managing the document infrastructure or policies governing print practices. The potential result: fragmented responsibility, excess and often underutilized devices, operational inefficiency, security lapses, and unnecessary costs. Typical enterprises spend between three and six percent of their revenue on print and document management costs,* but few have a clear idea of how to manage these costs. Many are surprised to learn that the average annual printing cost is $725 per employee and there's an average of 2.2 employees per device.**

COST MANAGEMENT

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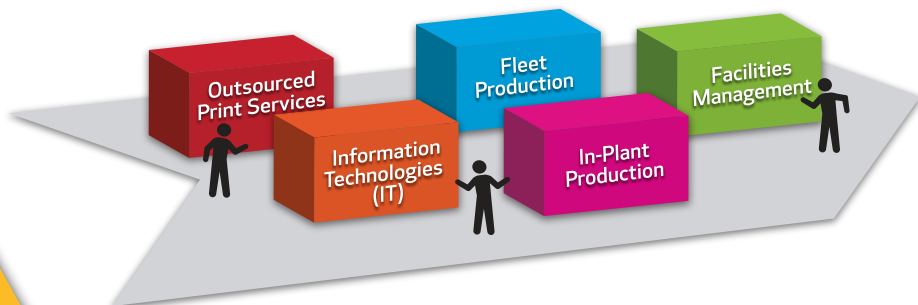
* "Four Keys to Unlocking the Power of Managed Print Services" (Canon Business Process Services, 2017).
** "A Guide to Managed Print Services: How to Achieve the Trifecta of Corporate Benefits" (Canon & Photizo Group).

Without a solution for monitoring and managing total printing activity, some companies struggle with high costs due to printing on the wrong equipment, low staff productivity, billing errors, security/compliance issues, and a lack of data to support waste reduction and sustainability efforts. Printing high volumes on MFPs instead of production printing equipment can increase the overall organization costs, although the user may not realize the impact.

Not knowing the needs of specific departments or individuals can make it difficult to properly match equipment to the demands. With no controls in place, companies can be misdirected to buy more costly devices, staff them poorly, or outsource work unnecessarily.

CALCULATING THE BUSINESS IMPACT

Direct and Indirect Costs	These costs include desktop devices, fleet costs (IT and help desk staff, supply storage, etc.), and in-plant expenses. Often undetected are the costs of staff time lost when machines are unavailable or too far away from users; lost or misdirected pages on shared machines; and the time wasted by employees sorting, collating, and stapling by hand. Rerouting such jobs to an in-plant could be more efficient and may further help to cut printing costs from increasing utilization of the production printers.
IT and Help Desk	The average cost of a help desk call is between $20 and $25, and some 35% to 50% of help desk calls are print-related. For a company with 10,000 employees, the total cost can be close to one million dollars! Ironically, less than one-third of organizations track IT help desk and support costs associated with printing while most don't use Web and network tools to manage hard-copy devices.*
Security and Compliance	Without proper policies and software management protocols, the print environment may be vulnerable; confidential or sensitive information can be left sitting in output trays and easily fall into the wrong hands. The threat is very real—in one study, 70% of respondents said they'd suffered an accidental data breach because of unsecured printing.**
Workflows	Print management software can help speed production by streamlining job preparation for the output device and conforming to printing rules, such as automatically printing double-sided pages and routing jobs to be printed more efficiently.
Mobile	Employees today need to be able to print from multiple devices and locations and have the work automatically produced in the most cost-effective, efficient manner and charged to their departments.
Data	Being able to track usage data helps the accounting department charge groups correctly. It also aids sustainability initiatives by monitoring the number of document pages printed versus those converted to electronic form.

* "Beneath the Service: The True Cost of Enterprise Printing" (ITC, June 2011).
** "Quocirca Enterprise Print Security Study" (Quocirca, July 2011).

KNOW WHEN TO EMBRACE CHANGE

The pressure to identify inefficiencies, boost productivity, and eliminate unnecessary costs in printing and document creation has never been greater.

According to Gartner, monitoring and managing printing will help reduce costs 10% to 30%.* The first step in better printing management is identifying the opportunity.

ELIMINATE THE OBSTACLES

Within companies there are two printing silos—fleet and in-plant/internal production—that show the total cost of printing. Year after year, research shows that managing the fleet could result in significant cost reductions, better document security and staff productivity, and overall improvements. However, combining the silos is rarely done and the benefits of doing so are often overlooked. Analyzing both areas can reveal common denominators and significant differences.

Managing the enterprise typically includes a four-step process: inventory equipment (name and location of every device); collect equipment usage data for each device (e.g., color vs. black and white, one-sided vs. two-sided, printing vs. scanning); calculate total cost of ownership (TCO), including usage data, consumables, and service; and evaluate the environmental impact (paper waste, energy consumption, toner use, etc.). Production print audits include all the above as well as outsourced work, workflows, bottlenecks, and competitive pricing.
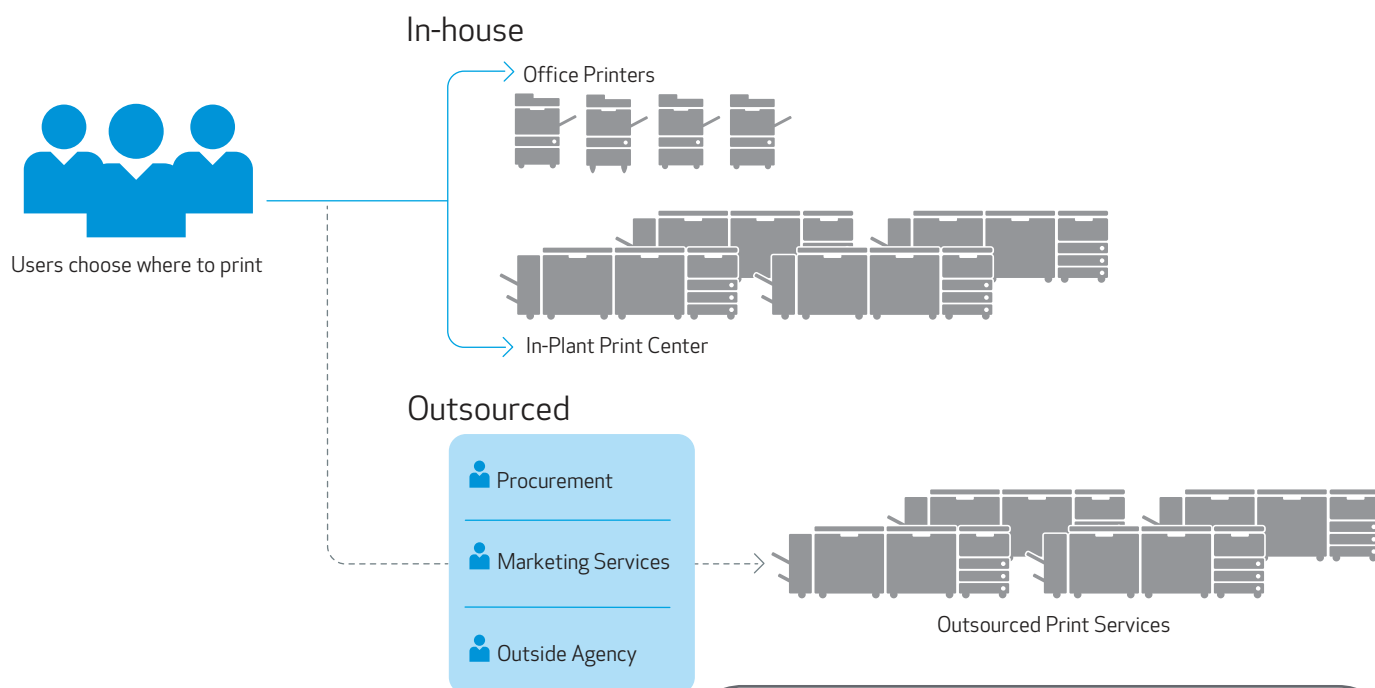
In addition, companies should gather and examine the annual cost and specifications of any outsourced print work. This will not only often reveal much larger expenditures than anticipated, but categorizing specification data (number of pages, black-and-white or color, binding, punching, production time, etc.) can uncover jobs that could be done internally and more cost effectively.

THE STEPS TO BETTER PRINTING MANAGEMENT

IDENTIFY THE OPPORTUNITY

⬇

ELIMINATE THE OBSTACLES

⬇

DEVELOP A SOLUTIONS STRATEGY

⬇

IMPLEMENT BEST PRACTICES

*"Why You Should Go Beyond Managing Your Office Printing" (Gartner, September 2014).

IDENTIFY THE MOST COST-EFFECTIVE AND AUTOMATED PRINT WORKFLOW

In-house

Office Printers

Users choose where to print

In-Plant Print Center

Outsourced

- Procurement
- Marketing Services
- Outside Agency

Outsourced Print Services

LEVERAGE THE IN-PLANT PRINT CENTER

- Enhance communication between the two worlds: office and production print
- Increase visibility of in-plant production print services and capabilities
- Route more complex print jobs from office to Print Center
- Optimize printing workflows for cost-effective production
- Increase Print Center volume at optimal cost

SOLUTIONS STRATEGY

Print production is a linear process in which the next step can't be done until the previous step is completed. Production bottlenecks are places where work gets stuck. The number and significance of these bottlenecks contribute to the cost of internal manufacturing, which can then be compared to costs of outsourcing. When internal pricing exceeds outsourcing, in-plants must find and eliminate production bottlenecks to remain competitive.

Leveraging the in-plant print center can potentially increase productivity by using more efficient printers better-suited for high-volume, high-quality color jobs with complicated finishing. Software can be used to monitor print requests and help reroute jobs more efficiently printed in-house to the company in-plant. Rerouting jobs can save the company outsourcing expenses and enable the in-plant to better utilize equipment and help lower per-page costs.

In-plants are also expecting growth in a wide variety of services that would require a single system to monitor usage. A 2016 PRIMIR/NPES study found that 51% of in-plant printers were already managing the fleet, and others were interested in doing so, too.*

BEST PRACTICES

Various companies define the role of their in-plant service provider differently. Some companies encourage the in-plant to offer more services, such as managing the fleet, offering mobile printing, scanning for digital access, and utilizing a web-to-print portal to accept orders from internal and external customers. Using an integrated solution to manage both office fleet and in-plant printing can be a significant advantage.

Understanding all the costs within the office print fleet and the in-plant production print center is the first step to understanding the total cost of printing within an organization.

*"Digital Printing Technology's Influence on the U.S. In-Plant Printing Market" (PRIMIR/NPES, 2016).

A POSITIVE IMPACT ON EXPENSES AND EFFICIENCY

A new trend for in-plant print centers is taking control of the office print fleet and expanding print possibilities.

Taking control of the print environment can help reduce costs, offer the opportunity to implement security features, enhance office productivity, and minimize the environmental impact of printing. Looking at all printing devices together can help identify cost reduction strategies, and increase overall staff productivity.
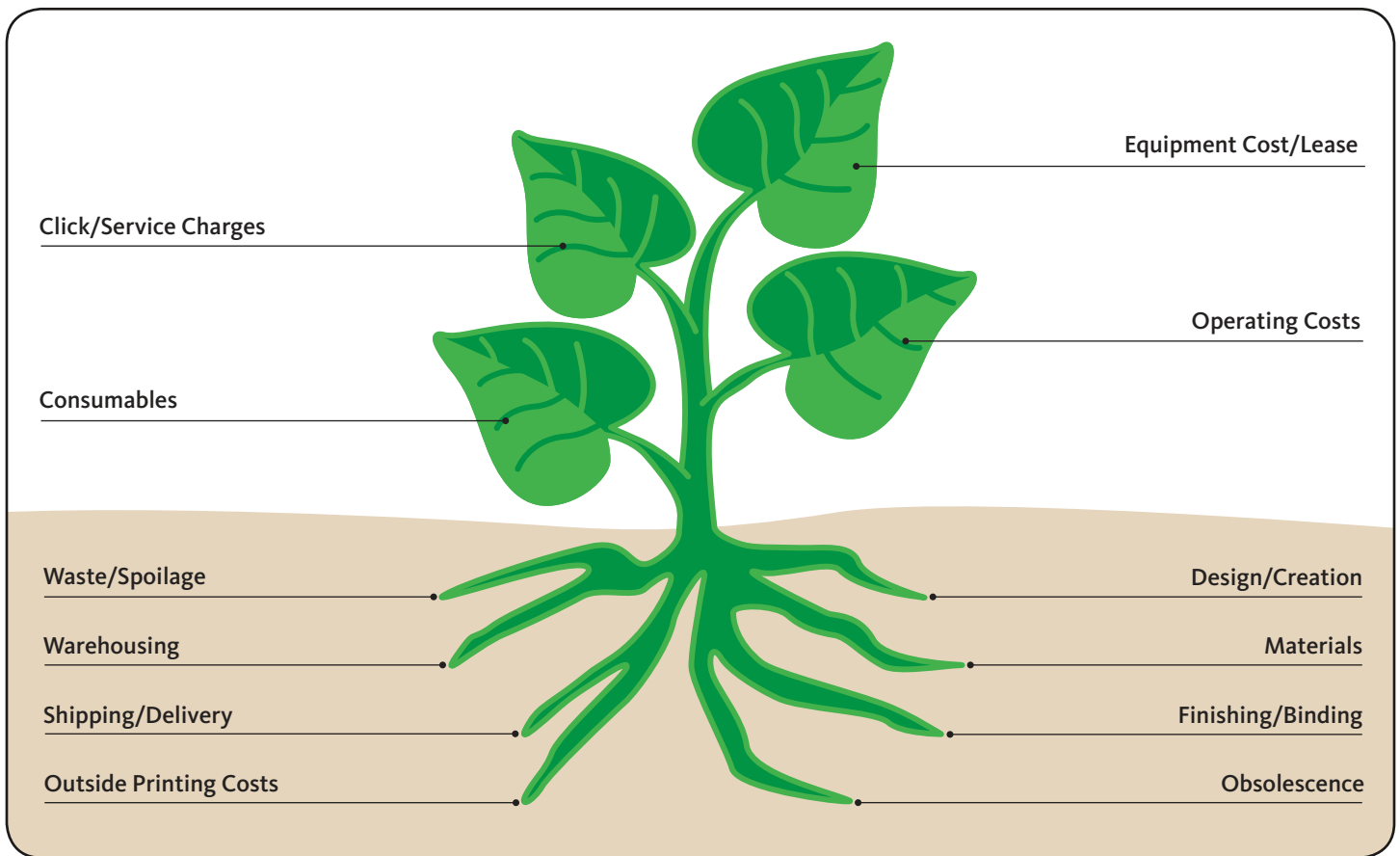
Gaining greater visibility can help identify which jobs would be produced more efficiently by the internal production department, which devices are poorly suited to the demand, and which documents require more secure access. Monitoring enterprise printing holistically can identify where rules-based printing is required as well as overcapacity and undercapacity.

Optimizing printing, scanning, faxing, and imaging requires integration across a variety of departments, including IT, in-plant production, and the service desk. There's little room for error, so software must work seamlessly across the network with all the devices and within the in-plant print production facility.

While many businesses make great efforts to implement access control for documents on their computer networks, all too often pages with confidential information are left unprotected and vulnerable in a printer output tray. Today's best solutions hold jobs securely in the print queue awaiting authentication, such as a PIN Code, an access card, or a password.

Using an integrated solution not only makes it easier for all departments to share information and companies to uncover emerging trends, but it also can create common print routing rules and security protocols. Additionally, one system is easier to back up, it can create reports for both office and print production cost centers, and it can simplify cost audits across the fleet and in-plant.

Equipment Cost/Lease

Click/Service Charges

Operating Costs

Consumables

Waste/Spoilage

Design/Creation

Warehousing

Materials

Shipping/Delivery

Finishing/Binding

Outside Printing Costs

Obsolescence

YOU CAN'T IMPROVE WHAT YOU CAN'T MEASURE.

MEASURING PRINT OUTPUT PROVIDES THE INFORMATION REQUIRED TO HELP INCREASE PRODUCTIVITY.

An integrated print management solution that combines both the print fleet and in-plant print production center helps companies track and report printing, copying, faxing, and scanning costs. These solutions also allow for internal chargeback and budget controls. Pricing profiles can include color and black-and-white pages, single or double-sided pages, different finishing options (stapling, hole-punching, and booklets), as well as different users, groups, and cost centers.

THE OVERALL COST OF PRINT IS ALWAYS MORE THAN YOU CAN SEE

A well-run in-plant could deliver significant savings for companies because in-house operations can provide better measurement and control of the hidden costs of printing.

KEY ELEMENTS OF AN OPTIMIZED PRINT WORKFLOW

- Reduced number of network devices and associated maintenance costs
- Improved security features
- Increased process control and accountability metrics
- Improved productivity through automation
- Remote management—updating software remotely, identifying down devices more quickly
- Reduced environmental impact and increased sustainability efforts
- Improved quality, cost-efficiency, and productive printing through best use of fleet and in-plant print center

ENTERPRISE-WIDE WORKFLOW MANAGEMENT

The trend today is to more closely monitor and manage the total cost of printing as well as the per-department and per-person costs.

GAIN GREATER INSIGHT INTO PRINTING

The only way to accurately calculate the total cost of printing is to include both the office print fleet and the in-plant printing department. In most offices, the greatest percentages of high printing costs are associated with unnecessary color printing, excessive non-business usage, and failure to select the device best suited to a particular job, among other reasons. In fact, organizations can reduce costs by 30% or more by adding automated processes into their printing environment.*

uniFLOW and PRISMAdirect ADVANTAGE: ENABLING OPTIMIZED PRINT MANAGEMENT FOR OFFICE AND PRODUCTION

END-USER
Faster, easier, and more efficient processes.
- Simultaneous log-in/authentication checking system; no need to log in to two systems
- Simplified budget management and control with automatic budget checks for print jobs

PRINT ROOM
Attract more volume to the in-plant facility.
- Route print jobs from office to print room
- Increase awareness of print room services and simplify order submission with a Web storefront

IT DEPARTMENTS
Better control and easy management.
- Users can be managed in one system
- One universal driver for submission to both environments

TOTAL ORGANIZATION
Help reduce printing costs for the entire organization and gain insight into business.
- Route jobs to be printed more efficiently
- Consolidated accounting and reporting enabled by data echange between uniFLOW and PRISMAdirect

*"Cost-Cutting Initiatives for Office Printing" (Gartner, Inc., July 2013).

IMPLEMENT A COMPANY-WIDE PRINT MANAGEMENT SOLUTION
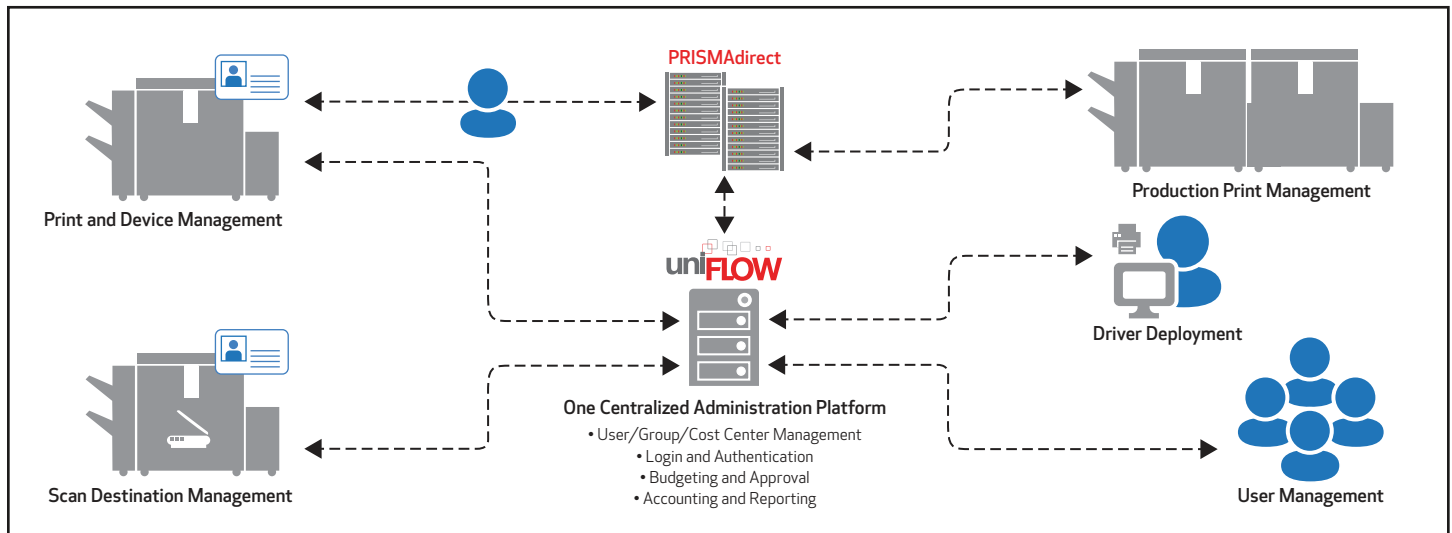
MONITOR AND CONTROL PRINTING THROUGHOUT THE COMPANY WITH CANON SOLUTIONS

With the seamless integration of PRISMAdirect and uniFLOW solutions your organization can streamline the workflow from the office to the print room with one solution for cost control, easy user management, process control and maintenance, visibility, and the opportunity to grow production volume and insights into printing and business performance.

One advantage to using an integrated system to manage all printing and copying services is that there's only one system for staff to learn, regardless of department. The same system can be used in the IT department to help monitor and deploy upgrades, on the help desk to monitor down equipment, in finance to ensure proper chargebacks, and in the in-plant to ensure that high-volume orders are being rerouted to more cost-efficient equipment.

uniFLOW is an enterprise-wide system that shows how staff and departments use the print fleet, identifies

specific department needs, and provides information to help make better decisions and match the right equipment with the right need. When integrated with PRISMAdirect, it can also monitor production equipment and large-format devices. uniFLOW helps organizations to reduce document costs, implement document security features, increase employee productivity, and improve environmental impact.

Individually, both PRISMAdirect and uniFLOW are powerful tools; together they can offer significant advantages to help monitor and manage all printing and imaging within the enterprise. Integrated with uniFLOW and leveraging the uniFLOW database for user management, budgets and reporting, the PRISMAdirect workflow management solution helps streamline print production workflow, from order intake through production management to reporting and accounting.

CONCLUSION

A unified, organization-wide dedicated print solution can be the best way to monitor and manage all print and print-related services.

An integrated software solution can help your enterprise manage the in-plant production printing equipment as well as the fleet of office printers, copiers, and multifunction devices by monitoring and managing the print environment throughout the entire organization.

Leveraging workflow software dedicated to the enterprise and print production management, your organization can help improve document workflow, route jobs to be printed more economically, and offer insights and control into print-related costs for all print services and operations.

The opportunity to eliminate the obstacles to efficiency—the waste and costs associated with large mixed fleets of printing, copying, scanning, and fax devices—can help your company save money and achieve a balance of cost control with ease of use and convenience.

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Canon
SEE IMPOSSIBLE