

# WHITE PAPER

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## A Licence To Print Money?

Adam Chapman, Director of Marketing for easycopiers discusses how to maximise savings and efficiencies while becoming more environmentally friendly with your printers and copiers.

Almost every company has printers and copiers. And most of the time the whole 'fleet' has been built up piecemeal over time as the business has grown. A personal printer here, a copier there, from different brands and suppliers. As a result, many companies continue to waste money on un-coordinated mix-and-match printing and copying.

According to a survey conducted by Oki at the end of 2015, printing costs are out of control in the majority of businesses. The survey of decision makers, including finance managers and directors, office managers, CIOs and IT managers revealed that 52% didn't know how much they are spending on printing (rising to 66% for large SMEs) and 39% said their company was overspending on superfluous printing which contributed to a lack of cost control.

This all adds up to a large amount of money. In fact, Gartner in its research article "Manage Office Document Output in the Digital Era" estimated that printers, their supplies and companies internal support functions to run them, consumes 5% of a typical IT budget. And in their study "Rightsizing Output Fleets: The Hidden Gold Mine", Gartner finds the mismanagement of copiers, printers and faxes can cost an organisation up to 3% of their total revenue, annually.

Compare this to large international companies such as Honda or Nissan who had spent less than this on their advertising budgets – or companies such as Costco or Walmart whose profits have been less than 3% and you can see what a significant difference saving money on your output devices could make to you.

The best practice to begin saving is to analyse your existing situation. After all, you can't manage what you can't measure. In most cases following this audit, costs

can be reduced and sometimes nearly halved. The optimal way to achieve this is by working with a trusted partner, one who is independent from bias and can recommend a wide variety of solutions from different vendors.

To this end, here are the key areas to consider in your business as part of such an audit.

### Use of personal printers

While personal desktop printers appear to be cost effective (and employees seem to prefer them either due to convenience or security reasons – "We need one in HR to ensure people don't see the personnel files") – they're massively cost inefficient compared to departmental devices.

The low initial price will quickly be outweighed by the cost of consumables and lack of shared resources



(each printer needs its own paper supply rather than from a centrally pooled supply). Purchasing functions often negotiate well on the up-front price of the unit but then find they're stuck with paying upwards of 20p per A4 colour print due to expensive consumables.

## Think about consumable costs

Newer devices with their more economical use of toner and ink can give an additional incentive for an upgrade. If you're using inkjet personal printers, think about this: A typical 3 colour ink cartridge such as the HP 62 Original Ink Cartridge cost £13.02 for 4.5ml of ink\* – that's £2,893 per litre – and we think that petrol is expensive!

### Prices per litre



Personal printer ink £2,893



Vintage Champagne £140



Petrol £1.30



Water (average) £0.0019484

## Mixed-up models

When a company is in growth mode, it is focused on its sales effort and how to shore that up with appropriate service and back-office follow-up. It will rarely be concerned with details around what printers or copiers it adds to its offices. We often see how this leads to a real patchwork of devices with varying manufacturers, functions, capabilities and no overall strategy with how to optimise printing and copying.

The upshot is high support costs (expertise needed in multiple models), excessive purchasing of spares and consumables, multiple or duplicated contracts, IT staff having to update a matrix of drivers and no real sense of having form follow function.

Getting your hardware to match your print and copy demands is critical. As part of your output strategy you should be considering how much you need to print or produce each month. And is it in black and white or colour? Does it need to be lightning quick for volume output? And do you need extras like the ability to staple or fold documents?

This is where spending time with an independent supplier can reap rewards. Resellers such as easycopiers will get to know your business and how you function. Then by selecting best-in-breed solutions with appropriate features and functions you'll get what is needed for today and growth tomorrow rather than something that has every single bell and whistle but doesn't quite do what you need it to when you're under pressure.

## Don't be sentimental

It's easy to stick with what you have. The old adage of 'we've always done things that way here' can apply here, but so too can 'if you always do what you've always done, you'll always get what you've always got.'

It's a false economy to stick with rapidly aging devices for too long. Maintenance costs will begin to rise and you'll lose out on the other benefits more modern devices can offer. You wouldn't run a fridge from the 1980's at home – you'd spend a fortune on electricity due to old technology motors and chillers. In the same way, an old output device lacks environmental energy and ink/toner saving features that can save you money on top of your better lease and cost-per-copy agreements.

Modern devices are much efficient. Across a typical 5-year lease, you could see energy savings of 24% (which is 117kg less CO<sub>2</sub> in the atmosphere and over 8 trees not cut down) - or more^.

Users don't have to be unproductive either as warm-up times and waking from energy saving sleep mode is fast these days. No more printing a 2 page document and waiting minutes for the warm-up, which often led people to a 10 minute downtime discussion about last night's TV. And your device will quietly drop back to sleep mode by itself when done.

Remember, every moment your printer or copier isn't heating your office unnecessarily is a moment your air conditioning is having to work less hard – so you gain in other energy efficient ways, too.

## Save a tree, save money

From an environmental perspective – managing your printer and copiers more effectively makes perfect sense.

If we look at paper (and therefore trees) used and CO<sub>2</sub> emissions, we find that:



One sheet of A4 paper



Uses 122ml water to make



Equals 6.8g of CO<sub>2</sub> emitted



Leaves 0.5g of waste

A business producing just 50,000 copies/prints per month (600,000 per year), needs up to 27 trees felled for its needs, per year. And uses over 73,000 litres of water, nearly 41,000 kg of CO<sub>2</sub> to produce it. Not to mention leaving 3,000kg of waste behind. That's the same weight in waste as 2 mid-sized cars!

## Security issues

On unmanaged devices, it is estimated that up to 20% of all prints are forgotten about (then thrown away by someone other than their owner), lost or disposed of unread. This leaves a large security, not to mention financial hole, and it's sitting in the corner of your office.

This is where managed print services can make a real difference. Having people use PIN numbers or their employee ID card to release prints forces them to be present and therefore take their print-offs with them. No more documents disappearing due to accidental, or potentially malicious reasons. And prints always follow the user to the 'right' device avoiding someone in London printing to a printer in the Edinburgh office and not realising it.

## Command and control

Companies that lack appropriate software to manage, administer and audit their output devices are at a distinct disadvantage. In Gartner's "Cost Cutting Initiatives for Office Printing" study, they note that active

print management initiatives can cut your office print costs by up to 30%

Visibility to all devices, to see which are getting used more than most, could prompt an upgrade or change of hardware for better performance. Supplies can be more effectively pooled, your internal IT support can spot where issues might occur or training is needed.

This software also allows for your supplier to monitor proactively for service issues and send someone to fix them before they become a fault – and to ensure that you never run out of toner or ink by sending consumables to you when you're merely running low, not panicking.

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## Quick feature fixes

With managed print services (MPS) and central IT control over your fleet, you can also set some quick and sensible features up to save money immediately with no change in user behaviour.

**Double sided printing** – as a default for all users. They have to manually switch back to single sided. This is an instant 50% paper saving potential. If a ream of paper costs around £2.39 then a company making 50,000 prints/copies per month is spending £2,868 on paper per year – unnecessarily.

**Draft mode** – for internal documents, proofing, email printing and the like will save considerable amounts of ink and toner.

**Black and white** – as a default makes people think about their use of colour. Does that 3 page email trail you're printing for a meeting really need to have the signature logos in colour? Unnecessary colour means unnecessary ink and toner cost.

**Fonts** – strange but true, the University of Wisconsin Green Bay reduced their printing costs by 10% by switching from Arial to Century Gothic font (and a 1-2 point size reduction) for printing. We're not advocating this for everyone but it illustrates what's possible when you think carefully about your print and copy management!

### How to start achieving your savings?

You need to start with auditing and benchmarking what you have. The easiest way to do this is to partner with an independent reseller such as easycopiers who can come in and conduct this for you. No pain, no hassle – just a logically presented ‘current scenario’ and a plan on how to get to your most optimal and economical solution.

### References

\* Figures from HP Online Store, including VAT, August 2016.

+ Price from Staples UK, including VAT, August 2016.

^ EnergyStar comparison of Develop ineo+454e (TEC 2.9) versus Xerox Workcenter 7845 (TEC 3.8)

### easycopiers Top 5 Money Saving Tips

1. Use double-sided print by default
2. Switch from personal to workgroup printers
3. Upgrade old hardware for better economy
4. Ensure your printers meet your needs
5. Start using a managed print service

## Unlock the secrets to a better print budget

Why don't you join over 1,200 other companies and book your **free money saving consultation** today by calling easycopiers on 0844 583 2800 or email [sales@easycopiers.net](mailto:sales@easycopiers.net)

Established in 1998, easycopiers are an independent supplier of electronic office equipment and can help you source the best equipment for your specific scenario. We can create bespoke packages – and consult on print budget savings.

We are top tier partners with leading brands such as Ricoh, Canon, Develop and Lexmark and offer a full

range of office solutions from copiers and printers to document workflow, print management, video conferencing, telecoms and more.

For more information on easycopiers, please visit our website at [www.easycopiers.net](http://www.easycopiers.net) and keep up-to-date with more industry news on Twitter [@easycopiers](https://twitter.com/easycopiers)

