

ALTERNATIVES

Printing & Imaging News for
ALT Customers

The Importance of a Print Management Strategy

Today's rising overhead expenses drive organizations to find practical ways to reduce costs. Profit-conscious executives look for meaningful strategies to cut overhead expenses in today's tough economy. At the same time, they need to find ways to boost productivity and return on assets. Every so often a strategy appears that can provide significant expense control and enhance productivity. This may be possible by optimizing your office printing environment.

A Print Management Strategy allows you to control these expenses by outsourcing the management of your fleet of printers. In this type of usage-based model, you only pay for the prints you use. Best of all, no capital expenditures are required since the agreement is for the management of your existing fleet.

THE GROWING IMPACT OF PRINTING

Economic Impact

According to the Gartner Group, office printing consumes 1-3% of a company's annual revenue. Many companies are also doing more color printing in the office. This is especially important since color prints cost 5 to 10 times more than black and white prints. On top of the growing costs, most companies have multiple vendors for printer hardware, supplies and repairs. Managing these relationships and processing multiple invoices creates unnecessary costs. And many companies have no idea what they are spending on office printing. Typically, this is because costs for supplies, service, hardware and support are buried across multiple budget lines.

Environmental Impact

The average office employee consumes 10,000 pages of paper per year. Add to that the greenhouse gasses emitted by the heavy industry used to make paper, multiply that times the number of employees in your organization and you can see that printing can have a tremendous impact on the environment. Printers and copiers also consume a large amount of electricity since they use heat during the print process to fuse the toner to the paper. As such, printers are some of the biggest consumers of electricity in an office.

Productivity Impact

Printing also affects the productivity of your company. Delivering documents to the correct location at the right time is at the heart of many workflows. Inefficient, aging printers are prone to breakdown, hampering office effectiveness. The neglect of proper preventative maintenance not only leads to interrupted workflows, it also reduces the usable lifecycle of your printers.

IT Impact

It is estimated that in some organizations, up to 50% of the help desk calls are related to printers. Often, the problem with the printer is mechanical, meaning that the IT person has to call in a third party to repair the device. Multiple brands and models of printers further compound this problem. Each model has a different print driver and user interface that has to be updated each time Microsoft updates their operating systems.

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PICK OF THE MONTH



Kyocera-Copystar CS 255c
Economical. Ecological. ECOSYS Printers.



Solutions That Work™

OPPORTUNITIES FOR IMPROVEMENT

Fortunately, these impacts can be reduced with a sensible managed print strategy that helps manage expenses, boost productivity and free up IT resources along with minimizing their carbon footprint.

ALT Pick of the Month

Kyocera-Copystar CS 255c
Economical. Ecological. ECOSYS Printers.

The Kyocera-CopyStar CS 255c color multifunctional system with SMARTtech (Simple Management and Replacement Technology) assures simple-to-operate and simple-to-manage MFP functionality. Offering affordable business color, it is ideal for virtually every busy office and workgroup.

The CS 255c prints and copies at 25 pages-per-minute (ppm) and has an easy replaceable toner container with a high yield of 12,000 pages (Black) and 6,000 pages (cyan, magenta, yellow). It has a convenient print-from and scan-to USB drive right from the touch screen panel in PDF, JPG, TIFF and XPS file formats.

And thanks to Kyocera's SMARTtech design, when service is required, interruption to your business activities is minimal, to ensure maximum uptime when you need it most. Now your business can print, copy, and scan all in color or fax when needed and all within your budget, thanks to one of the lowest Total Cost of Ownership machines in its class.



SALES. SERVICE. SOLUTIONS. SAVINGS.

Applied Laser Technologies (ALT), an award-winning leader in eco-friendly print management and optimization solutions, has been helping clients manage expenses and increase productivity since it opened its doors in 1989.

ALT is your unbiased, single source provider for printer, copier, scanner, multifunction and fax systems, onsite service and supplies including OEM compatible toner cartridges. **We take pride in being your independent dealer and advisor so that you get the best product at the best price for your company's needs.**

ALT is an authorized dealer for:



A Managed Print Strategy

Deploying a managed print strategy is a logical sequence of events that begins by understanding your current environment and getting it under management. Once the fleet is managed, then it makes sense to find ways to optimize the environment on an ongoing basis to continue reducing costs and environmental impact. Following is a strategy that can be leveraged to achieve these benefits:

1. Optimize Your Current Assets

When it comes to managing your expenses, the first step should be to optimize your current assets. Chances are you already have more equipment than you really need.

2. Discover What You Have

What devices do you have? Where are the redundancies? What are your current print volumes and usage patterns? What is the Total Cost of Ownership (TCO) of your printing infrastructure?

3. Outsource Your Printer Management

With an understanding of your current volumes, usage patterns and costs, the next logical step is to consider outsourcing the management of your printer fleet. Similar to outsourcing non-core functions like coffee service, a managed print services provider can manage your fleet of printers on a usage-based model which includes everything you need: supplies, service and support. These outsourcing programs do not require capital expenditures since they simply manage the printers that you already have.

4. Review the Results Quarterly

With your printers under management, you could work with your provider on a quarterly basis to review your actual usage and implement recommendations to further optimize your printing infrastructure.

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