



ALTERNATIVES

Printing & Imaging News for
ALT Customers

Causes of High Output Costs

A recent InfoTrend study found that organizations predicted that they spent an average of three percent of their annual revenues on printing costs. When in reality, the percentage is often twice as much. An organization's printing, copying and fax-related costs average about six percent of annual revenues when direct and hidden costs are considered. The reason for this is many of the largest cost components are hidden and eventually grow over time without management noticing.

Five of the most common reasons for high output costs include: device proliferation, underutilization, multiple print architects, multiple print drivers, and energy drain.

Device Proliferation:

Believe it or not, many organizations often do not fully know how many hardcopy devices are in their office or offices, especially for organizations with multiple office locations. An unmanaged purchasing processes can result in user-to-device ratios as low as two users per device (or 2:1). Best practices suggest that it is best to consolidate whenever the user-to-device ratio is 10:1. HP, for example, recently reduced the number of devices in its organization from 4,385 to 2,004. This resulted in a 54% decrease in cost and ultimately saved the organization millions annually.

Underutilization:

One of the most costly effects of having multiple hard copy devices is underutilization, especially since today many people edit documents right on their computer and communicate via email instead of fax. This underutilization of hard copy devices is not hard to believe since some companies have more devices than people! In fact, many organizations have 2 to 6 times more copying capacity than they really need.

Multiple Print Architects:

Lets face it, the larger and more geographically diverse organizations are the more likely they are to have various print architectures. This makes controlling printing devices difficult and not very cost effective. Also, it is not uncommon for an IT specialist to make printing decisions from a localized point of view and then develop their own network, separate from the other parts of the organization. In doing so, this will eventually become challenging and costly to manage for the organization.

Multiple Print Drivers:

It is estimated that 20% of calls to IT help desks are printer related. This should not come as a surprise since often times organizations use a wide variety of printer brands and models. One of the best changes you can make to cut back printing costs is to provide a single, easy-to-use, self updating, intelligent driver replacement. By making this simple change, IT departments could potentially realize a 75% decrease in staffing required to integrate printers, a 50% reduction in working hours per month installing, certifying and maintaining printers and a 50-75% drop in administrator time.

Energy Drain:

The 17 page-per minute, network laser printer's lifetime energy cost is \$110 according to the Federal Energy Management Program. This number may seem small and not too significant but when you multiply that by the number of devices, the cost greatly increases.

This is where an organization can see how much hard copy printing is really costing them. It is also important to note that the assumed printer life is only six years. →

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PICK OF THE MONTH



HP 5525 Printer



Solutions That Work™

An organization can cut this cost by removing underutilized printers as well as purchasing Energy Star qualified laser printers. These printers only use the one-quarter amount of energy as the regular laser printers.

By trying these five simple recommendations your organization will see lower hard copy printing costs and that six percent of annual revenues spent on printing related costs will decrease. For more information a copy of an HP report with more information on this subject, please contact us!

ALT Pick of the Month

HP 5525 Printer

Make printing more time efficient and cost effective, without sacrificing quality, with the HP 5525 printer. Print on a variety of papers up to 12.6 by 18.5 inches, envelopes, labels, cardstock and transparencies at a professional standard, without leaving your office. The HP 5525 laser printer has the speed to finish large jobs; it can print up to 30 pages per minute, black and color, and has an expandable paper capacity of up to 2,500 sheets.

Add convenience with the ability to print from anywhere with a smartphone, PC or a mobile device using HP ePrint, a feature your staff will most certainly love. Not to mention a walk-up USB drive that makes it easy to print a file whenever or wherever it is most convenient for you.

The HP 5525 printer has a recommended monthly volume of up to 10,000 pages. This easy-to-use printer will limit IT calls and make printer costs easier to manage. The printer will also cut overhead costs with Instant-on technology, which reduces energy use up to 50%, available automatic two-sided printing and convenient cartridge recycling.

In addition to these great features, receive \$250 cash back when you purchase the HP 5525 printer and trade in your old printer!



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:



Printed using HP 5525 Printer, September 2011



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