

EXPERTS' FORUM | Technology

5 Ways Printers Can Improve the Bottom Line

Studies show that as much as 90 percent of an organization's total printing expenses may be invisible or uncontrolled. Organizations of all sizes are paying more than they know on printing – and certainly more than they should. But precision and predictability are possible.

New print management technology puts the power back in the hands of organizations. A managed print system remotely monitors and manages an organization's printers to optimize performance and lower costs. Most importantly, staff can focus on the company's core functions.

Through managed print services, technology companies like Marco take responsibility for the organization's day-to-day print management and provide a cost-effective alternative to the traditional purchase or leasing arrangements.

Here are 5 reasons organizations choose managed print services:

1. Never run out of toner. Don't worry about having to stock up on toner or not having enough toner to print that important presentation. Using automated managed print software, technology providers remotely monitor toner levels and automatically send toner to the customer before the toner is empty. This same automated functionality also can signal potential service issues or the need to replace a printer.

2. Budget printing costs to the penny. This total printing solution gives organizations a complete printing service for one affordable and predictable monthly cost. Organizations receive the latest in printer technologies, supplies management, on-demand expert repair and maintenance support and regular reports to gauge activity.

3. Reduce printing costs. Managed print services ranked No. 2 among the top

10 best ways to reduce IT costs, according to CIO Insight magazine. Companies commonly see up to a 30 percent decrease in their printing costs. This is largely driven by leveraging the technology provider's purchasing power of toner and expertise in right sizing the print environment.

4. Get free maintenance and repair. According to Gartner Research, for every \$1 spent on equipment, supplies and service, another \$9 is spent on overhead costs such as IT and helpdesk support and management expense. Managed print services eliminate those unforeseen costs and provide highly-qualified on-site maintenance and repair as a part of the program. If a device stops working, businesses receive a replacement printer of equal or better value.

5. Create a more efficient workflow. Managed print services go beyond the traditional cost reductions to offer workflow improvement strategies. The Marco team first assesses how many devices an organization has and how they are used before creating a customized print strategy plan that optimizes the organization's print resources. Companies often save space, maintenance and electricity costs by having five to 10 employees share multifunction devices.

These benefits are leading organizations of all sizes to look to managed print services to reduce capital spending and boost efficiency. Managed print services is expected to grow to \$50 billion by 2013 with more than half of all devices under contract, according to 2009 report from Photizo Group, an industry analyst firm. It's a solution that gives organizations the precise services they need when they need them.



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