

Consulting

IT Solutions

Managed Services

# MANAGED PRINT SERVICES

WHITEPAPER BY FUJITSU AUSTRALIA - AUGUST 2008

## EXECUTIVE SUMMARY

Whilst well-known and widely accepted for the procurement of copiers, a service contract for printers is still new to many commercial and government organisations. This whitepaper discusses the advantages of a usage-based charge model for print.

## WHAT IS MANAGED PRINT SERVICES

Through a Managed Print Services (MPS) agreement organisations procure all consumable items, break-fix repairs, preventative maintenance and user support for their fleet of printers, Multi Function Printers (MFPs), copiers and Multi Function Devices (MFDs) for which they pay an agreed price per page for the actual usage. MPS balances the expenses related to document production devices. The form of billing known under the term service contract or click-charge is very well established for procuring copy technology and the associated supplies.

MPS agreements can include the hardware device themselves, paper, accelerated repair times, additional services (e.g. on-site personnel, valet-services etc.) or additional technology to reduce document volumes or increase employee productivity when interacting with imaging devices.

## HOW MUCH IS PRINTED AND COPIED?

Industry analysts estimate that commercial organisations spend up to three per cent of their revenue on producing documents<sup>1</sup>. However, many organisations don't know how many print and copy devices they have, how they are used and how much they are spending on that unknown usage.

## WHAT DO USERS DO AND WHAT DO THEY NEED?

A large share of documents that are produced today are A4 printed pages, and many print jobs are only a few pages long. So when decisions are made on what types and sizes of devices should be implemented, savings from reduced cost-per-page may be quickly absorbed by lost productivity from using large, centralised devices. Colour printing where offered is very popular and together with email is identified as a major contributor to page volume growth<sup>2</sup>, whereas scanning to digital image and electronic distribution increasingly replaces traditional copy and fax for many users.

### **FLEET AUDIT AND USAGE ANALYSIS**

Government agencies and commercial organisations are well advised to review the type and number of devices they operate. How these devices are used. How many pages are produced and how much is spent to produce them.

A number of tools and service providers are available to assist with this task. The collected data can be used to define the desired future strategy and assist with implementing appropriate transition initiatives.

### **REDUCE PRINT AND COPY COSTS**

The cost to print or copy a page varies greatly depending on the type of device used. Personal devices, especially those using ink, can be more expensive to produce than a similar page compared to larger shared devices. The age of print and copy devices can also significantly impact the cost of producing a page. Many devices are over five years old<sup>3</sup> and have higher cost-per-page and higher repair costs compared to the latest models.

Reviewing, rationalising and refreshing some or even all of the devices currently used can result in significant cost savings. MPS can facilitate fleet optimisation without capital expenditure by using savings from the current operating expenses.

Apart from paying attention to the cost associated with producing a page, organisations should also focus on how many pages are produced and if any of them can be eliminated. Printing double-sided and reduced to two pages per side for example can reduce page volumes by up to 50 per cent.

Replacing copies and associated paper distribution by scanning and digital distribution eliminates pages altogether. MPS can deliver tools and services to control and reduce the overall number of pages produced in an organisation.

### **VISIBILITY AND CONTROL**

MPS provide ongoing reporting on the device utilisation, incl. periodical fluctuations, split between copy and print, use of colour and usage patterns of business units, departments, cost centres or even users. Monitoring user behaviour can greatly assist to identify high usage areas, general trends and abnormalities and to initiate appropriate rectification measures, e.g. education and control mechanisms.

### **DEVICE AVAILABILITY**

Remote device monitoring and automated consumable shipment ensure that supply items are always available at the device when required and eliminate device downtime from depleted consumables. Remote device management and accelerated break-fix repair response and repair action times reduce breakdown times to a minimum. Automated routing to assigned back-up devices can further increase the availability of print capability to the users.

### **USER SATISFACTION**

Through MPS, access is provided to fast and modern devices that offer the required features and are available where and when needed. MPS fleets are recommended on customer specific historical usage data, general industry trends and user input. This service also facilitates readily available user support and quick resolution of breakdowns.

### **REDUCE ENVIRONMENTAL IMPACT**

Rationalised fleets of fast and modern devices with features limited to those that the users actually utilise, reduce both energy consumption and e-waste from consumables to the lowest possible levels. Initiatives and technologies that are implemented to reduce the total number of pages in order to reduce costs further benefit the environment.

### **MANAGED PRINT SERVICES BY FUJITSU**

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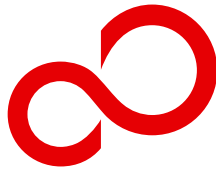
We offer an end-to-end service to ensure optimised print and copy capability and availability, including audit and analysis services, fleet recommendation services as well as provision of technology and services to reduce document volumes. All products and services can be procured incorporated into the usage based billing or procured as outright purchases.

### **FURTHER INFORMATION**

For further information please email **[managedprintservices@au.fujitsu.com](mailto:managedprintservices@au.fujitsu.com)**

### **REFERENCES**

- 1 Peter J. Grant, 'Businesses Miss Out on Savings by Not Using Print Management Tools', 19 September 2005, [www.gartner.com](http://www.gartner.com)
- 2 IDC, HP
- 3 Ken Weilerstein, What IT Managers Need To Know About Office Print Before It Falls Into Their Lap, 11th November 2005, [www.gartner.com](http://www.gartner.com)



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