

Driving value from managed print services

The economic climate raised the profile for print and document output as the last unmanaged frontier when it comes to optimising IT infrastructure. Now, more than ever, companies are turning to managed print services to save money.

MPS is a service offering that helps companies of all sizes better manage the way documents are printed, shared and updated throughout their business. It brings multiple print budgets and output devices – like printers, copiers and fax machines – under the management of a single vendor. MPS takes many forms, and the most important is the one that matters to the client decision maker: drafting a well-executed MPS strategy, one that drives value in clearly defined and measurable areas.

MPS is certainly creating a tremendous market opportunity for vendors, but it's important for clients to understand that success in MPS comes from effective execution, not up-front promises.

Are you benefiting from your current investments? Consider what went into the decision-making process for your company's current output environment, including the current fleet of multi-vendor copiers, printers and other hardware. Is it still delivering what you need? Could it do more like scanning and imaging for easy access?

Can your technology keep up? As a business changes and evolves, so must its output solution. If the current technology is unable to keep up with the demand from additional employees and increased usage, it is merely a drain on your financial and human resources. Or, if your current strategy does not provide flexibility as the total employee population fluctuates up or down, you have an opportunity for improvement.

While the economic environment may mean you need to hold onto your technology assets for a longer period of time, MPS will still reduce costs by combining the right technology with software, services, and proven best practices so your business can streamline workflow, eliminate time consuming manual tasks, speed up access to critical information and reduce operational costs.

Implementing MPS not only tackles cost and productivity goals, but it can offer sustainability benefits as well. For example, by decreasing the number of output devices from 10,000 to 3,500, One company addressed a corporate commitment to reduce paper consumption, decrease power usage and eliminate several tons of landfill waste. By strategically rationalising the ratio of output devices to its employee population, the company reduced energy usage – leading to reduced carbon production and greenhouse gases. Eliminating unnecessary output also helps save a significant amount of fresh water and trees via the reduction in the paper and pulp manufacturing process.

One of the fundamental challenges when assessing printing expenses is determining what is

being spent and where. When your IT department is constantly fixing hardware while employees are unable to effectively print, scan and handle documents, all departments suffer. Printing costs are often buried in various department budgets, and each employee likely has a personalised work process that may not be optimal to reducing overall printing costs.

While MPS is not a new solution, it continues to be an overlooked opportunity for companies to save money. Businesses are eager to innovate and give their employees new ways to work efficiently – to win new business, to get products to market, to get invoices processed, and to communicate more effectively with customers. A properly implemented MPS strategy creates a platform that integrates with overall IT strategy.

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