



THE · ADVANTAGE · BRIEF

YOUR UPDATE ON PRINTING & IMAGING

[CONTACT US](#)

[FORWARD TO A FRIEND](#)

In This Issue

October 2010

- ▶ **And You Can Print That: Walt's Thoughts On "The IT, Productivity & Environmental Impacts Of Managed Print Services"**
- ▶ **Thought Leader Interview: Morrison & Foerster LLP**
- ▶ **Ask Advantage: Proactive Vs. Reactive Service Models?**
- ▶ **No-Cost MPS Assessment!**
- ▶ **Product Spotlight: HP LJ P4015 & P4515 Series Printers**
- ▶ **Alliances**
- ▶ **Your Documents**
- ▶ **About Us**
- ▶ **About Your Subscription**



AND YOU CAN PRINT THAT!

Industry Thoughts and Advice from Walt Lemmermann

The IT, Productivity & Environmental Impacts Of Managed Print Services

[Last issue](#), we discussed in detail **the strong impact** that outsourcing the management of the printer fleet has on a company's finances.

We need to consider, too, how the **Information Technology (IT) and productivity of a company can be positively influenced** by Managed Print Services (MPS), which can also help minimize the corporation's carbon footprint.

The typical IT department spends over 15% of its time responding to "urgent" printer service calls, **of which 26% involve paper jams** that prevent customers from

Find out how much you're **REALLY** paying for printing!

Get your **print assessment** today! ▶

Product Spotlight

HP LJ P4015 & P4515 Series Printers

doing their work.

These random calls require immediate attention from the IT department. Because IT staff are not printer specialists, resolution takes longer and keeps them from working on **important projects that drive their firm's competitiveness**, such as software applications, networking, and communications.

An effective MPS program is proactive -- not reactive -- and is designed to prevent these sorts of problems from occurring in the first place. Routine maintenance that involves cleaning printers and changing worn or broken parts **will eliminate 95% or more of service events**. Which means that neither the IT department nor their customers have to even think about printers; printers are like dial tones ... always ready.

And should a repair be required, a proficient MPS provider should resolve the issue on the first service call.

While the productivity impact of MPS on IT is apparent, its financial impact is not. We mean, what's the cost savings of having something *not* break ... and having end-users print documents without stopping their work so they can focus on their highest and best purposes ... and then *not* require IT resources throughout the day. Most companies can't measure that financial impact, so they just ignore it ... **although this is a huge cost!**

Consider, too, the impact that *not* actively managing your printer fleet has on your productivity. New printers are purchased but the old ones are never eliminated, **creating a non-standardized hodge-podge of equipment** requiring a growing, complicated, and expensive assortment of toners, spare parts, and consumables. Soon the fleet becomes unbalanced -- smaller printers are doing heavy loads in one location while bigger printers aren't fully utilized elsewhere. Utilization suffers, bottlenecks occur, and people end up waiting for their jobs to finish because they have the wrong equipment.

The terms we use in MPS are "load balancing" or "right sizing." A proficient MPS service will -- on an ongoing basis -- retire older printers, introduce new ones, and move them around where they best serve the customers' needs.

Meanwhile, in the environmental arena, the added



The HP LaserJet P4015 and P4515 Series are high-performance, high-volume workgroup laser printers with robust security and management features and a print speed of up to 52 and 62 pages per minute, respectively.

Both can be upgraded with HP's advanced, high-performance secure hard disks for more robust security features.

[Learn More »](#)

Alliances

Elite Partner



Office Printing Solutions



NewField IT

Optimising paper-related assets



benefit of MPS is that it can serve as an educational tool **to help a company really understand how much printing it is doing**, what sort of printing (i.e. black and white or color, simplex or duplex, etc.), and what devices are doing the printing. For instance, due to the easy accessibility of printers, people are often printing many more documents than they need. (We have clients who throw out a ream of paper a day because their employees print to a central device and then forget to pick them up.)

The bottom line is that until people become aware of how much they are printing -- often unnecessarily -- waste and **the added expense of that waste** will continue to mount.

If you'd like to know how much an MPS program can save you, may we suggest a no-cost True Advantage MPS Assessment? **Just [tell us](#) when you're ready.**

And you can print that!

[Back to Top »](#)

INDUSTRY THOUGHT LEADER

Morrison & Foerster's Joe Romano

MORRISON

FOERSTER



Joe Romano is West Coast Regional Technology Manager at [Morrison & Foerster LLP](#) in charge of IT for the law firm's west coast offices, 24x7 helpdesk support, and IT communications. Recently, he took a few minutes to chat about his company's "green initiatives" and its Internal Sustainability Committee.

Advantage: Joe, what convinced your firm to launch its green initiatives?

Joe Romano: In late 2007, the Internal Sustainability Committee (ISC) was formed to make recommendations concerning our participation in the [Law Office Climate Challenge](#) which was a program created by the American Bar Association and the EPA to urge all law firms to be



control
systems

equitrac
True Document Care

Your Documents

White Paper Links:

["The Importance Of A Print Management Strategy"](#)

E-Newsletter Archive:

[July 2010](#)

[April 2010](#)

[January 2010](#)

[October 2009](#)

[July 2009](#)

[April 2009](#)

[January 2009](#)

[October 2008](#)

[July 2008](#)

[April 2008](#)

About Your Subscription

[Unsubscribe »](#)

[Forward to a Friend »](#)

Advantage Enterprises
PO Box 1160
New York, NY 10028
1.800.530.3190

About Us

Advantage Enterprises delivers advisory and managed print services, primarily to professional service firms so they can focus on their highest and best purpose of billing their time and growing their client base.

conscientious regarding green initiatives. Since then, the ISC has gone beyond the original program and has tacked on other internal sustainability initiatives.

Advantage: How has that affected your IT efforts?

Romano: Fast-forward to 2009 when the ISC decided to look more closely at improving our green best practices. We instituted our duplex printing efforts, made a case to utilize recycled paper on 90% of our print jobs, instituted the use of recycled toner, and formalized across all of our offices zero-landfill hardware recycling programs.

Advantage: Does Advantage's Managed Print Services program facilitate those efforts?

Romano: Absolutely. Back in 2009, when we began our local initiatives, our duplex printing utilization was at about 32% across all our offices. These last three months we've been at 60%, which is a pretty substantial increase especially when you consider that we print several million pages each and every month. And even though duplex printing is said to add wear and tear to printers, Advantage really helped us reduce our downtime to practically zero. So there was no reason for the users in our firm to complain that the duplex printing made our printers less reliable, less accessible, or less available.

Advantage: How did Advantage accomplish that?

Romano: Their quarterly reports gave us visibility across all our offices as to our progress and allowed us to focus our local sustainability teams on those offices that were slow to adopt the program.

Advantage: Are you achieving everything you had hoped to?

Romano: Without a doubt. And we do set some pretty lofty goals which increase every single year. What's facilitated our doing that is Advantage's Managed Print Services program which supports the use of recycled toner and taking back recycled toner cartridges; not all vendors do that. They also support our ability to use paper that has a high recycled paper content. And their preventative maintenance programs and speedy response to our support requests allow us to use these products that traditionally weren't used because they were thought to contribute to degrading the life of a

For over 20 years, Advantage's environmentally green lifecycle management programs have increased productivity of printing and imaging fleets and cut costs while saving the environment.

To learn more about what gives the top law firms their competitive edge, please visit our Web site at

www.advtg.com

or e-mail us at

marketing@advtg.com.

printer.

Advantage: Why is that?

Romano: In the past, the perceptions were that duplex printing, recycled toner, and not using premium paper would decrease printer life. But it just isn't true. What we're finding is that when someone like Advantage is there doing an excellent job of servicing and maintaining your equipment, we experience very, very little downtime, if any.

[Back to Top »](#)

ASK ADVANTAGE!

Proactive Vs. Reactive Service Models?

Q: *"What's the difference between a proactive and a reactive service model? We've heard a lot of conversation about being proactive with our printer fleet. What's the benefit?"*

A: The benefit is fewer breaks and happier customers. A proactive service model is most successful with remote monitoring as a key tool. With remote monitoring, we:

- Predict outcomes and set expectations.
- React to warnings before they become failures.
- Monitor alerts and plan a course of action.

While any support organization cannot be everywhere at the same time, today's technology can remotely monitor the fleet for early warning signs and generate alerts. Early warnings and alerts give the buffer of time to resolve potential problems before they become breaks.

The remote monitoring tool -- along with proactive actions -- will reduce the frequency of service events by at least a third, giving customers more time to do their work.

Let Advantage Enterprises solve your print-related problems by sending your questions to marketing@advtg.com.

[Back to Top »](#)

UNSUBSCRIBE

Share this >     

[Unsubscribe](#) | [Subscribe](#) | [Update my profile](#) | [Contact us](#)

POWERED BY
