

THE MANAGED IMAGING AND OUTPUT ENVIRONMENT

A managed imaging and printing environment brings costs under control and allows the organization to achieve the full benefits of a truly flexible IT environment. Maximizing these savings and benefits means implementing as many of the following elements as possible:

- Balanced hardcopy device deployment achieved by using an assessment
- Remote device management enabled with network connectivity and Web management tools
- Document, image, and output management solutions
- Managed services and pay-per-use model
 - A managed service involves outsourcing elements of the imaging and output infrastructure.
 - A pay-per-use model allows variable costs, such as toner, to be based on actual usage.
- Outsourcing document production

Assessment and balanced Deployment

A managed imaging and printing environment starts with an assessment. This is a comprehensive study of a departments, division's, or enterprise's current imaging and output environment with the goal of determining an optimal hardcopy device deployment and network infrastructure. This optimal state strikes a balance between lowest total costs and highest employee productivity, which can be opposing goals. For example, at one extreme, the lowest cost environment would be one hardcopy device shared by an entire large company, but this would yield the lowest level of employee productivity. At the other extreme, the highest cost environment is one in which all employees have their own non-network printer. Between these extremes, an optimal deployment is a mix of device types (printers, MFPs, copiers, fax machines), a mix of personal and shared devices, and the right network infrastructure and tools that together minimize costs while maximizing employee productivity.

An assessment looks at usage behavior and business process workflows around hardcopy (print, copy, fax, scan), the hard costs associated with hardcopy devices (hardware, toner, maintenance), and IT support costs around those devices (help desk as well as installation, upgrade, and redeployment IT services). Usage behavior considers employee productivity issues (distance to hardcopy device; frequency and volume of use; device redundancy/backup; and device productivity features such as speed, color, and finishing). When employees are empowered by an assessment that supports their printing and imaging needs while standardizing and simplifying the infrastructure, the result is a collaboration that unlocks the value of print resources and opens the way for the organization to evolve.

Remote Device Management

The increased use of integrated devices (printers and MFPs) instead of unconnected devices (copiers and fax machines) to deliver print, copy, fax, and scan services, combined with the use of Web tools for proactive and customized management, provides many benefits. Devices can be remotely accessed and managed using any

Web browser. Remote device management tools allow designated support personnel to do such things as monitor device utilization so they can rebalance device deployment as needed or charge back departments and receive notification of hardcopy device problems and when supplies are needed.

Managing unconnected or standalone copiers and fax machines in an environment entails physically walking to or traveling to the device to troubleshoot even the simplest of problems. Moving the copy and fax functions to network-connected MFPs allows them to be managed remotely. This approach saves IT time needed to support these devices and improves user productivity through increased device uptime.

Document Management Solutions

Document management tools capture paper and electronic documents, integrating them into the business process workflows. This capability is especially beneficial in document-intensive processes in which paper documents complement a digital workflow. Digitizing the information captured from paper documents leads to more accessible information and reduced time and cost to complete critical business processes.

Software tools available with MFPs capture the information scanned from paper documents and hand off the appropriate format to a range of destinations ó from fax and email to collaborative, enterprise resource planning (ERP), and customer relationship applications. Imagine customers and employees scanning documents directly to appropriate workflows or destinations such as customers, finance, legal, sales, human resources, and marketing.

Output Management Tools

Electronically represented documents can be targeted to a variety of users in a variety of formats for a variety of purposes. Such flexibility tightens delivery cycles and maximizes responsiveness to workplace demands. Versatile shared resources based on standardized components can provide great value in such situations. For example, a server in a multiplatform ERP environment can be responsible for publishing content across platforms and to various destinations such as email, fax, Web, and print.

Managed Services

Service managed onsite by a third party is more than just a repair service or lease; rather, it includes ongoing asset management, preventive maintenance, device upgrades, device moves, supplies replenishing, and adding equipment as needed.

Pay-Per-Use Model

Organizations can combine third-party onsite management with a pay-per-use/utility payment model, by which the company pays only supplies and maintenance costs based on actual page volume, and the contract is adjusted periodically to reflect any changes in actual page volume. This collaborative approach simplifies the print and imaging model and maximizes the organization's ability to respond to changing needs.

Cost Savings and Benefits Achieved

By implementing a managed imaging and output environment, the studied sites achieved average direct cost savings between 8% and 41% and significant indirect cost savings. These savings are broken down as follows:

- 37% from reduced hardcopy device equipment costs
- 28% from reduced IT support costs for printing/copying/faxing/scanning user issues (Print-related help desk calls were reduced 51%, from 15% to 7%.)
- 9% from reduced costs to order and manage inventory

- 17% from reduced costs for consumables

- 4% from reduced costs for print/copy/fax/scan repairs

- 5% from reduced costs to install and upgrade hardcopy devices

When asked about the biggest benefit and best part of the new environment, the companies indicated that they highly value the following outcomes of a managed environment:

- The availability of real-time usage data as a basis to make decisions and to show actual cost reductions

- Much-increased user satisfaction from a now balanced deployment

- The change in user behavior enabled through usage reporting, which made users more conscious of what and how much they print