

"The Fine Print"

Print Rationalization Conference

The Shift in Print: 2009

The Canadian Outlook

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“So much of what we call management consists in making it difficult for people to work”

-Peter Drucker



Transformation of the Printing Industry Agenda

- Then...Now
 - Speeds & Feeds
 - Managed Print Services
- Now...Future
 - Print Rationalization



Then...



- Speeds & Feeds
 - Printing was a necessary novelty
 - Toner was pricey
 - Printers were printers, scanners were scanners and copiers were copiers...and then there were fax machines...

~2000 – 2005: Managing Toner & Costs

- Printer prices declined
- True heterogeneous environment
- Recycling (paper & toner) became an issue



2000s Key Purchasing Drivers & Issues

- Total Cost of Ownership
- IT Network Set-Up & Security
- However - the needs of business users dominated the printing environment. IT had to respond.



What did customers want?

- Simplification
- Productive employees
- Reduced costs
- Managed & organized environments
- No worries

Managed Print Services (MPS)

- Combining hardware, software & services
- Outsourcing the daily management
- Encompassing:
 - Acquisition, leasing, recycling, technical support, network security, and consumables

The Evolution Continues

- Wasn't enough
- Needed more functions
- More control over printing environment, greater understanding of users & activity

The Future is Now

That Future is Print Rationalization

“The price of greatness is responsibility”

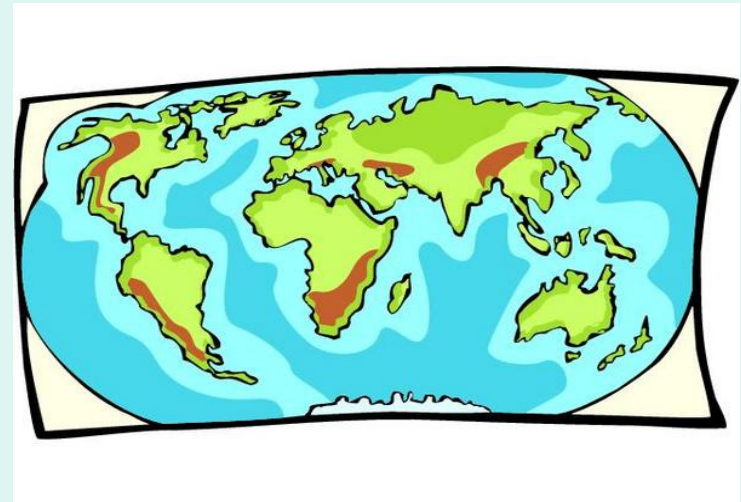
» Winston Churchill

Print Rationalization

- Holistic view of the printing environment
- Provides greater control, insights and understanding into the print activity
- A way to further manage printing costs

Print Rationalization Strategies

- Cost is a huge factor
- Also encompasses:
 - Security
 - Policies
 - Consumables
 - Environmental stewardship
 - Training & support
 - Product maintenance



Effectively Developing & Managing the Print Rationalization Strategy

3 Steps

1. Assessment
2. Needs Determination
3. The 1-3 Year Plan

First Step: Assessment Considerations

- Ratio of printers to users
- Individual vs. networked printers
- Number and types of printer models
- Age of printer fleet
- Network infrastructure
- Employee productivity
- Maintenance & support costs
- Capital costs

Second Step: Needs Determination

- What kind of department do you have?
- What do your employees/IT need to improve productivity?
- Consider:
 - Device management
 - Network infrastructure
 - Digital document workflows

Third Step: The Print Rationalization Plan

- One – three year strategy
- Find a partner
 - Hybrid dealers
- Be purposeful, be strategic

“Just Do It”

“Management by objective works if you know the objectives. Ninety percent of the time you don’t.”

» Peter Drucker

Thank you

- Q & A



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