

# Are your print costs out of control?

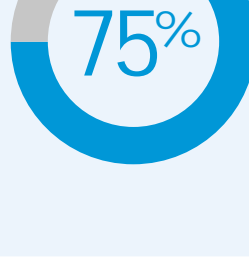
When it comes to office printing, you need to know you can rely on your hardware and supplies to keep your business running smoothly. After all, printer downtime means reduced levels of productivity, extra costs and lost revenue.

For print to work better you need to know the total cost of ownership, but:



According to Gartner, **90%** of businesses don't know how much money they spend on printing

Getting a grip on these costs is vital. After all, printing is still an essential tool.



**75%** of SMBs across Europe believed printing to be critical or very important to their business activities<sup>1</sup>

This infographic helps you to identify how you can reduce the total cost of ownership of printing in your business.

## STEP 1 Choose the right printer for the job

Buying a printer is a long term business investment. What should you consider to ensure the model you choose delivers the best value to your organisation?

**Colour or black and white?**  
Don't assume colour printing is a waste.

**90%** of SMBs say colour attracts new customers<sup>2</sup>

**How about a warranty?**  
Keeping your printer up and running is vital.

**45%** of IT helpdesk calls tend to be print related.<sup>3</sup> A lifetime warranty can help you stay productive

**How many pages do you print each month?**  
Print volumes are growing. In western Europe the number of printed colour digital pages grew by **8.8%** in 2014, totaling **136 billion**<sup>4</sup>

**What about security?**  
Data protection breaches cost time, money and reputations.

**90%** of businesses had a hard copy security breach in the last year.<sup>5</sup> Choose a multi-function printer that maintains data security with scan functionality to get documents online to reduce the risk of hard copy data loss.

**ACTION:** Ask your print partner about your key printing needs so they can recommend a printer with the right functionality for you and calculate the total cost of ownership.

## STEP 2 Which supplies should you use?

Poor quality supplies produce poor quality prints. Reduce costs by knowing which toner and solid ink to buy.

**Look for a brand you can trust**

Independent testing has shown that cheap brands of toner can damage printers, often irreparably.

In tests, one bargain brand of toner caused premature equipment failure in **88%** of cases. And that can cost you dearly.<sup>6</sup>

**One brand of supplies for almost any brand of printer**

Xerox® supplies are also available for HP, Brother, Lexmark, OKI and other major printer brands.<sup>7</sup> All cartridges are engineered to Xerox standards and deliver equal or higher page yields than the OEM alternatives.

Xerox® Supplies for non-Xerox® printers have been independently tested and deliver **14%** higher page yields than compatible toner cartridges with 'virtually flawless' prints.<sup>8</sup>

**ACTION:** Ask your print partner how Xerox® supplies help you save money – and protect your printers.

## STEP 3 Choose print solutions that work wherever you are

Your printer needs to support the growing demands for remote working and mobile printing.

**3 out of 5** workers say they no longer need to be in the office to be productive<sup>9</sup> – but they still need to access the printer

**73%** of workers want to print from mobile, but only **14%** can<sup>10</sup>

**And the devices we use at work are changing too**

**57%** of employees are accessing corporate data on a personal smartphone or tablet<sup>11</sup>

**You need a way to print from any device, wherever you are**

**35%** of smartphone users and **34%** of tablet users cannot print and want to<sup>12</sup>

**ACTION:** Ask your print partner how mobile printing can benefit your business.

## STEP 4 Avoid printer downtime and stay productive

If your office printer is out of action, business productivity suffers and costs can quickly rack up. How can you avoid the headache?

**Never run out of supplies – automate reordering**  
Use a free managed print service to help you manage your stocks of printer supplies efficiently – make sure it covers all brands of printer in your office.

**58%** of SMBs considered automated printer supplies replenishment to be important or very important capabilities<sup>13</sup>

**Minimise the impact on your support team**  
Printer breakdowns cause stress and waste employee time. Get your printer up and running again more quickly with a lifetime warranty that provides on-site repairs.

On average, SMBs say that they are devoting approximately **12%** of their IT resources to print management<sup>14</sup>

**ACTION:** Ask your print partner about the Xerox® free managed print service and printer lifetime warranty.

## STEP 5 Get something back

**We love to be rewarded**

**76%** of online shoppers participate in retailer loyalty programmes<sup>15</sup>

**Brand loyalty pays off, especially when it comes to Xerox**  
Earn Genuine Xerox® Rewards points every time you register eligible printers or toner. Then redeem them on a huge range of downloads, retail items or charitable donations – for you, your loved ones or your office colleagues.

**Genuine Xerox Rewards**

Earn **1,000** bonus points just for registering!  
Sign up at [www.xerox.com/rewards](http://www.xerox.com/rewards)

**ACTION:** Ask your print partner for their unique Genuine Xerox® Rewards promo code and get **DOUBLE** points on **ALL** your registrations.



<sup>1</sup> Quocirca Report: The MPS Opportunity for SMBs  
<sup>2</sup> Harris Interactive survey, April 2011  
<sup>3</sup> ManagedPrintConsulting.com  
<sup>4</sup> IDC, Scope: Western Europe (16 countries), Inkjet + Laser, Of ce + Production  
<sup>5</sup> Innovate to Grow: <http://www.slideshare.net/InTwoComm/innovate-xerox-digitelwebinarppt>  
<sup>6</sup> [http://www.xerox.com/assets/images/corporate/pages/printer-supplies/phaser\\_6500\\_vs\\_aftermarket\\_bli\\_analysis.pdf](http://www.xerox.com/assets/images/corporate/pages/printer-supplies/phaser_6500_vs_aftermarket_bli_analysis.pdf)  
<sup>7</sup> The Xerox Supplies for non-Xerox Printers range currently includes: Brother®, Canon®, Epson®, HP®, IBM®, Kyocera®, Lexmark®, OKI® and Panasonic® laser products. Excludes dot matrix and ink jet models.  
<sup>8</sup> <http://www.office.xerox.com/latest/XXNCC-03EA.com>  
<sup>9</sup> <http://mashable.com/2011/08/09/mobile-workers-infographic/>  
<sup>10</sup> Quocirca, The Mobile Print Enterprise, January 2015  
<sup>11</sup> <http://quocirca.com/sites/default/files/reports/042014/939/Quocirca%20SMB%20MPS%20Opportunity%20Excerpt%20April%202014.pdf>  
<sup>12</sup> <https://www.ups.com/media/en/gb/OnlineComScoreWhitepaper.pdf>  
<sup>13</sup> Beyond BYOD: How Businesses Might COPE With Mobility, Ovum, May 2014  
<sup>14</sup> IDC, Mobile Device Users/Non-Users: Print, Scan, Document Management, Worldwide 2015  
<sup>15</sup> <http://quocirca.com/sites/default/files/reports/042014/939/Quocirca%20SMB%20MPS%20Opportunity%20Excerpt%20April%202014.pdf>  
<sup>16</sup> <https://www.ups.com/media/en/gb/OnlineComScoreWhitepaper.pdf>