

Pharos iMFP for Lexmark

Create a Corporate Culture of Responsible Printing with a New Breed of Multifunction Printer



Lexmark and Pharos Systems have partnered to place Pharos print cost management software directly inside Lexmark multifunction printers (MFPs). The resulting **integrated Multifunction Printer (iMFP)** harnesses the power of Pharos Blueprint® Enterprise directly from the touchscreen control panel of the Lexmark MFP.

The Pharos iMFP for Lexmark makes it easier than ever for employees to access the services they need and for businesses to effectively manage their output environment. It's a turnkey solution that secures devices and documents, tracks print and copy usage, reduces waste, and helps manage and allocate costs—in addition to printing, copying, scanning, faxing, and e-mailing.

- **Cost Savings**
- **Waste Reduction**
- **Security**
- **Flexibility**

Blueprint Enterprise locks down the iMFP until users authenticate themselves by swiping a magnetic stripe ID card, holding up a proximity ID card, or entering a username/password. Departmental Chargeback assigns print/copy charges to the appropriate budget center and increases employee accountability. Secure Release Here® allows employees to submit jobs from their computer and then release them for printing at the iMFP that's most convenient, regardless of where it's located—down the hall, four floors up, in an adjacent building, or in a satellite office thousands of miles away. And because jobs can only be printed when users are physically present at the iMFP, document confidentiality is protected.

The Pharos iMFP for Lexmark also helps businesses go green while improving their bottom line. With Secure Release Here, employees use the iMFP's touchscreen to select the documents they really need to print, deleting (or letting the system delete) unnecessary or redundant jobs. This can have a major impact on waste and its associated costs. Even more significant cost reductions can be achieved through Policy Print™. This application enables businesses to define printing policies and enforce them in real time as soon as a user submits a job that crosses the line. For instance, a company could use Policy Print to block employees from printing e-mail in color or sending a 10-page document to a desktop printer.

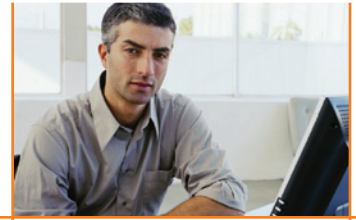
Behind the scenes, Blueprint Enterprise gathers usage data by employee, device, and location across the entire enterprise and runs it through a sophisticated costing engine. The result is a complete and accurate picture of how much is being printed and copied, by whom, on what device, and at what cost. The process is completely invisible to employees so they can focus their attention on core business tasks.

For a list of Lexmark MFPs that can be transformed into iMFPs with fingertip access to Pharos Blueprint Enterprise, visit www.pharos.com/Lexmark-iMFP.

The Print Release screen for Blueprint Enterprise is accessed from the iMFP's touchscreen panel.



Features and Benefits



- **One device does it all** – With copy volumes shrinking and print volumes growing, it makes good financial sense to have one MFP that can print and copy (as well as scan, fax, and email) rather than multiple single-function devices. Add integration with Pharos Blueprint Enterprise and the result is an even more powerful iMFP that has the same streamlined footprint as its non-integrated MFP counterpart.
- **Single user interface** – The touchscreen panel of the iMFP contains the user interface to Blueprint Enterprise.
- **ID card devices** – Magnetic stripe or proximity card readers can be integrated into the system for quick and easy user authentication.
- **Secure Release Here** – The iMFP is protected from unauthorized use because employees must authenticate themselves before using the device. And since jobs are only printed when the person who submitted them is physically present at the iMFP, document confidentiality is protected. Secure Release Here also provides users with unparalleled flexibility by enabling them to print their jobs at any iMFP. And waste is reduced because users print only the jobs they really need—rather than every job they submitted.
- **Policy Print** – Blueprint Enterprise can help create a corporate culture of responsible printing and copying by enabling companies to define policies for cost and waste reduction, and then automatically notifying employees via pop-ups on their workstations or iMFPs when their jobs are not consistent with the rules. Policy Print can inform, warn, or deny printing privileges. For example:
 - Inform:* “Please consider printing documents 2-sided to reduce waste and save money.”
 - Warn:* “Printing this document in color will cost about \$7.50. Please consider canceling the job and resubmitting it in B&W. You may choose to continue, understanding that this is an exception to policy.”
 - Deny:* “E-mail may not be printed in color. Color printing costs 5x more than B&W.”
- **Print/copy accounting** – Blueprint Enterprise tracks all printing and copying in the enterprise and calculates output costs based on the actual utilization of devices plus their fixed and variable costs. Management will know exactly what’s printed and copied and what it costs, enabling fact-based decisions to be made about right-sizing and optimizing the output environment.
- **Reports** – Blueprint Enterprise provides a large library of reports that summarize information by employee, device, and location. It generates a number of key metrics that management can use to assess the output environment, including print and copy volume, employee-to-device ratio, cost per page, prints per employee, cost per employee, device utilization rate, etc.
- **Waste savings** – Blueprint Enterprise tracks jobs that employees submitted but did not print, allowing companies to measure their progress in reducing printing waste.

Lexmark (www.lexmark.com)

Lexmark International, Inc. provides businesses of all sizes with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2008, Lexmark sold products in more than 150 countries and reported \$4.5 billion in revenue.

Pharos Systems International (www.pharos.com)

Making every print an intelligent decision™ is the mission of Pharos Systems International. Pharos provides powerful print management and optimization solutions to corporations, educational institutions, and libraries across the globe. Pharos software and services save customers money, reduce waste, and make it easy to secure devices and documents. The company was founded in 1992 in Auckland, New Zealand, where it maintains an R&D facility. Corporate headquarters are in Rochester, NY.

