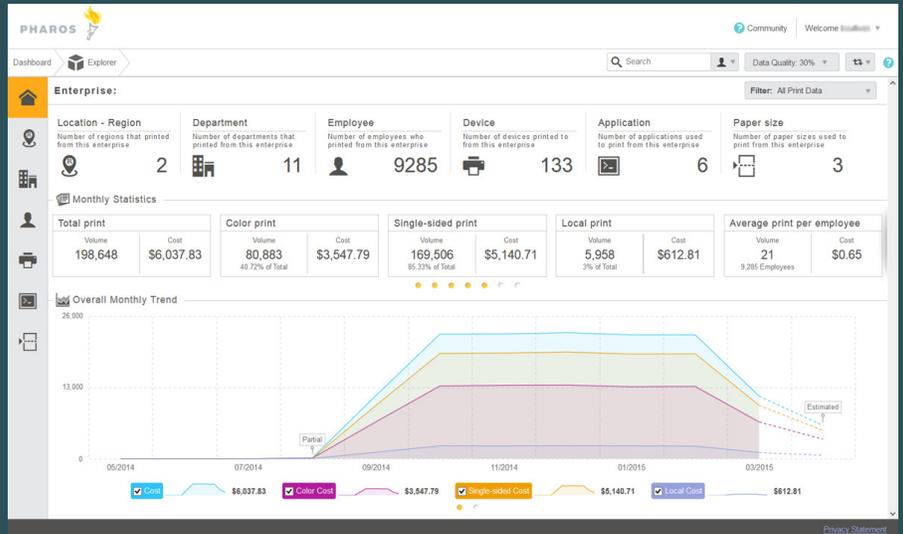


# PHAROS INSIGHTS - PRINT ANALYTICS

Comprehensive job-level details to understand print behavior.

**Easily discover ways to optimize and save by accessing comprehensive job-level details about how people print across your organization.**

Without comprehensive analytics, it's difficult to gain a thorough understanding of how print is created in your organization. Long spreadsheets full of data can be immobilizing. Pharos Insights does the heavy lifting for you. It displays all the latest document-level details intuitively behind a single pane of glass, making the task of data exploration and discovery fast and easy.



## Strategic and tactical guidance

The modern and intuitive Print Analytics dashboard presents key metrics and your custom targets for total annual volume, color volume vs. black & white, total cost of printing, the user-to-device ratio, data outliers, and more. From there, you can easily drill down to explore your data to identify tactical opportunities to reduce and optimize print across your organization.

Explore your cost outliers to gain quick insights into the top cost producing users, departments, and applications. Seeing these outliers at a glance can help you to quickly identify opportunities to automate workflows or reduce unnecessary expenses.

## Insights at your fingertips

Pharos Insights' print analytics provide quick access to key print metrics for employees, documents, and devices—all on demand. Explore data by region and specific departments, employee printing trends across the organization, printer utilization, applications used to print, job-level details about each printed document, and all the important cost data needed to drive meaningful change.

**Clarity and insight**

To change the way people print, you first need to understand how and why they print.

Pharos Insights' print analytics provide the clarity needed to make sense of your print environment and identify the cost outliers. You can use these insights to develop your print strategy and make informed decisions that will drive positive change and continually save your organization money.



**Departmental views**

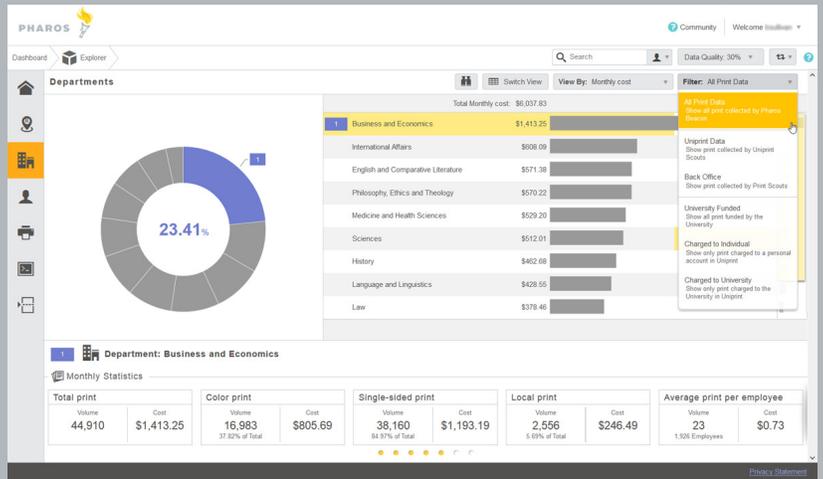
Create access groups to control which data sets various system users can see. You can create views specific to departments, locations, or a combination of both.

**THE TOTAL PICTURE**

Pharos Insights' print analytics captures printing activity down to the locally-attached, personal printer level.

**Why should you care about locally-attached printers?**

- Desktop printers are significantly more expensive per page for both black & white and color.
- Print cartridges are often purchased one at a time, eliminating the opportunity for bulk discounts.
- Multiple personal printers typically means many different makes and models, providing no economies of scale from a procurement or Help Desk support perspective.



**PRINT ANALYTICS WITH UNIPRINT CONNECTOR**

For universities, colleges, and libraries, Pharos Insights with Uniprint Connector adds another layer of data to your collection. It reveals the total cost of print for both the back office and all student print environments managed by Uniprint.

Easily filter your views to learn how print happens within a specific group or department, and see how it was funded—whether it was charged to a cost center, debited from a Uniprint purse, or funded by a 3rd party payment system.

The Uniprint Connector shows the cost of print and funding sources, not what the school charges for printing. This data helps you discover your organization's total cost of ownership with regard to print, so you can focus on specific areas for optimization and savings.



**Filter: All Print Data**

- All Print Data**  
Show all print collected by Pharos Beacon
- Uniprint Data**  
Show print collected by Uniprint Scouts
- Back Office**  
Show print collected by Print Scouts
- University Funded**  
Show all print funded by the University
- Charged to Individual**  
Show only print charged to a personal account in Uniprint
- Charged to University**  
Show only print charged to the University in Uniprint