

SUPPORTING ENVIRONMENTALLY-RESPONSIBLE PRINTING

Sustainability is a hot-button issue, and its importance is only growing. While many companies have adopted green initiatives, one of the simplest environmental and cost-saving solutions can be surprisingly simple—reducing office printing volume.

A casual inspection of most printers reveals stacks of paper waiting to be retrieved by their owners. Much of this paper is uncollected “tray trash” that is destined for secure destruction. And, yes, there is a cost for that too. Clearly, there is a lot of waste, but how much?

By taking measures to foster mindful printing habits and reduce office printing, businesses can save millions of dollars and reduce their environmental impact. Many organizations making sustainability a strategic priority have recognized the important role that print management plays in achieving sustainability goals. Here’s how Pharos print management solutions can help.



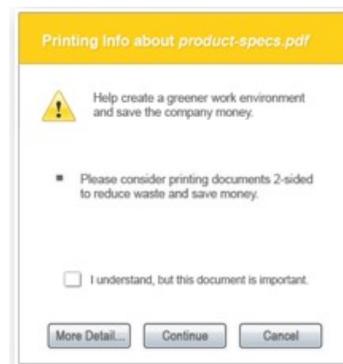
Reduce waste with secure print workflows

The Pharos Cloud, Blueprint Enterprise, and Uniprint print management platforms support secure print workflows that enhance security and reduce waste.

Secure print workflows help prevent documents from being printed and left abandoned at the printer by requiring authentication at the print device in order to print the submitted documents—reducing reduce paper and toner usage. In addition, any unprinted jobs left in the queue will automatically expire after an Administrator-defined period of time.

Foster mindful printing habits with Policy Print

Pharos Cloud and Blueprint’s Policy Print capability enables Administrators to create policies that educate users on mindful printing habits and ensure that employees print according to your company’s cost and sustainability initiatives. Policy Print



enables centralized communication and the enforcement of desired behavior at the point of print submission. You can target the types of print jobs you want to discourage, take appropriate action when a print job violates policy, and tailor customized messages for different user groups.

For example, policies can be created to:

- Educate users about saving paper by informing them about two-sided printing or reducing costs by submitting the job in black-and-white
- Enforce print policies and deny print jobs that are too many pages or should be printed in black-and-white

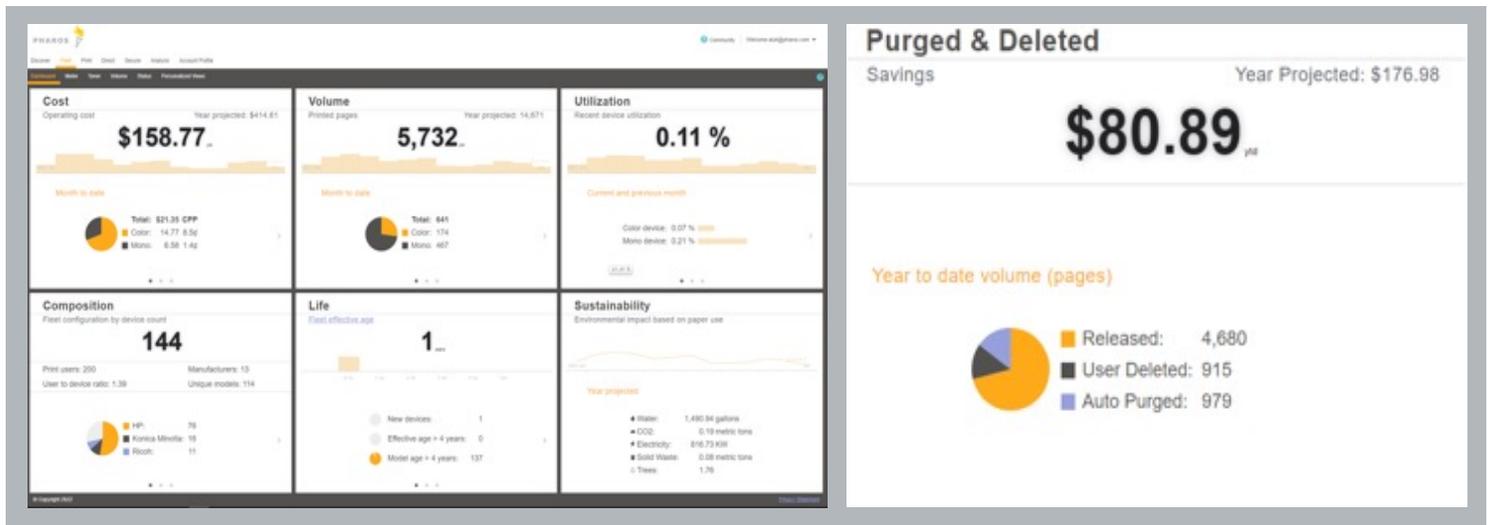
When people understand the impact of each decision to print, they typically become more conscientious of their role in helping achieve the company's cost-savings and sustainability goals.

Track sustainability metrics and gain insights to save

An important step to achieving a more sustainable print environment starts with understanding your organization's printing hardware and habits and setting goals that can be tracked and measured against. A company that understands the costs associated with printing and how mindful printing habits align with company goals will inevitably consume fewer resources and spend less money. You need to know who is printing what, when, where, and why, and Pharos provides valuable reporting on the key print metrics as well as the job-level details needed to identify outliers and reduce costs.

Pharos technology allows companies to track their "waste savings," the amount of money saved by having secure print jobs automatically expire after a configurable period of time, or deleted by the job owner while at the printer. Without secure print workflows in place, these unnecessary print jobs would have ended up in the recycle or shredding bins.

Beyond just print costs, all of the resources that go into creating print including paper, toner, and energy costs need to be factored in. Pharos Insights, a comprehensive cloud-based analytics platform, provides modern and intuitive dashboards that visualize key print metrics and projects the sustainability impact of your organization's printing (water, CO₂, energy, and tree consumption) based on paper use. It allows companies to set targets and track progress on metrics—such as the percentage of two-sided volume and pages printed each month per user—and drill down for more granular job-level details to identify outliers and paper-intensive processes that might be opportunities for digitization. Pharos Insights also provides visibility on cost savings due to the Policy Print feature—data on denied or aborted jobs are included in Pharos Insights for reporting.



Pharos provides the technology to reduce wasteful printing, educate users on mindful printing habits, and measure and track the total impact of printing across the enterprise. By starting down the path of more sustainable office printing, businesses can not only reduce their environmental impact, but also enhance document security and achieve significant cost savings. The transition doesn't happen overnight, but it soon leads to a more cost-efficient, secure, and healthy business. Pharos is here to help, providing the expertise and guidance to optimize your print workflows and print environment. Contact Pharos today.



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