

Understanding Printing Costs

Print is often one of the largest unmanaged expenses for an organization. Gain control and capitalize on savings opportunities.

Use this guide to help you uncover common, yet often hidden costs, and gain a better understanding what's driving printing costs in your organization.

Where do printing costs come from?

While reducing paper and ink usage is important, Pharos helps companies dive into additional sources of print costs.

PEOPLE

We always remind our customers that “devices don’t print, people do.” With this in mind, it’s essential to think through how **incremental cultural changes** will help your company spend less on printing.

INFRASTRUCTURE

The **infrastructure behind your print environment** has associated costs that can be recurring, and may not scale efficiently as your business grows (not to mention underutilized devices if your workforce is primarily remote).

TIME

Time is perhaps the most valuable resource your company has, and time spent managing vendor print drivers and print servers, fielding Help Desk calls, or tinkering with print settings **can add up and tie up valuable IT staff time.**

Common sources of printing costs

Consumables (paper, toner, etc.) particularly for personal or inkjet devices that are purchased “toner out” (vs cost-per-click) are extremely costly because printer manufacturers typically lose money on the printers sales but profit on the recurring consumables.

Color printing is an additional consumables cost: Using color or grayscale (using CMYK to make black & white and grays) can cost several times more than using monochrome (black and white).

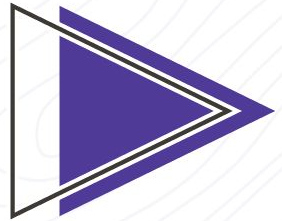
IT staff/Help Desk time: Time spent managing drivers, servers, gathering meter reads, and ordering supplies takes away from more strategic and critical jobs.

Print servers incur a one-time cost at the time of purchase (ranging from \$1000 to \$6000 per server), as well as the recurring costs of operation and maintenance.

Equipment lease or purchase price along with service agreements that typically include the cost of ongoing maintenance, repair and supplies.

Assessing Your Print Environment: **Questions to Consider**

Leverage your entire team to gain a better understanding of your print environment by asking the following questions.



Do we have visibility into what our employees are printing?

Are employees exercising printing best-practices?

- Reducing paper use by printing two-sided
- Printing in color only when needed
- Saving as PDF instead of printing, when applicable
- Digitizing and automating manual, paper-intensive processes, when applicable

Are we reimbursing employees for at-home printing, and do we have insight on what they're printing?

What applications are employees printing from? Are we getting charged for a color page even if there is just a little bit of color on the page (e.g. a blue URL or email signature)

Are employees printing personal documents at work?

Do we know who our top-cost-producing users are?

Has our company ever talked about printing best-practices with our team?

Printers: Do we have too many, not enough, and the right kinds for our office?

What is our Device to Employee ratio?

If we have locally-attached, personal printers, what percentage of are overall fleet are they? Are they all necessary?

Are the workgroup printers/MFDs over-utilized or under-utilized?

Do we have older print devices that may be more costly to maintain and typically consume more electricity than newer Energy Star models?

Are we standardizing on a set of print devices to take advantage of economies of scale from a purchase and Help Desk support perspective? Or can departments and individuals purchase whatever print devices they want?

What special needs do different departments have? (i.e. wide format printing for engineering, color matching for marketing, zebra printing for the warehouse)

How much time is our team spending on supporting employee printing?

How much time does our IT team spend updating and managing vendor print drivers?

How much time does our IT team spend managing print servers?

How much time does our IT team spend fielding Help Desk calls related to printing?

How much time are hybrid and remote employees spending mapping to printers?

How often are prints left forgotten, abandoned, or reprinted?

Are there paper-intensive processes that could be digitized?

**Do we have
company-wide
benchmarks we can
use to measure our
cost-reduction
improvements?**

What is the number of printed pages per user?

What is the ratio of pages printed per device?

What percentage of our print volume is in color?

What percentage of our print volume is single-sided?

What percentage of our print volume is conducted on locally-attached, personal printers?

Start Understanding the True Cost of Office Printing

With these questions in mind, start talking to your team and gain a better understanding of your company's true cost of printing.

If you'd like to walk through this assessment with a print management professional, please contact us for a free print environment consultation.