



User behavior—the final step in controlling output costs.

When it comes to reducing Output Management expenses, accurate device assessment and optimization can only take you so far. Substantial additional savings come when you combine those elements with users who are knowledgeable, responsible, and accountable for their document output activity.

Output management is quickly becoming a business imperative. After all, industry analysts are proving that document output costs organizations between 1-3% of its revenues, and by properly managing output in their enterprises, there is great potential to measurably reduce costs. The first step many organizations take is to assess their current environments and then either implement new document output technology or optimize their current technology—which makes good business sense.

But while optimizing your organization's technological topography is a great place to start, there's still more that can be done—and like anything else in your organization, its success depends on your employees.

To gain measurable, sustainable cost reduction, it is imperative to create a culture based on responsible document output. When users know how much it costs and become accountable for how much they copy and print, they become more careful about document output. And as user behavior changes for the better, so do the savings.

To this end, Pharos Systems has developed innovative, powerful *Informed Print* software that encourages responsible document output through popups that show users how much their printing will cost the organization. Business rules can also be pre-configured that disallow jobs of a certain volume to be printed on low-volume devices. With Pharos working transparently behind the scenes, you can rest easy that your employees have the printing options they need to keep them working productively. At the same time, you know your organization is saving money because high volume jobs are being produced on the most cost-efficient equipment.



Through the effective use of technology and a culture built on responsible document output, Pharos helps your organization:

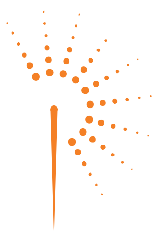
- Reduce document output costs by 10-30%
- Decrease waste by up to 40%
- Develop sustainable YOY improvements

*Pharos printing solutions
are enabled by:*



Blueprint Enterprise

Cost control, confidentiality, convenience.



Putting a face on the savings

Office workers—even the ones that unknowingly copy and print indiscriminately—are typically good corporate citizens. That is, they want to take an active part in helping the organization's bottom line. By providing them with cost-based information and more control over printing and copying, you empower them to curtail the inadvertent misuse of document output assets. The improvements that Informed Print provide will be experienced across your enterprise:

Before



From his wireless laptop, John in sales sends a 25 page document to print at a workgroup color printer down the hall where a meeting is about to take place. Just after the document prints the first time, he realizes he forgot to include a relevant statistic, which he adds and prints again. By the time he gets to the printer, he realizes someone has inadvertently picked up the job, so he runs back to his office to print again. All told, 75 pages were printed, 50 of which were unnecessary.



Kristy in HR needs four 20-page color proposals for a meeting that begins in four hours. Although she's been told that the print center is more than capable of handling the job in that time, she feels "safer" printing them herself on her desktop printer.



Two days before leaving for a trade show, Linda in marketing prints 100 four-page, color brochures on her department's workgroup color printer.



Larry prints a four page brochure on a departmental color laser printer for a customer meeting he's about to have. The next job he prints is a 50 page color report, but he only needs it in black and white. Because Windows defaults to the last printer and settings used, he inadvertently prints the complete document in color.



After

John sends his 25 page job twice—one time without the updated information, and one time with. A popup alerts him that his job will cost \$8.25, so when he walks to the release terminal by the printer, he makes sure to only print the second, more comprehensive version. No one else is able to pick up his job because he releases it and picks it up on the spot.

When Kristy sends her proposals to her desktop printer, a popup notifies her that the 80 pages will cost \$38.40. She reconsiders and sends the job to the workgroup device just down the hall, which will only cost her department \$12.

Linda sends her large job to print, but a popup alerts her that the volume is too high for a workgroup device and must be sent to the print center, which brings the price down from \$132 to \$60. The print center completes the job with improved quality because of production color devices and professional finishing suited to high volume jobs.

Before the 50 page report is printed, a popup notifies Larry that the job will be printed in color and will cost his department \$16.50. Larry realizes what has happened, and reselects the settings so the job is printed in black and white only, which costs \$2.50.

Consider the potential when you multiply these savings times all the employees in your organization times the number of jobs they print every workday.

Cost savings due to Informed Print: \$16.50

Cost savings due to Informed Print: \$26.40

Cost savings due to Informed Print: \$72.00

Cost savings due to Informed Print: \$14.00

