



brother
at your side

**How Brother
'Print as a Service'
can help your
business,
productivity &
bottom line**

MPS brother **MANAGED
Print Services**


**best for
business**

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Introduction

Did you know that **73%** of New Zealand business owners and managers do not know how many documents their business prints in a month, while **60%** have no visibility of their monthly print spend?*

Does this sound like you?

Print and imaging technology continues to evolve rapidly, **making printing more accessible but, at the same time, much harder for companies to understand, plan and budget for.**

The latest print technologies can make deciding what printers to buy and where to locate them **an increasingly complex task:** How many users can each printer reasonably handle? Should they have Wi-Fi? Do they have the speed and other functions we need? Should we be looking at multifunction devices? Inkjet or Laser? And so on.

Add in the need for **regular servicing and dealing with the inevitable technical issues**, plus sorting software and having to keep printers replenished with paper, ink, toner, and printer management can become time consuming.

A solution is to outsource these functions in the form of Managed Print Services (MPS)—this is where print is provided as a service. Brother's print and imaging specialists work with your team to **optimise your print set up**, and take care of everything from toner replenishment to proactive device maintenance. They'll demystify printing and make understanding print easy.

This guide is designed to help you **understand what MPS is**, how it can **solve common pain points for your small or medium sized business**, and how it all works.

*Brother New Zealand Business Print & Technology Survey August 2017



Why you need print and why it pays to make a plan

In business, we're often encouraged to "think big". We're urged to go after that transformational contract, innovate that game-changing product or crack that new export market. That's all well and good, and there are times when making those big, brave decisions is what's needed.

But there are also times when you need to "think smaller" and drill down into the finer details of your business to ensure that it is operating as efficiently, productively and cost-effectively as possible. After all, it's only when you have a sound and predictable cost base that you can begin to plan how to grow your business with confidence.

In modern businesses, print and imaging plays an important part in everything from admin and document management, to finance, sales and marketing and supply chain management.

According to the Brother New Zealand Business Print and Technology Survey undertaken in August 2017 by independent research company Perceptive, 85% of employees see print as important or extremely important to their job, while 57% of business owners say that print is vital to the operation of their business.

This indicates that **having the right printing infrastructure can make a huge difference to the seamless operation and productivity of your business.**

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Print and imaging might seem like a small part of your daily operations but it underpins many business processes. 72% of employees say printing improves the quality of their work and 81% say it enables them to be more efficient at work, with 59% of employees preferring to read documents in hard copy instead of on-screen.

It pays—literally—to have a plan

Given these statistics, it's surprising that 73% of business owners and managers do not know how many documents their business prints in a month and 60% have no visibility of their monthly print spend.

We can understand how this has become the norm, however, in Kiwi businesses, a printing fleet often grows organically. Devices are acquired as needed, **resulting in fragmented set ups** with a mix of leased and owned machines, **different brands requiring different drivers** and, in some cases, **overcapitalised technology** (you may have invested more for a higher spec machine such as a copier that does A3 printing and stapling, but find that most of the time, staff are printing A4 single sheets). This results in an **unbalanced printer fleet, which doesn't align with your business needs**.

This makes it **difficult to accurately measure spend and print volumes**. Other factors such as device placements, workflow/time costs and device management resources can create further inefficiencies.

The good news is that **it's easy to quantify these costs and identify where savings can be made and efficiencies gained**.

Read on to learn how those little everyday office time wasters, that we come to accept as necessary niggles, can actually have a significant financial impact on a business, and how Brother Managed Print Services can easily overcome them.



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72% of small and medium businesses in New Zealand manage their printing in-house, mistakenly believing this is a cost saver for them. We want to change this and allow you to focus on your area of expertise—not waste your time looking after the printer.

You will actually pay less in running costs (ink and toner) on a Brother MPS programme, as we provide an average of up to 36% cost savings from standard pricing and recommend the best machines for your business needs.

You'll **save on hidden costs around staff resource and on-going management by staff**, as Brother MPS removes the time spent by employees in having to troubleshoot the printer or order ink and toner.

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We also place machines in the **best locations to optimise workflows**, meaning printing is within easy reach of staff and they won't be spending time walking back and forth from their desk or get distracted on the way. Brother MPS takes care of everything from sending replacement ink and toner, to scheduling proactive maintenance of machines.





Brother MPS is the answer —here's how it works

You probably didn't get into business to become an expert on office printers. We know that managing your print operations can eat up valuable time and distract you from what you do best—running your business.

That's why we've created Brother Managed Print Services (MPS). It offers you print as a service, where we manage this part of your business for you. We send you ink or toner before you run out and take full responsibility for the on-going servicing of our printers, to ensure you don't have any downtime.

The most successful organisations look to continuously improve their processes to stay ahead. With Brother MPS at your side, you'll receive ongoing advice and strategic support from experts in workplace technology.

The main business benefits of using Brother Managed Print Services are, firstly; that it allows people in the business to focus on their core tasks, while experts make sure the required printing functionality is available.

Secondly; businesses benefit from predictability and transparency of printing costs. Brother MPS provides an average of up to 36% cost savings from standard pricing. On top of this, there are no hidden costs—businesses have full visibility of cash flow on consumables and hardware.

Brother MPS

Cost Per Page (CPP)

You pay (or finance through a partner) for the machine. There are strong cost savings with lower CPP on a flexible pay-as-you-go agreement

Cost Per Page Inclusive (CPP Inclusive)

Provides the ease of buying hardware and inclusive pages as one monthly fee. This delivers a predictable monthly amount that is treated as an operating expense only. We provide an average of up to 36% cost savings on our CPP inclusive rates and no interest on the hardware to ensure a highly competitive total cost of ownership. The cost includes all services (installation, freight, periodic maintenance).

Brother MPS includes:

- The latest hardware
- No hidden costs & receive an average of up to 36% cost savings from standard pricing
- Free delivery & installation of your machines, plus training for your staff
- 7 day New Zealand helpdesk
- 4 year on-site warranty
- Maximised uptime
- Automated replenishment of ink and toner
- Proactive maintenance & servicing
- Local warehousing in Tauranga and Christchurch, ensuring quick response times
- Free, comprehensive recycling

Brother MPS includes...



Use of award winning printers

Brother printers consistently win awards for their reliability and performance. Our mono laser range won the 2017 BLI Line of the Year award—which is like the Michelin Star of the printing industry.



A consultative approach

Brother's print assessment helps you to understand your current print environment and identify your printing needs. Instead of a one-size-fits-all approach, Brother uses a Balanced Deployment methodology. This calculates the right printers your workgroup needs and where they should be placed to optimise productivity. With this approach, staff workflows are more efficient because they're not spending time walking across the office and getting distracted on the way. Bottlenecks at the printer are eliminated and there's always a backup printer if one goes down.



Free delivery and installation

Brother will deliver and set up your machines free of charge, so you can focus on your day-to-day operations. Your machines will come preconfigured too, so you're up and running with minimal downtime. Our technician will also take the time to train you on key features and set-up shortcuts.



Automated replenishment of inks and toners

When your inks or toners are getting low, Brother will automatically send replacements to you—so it's one less thing to worry about and you're never caught out when there is an important printing job. You'll be notified by email that your new consumables are on their way.



Proactive maintenance and servicing

Brother will proactively notify and manage any printer issues to maximise your uptime. We will cover the cost of all maintenance services and parts if issues arise. We'll schedule preventative maintenance visits with their service network. This is based on the volume of work your printer has done and is undertaken to prevent any future problems. Periodic maintenance will also be undertaken regularly.



4-year on-site warranty

Brother will support you every step of the way with our 4-year on-site warranty commitment, unrivalled by other print brands. This means that if we can't solve your problem over the phone, we'll send someone out to repair your machine—free of charge. Our technicians are located throughout the regions to ensure that you get excellent service. T&Cs apply.



Brother's 7-day New Zealand helpdesk

If you ever need to talk to an expert, their 7-day support team based in Auckland, Tauranga, Wellington and Christchurch are just a phone call away. We make a commitment to answering calls from business customers within two minutes.



Recycling—good for business, good for the planet

Brother doesn't just deliver the machines and consumables; we also offer free recycling nationwide for all your printers, inks, toners and drums. We take our environmental responsibilities seriously and understand that other New Zealand businesses want to do the same. That's why we've partnered with experienced providers Croxley Recycling to bring this service to you and make the goal of treading lightly a whole lot easier.



No hooks or hidden costs

Pay for the pages you print. It's that simple. You don't pay additional cost for freight—which is a real bonus of Brother MPS. What you see is what you get with your cost per page from Brother.



Local Warehousing—ensuring quick response times

Not only is Brother's Kiwi helpdesk and service network local, our local support also applies for stock and parts. We hold stock and spare parts in New Zealand at our Tauranga and Christchurch warehouses. Everything is locally stored and locally shipped to ensure we can react quickly. This also means we can guarantee overnight shipping for both the North and South Islands.



How does Brother MPS work?

1 Review

We will work with you to review your current printing set up, and provide a recommendation on your printer set up to improve productivity and reduce costs.

2 Contract

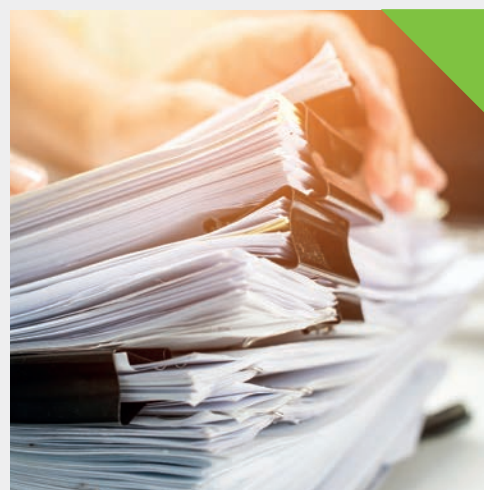
Once a contract is finalised, installation and training dates are arranged.

3 On-going support

The responsibility for your printing rests with us. You'll receive Brother's renowned service and support, meaning you can have peace of mind that your printing is running seamlessly and we'll sort any issues.

4 Payment

You pay a cost per page for the pages you print.





How Brother MPS reduces and controls cost

There are several ways Brother Managed Print Services (MPS) can reduce and control costs relating to your business print and imaging environment:

Reduce capital expenditure

The cost of purchasing an entire fleet of devices can be daunting, but Brother MPS has flexible options. Pay-per-page print models with leased hardware are perfect for companies who balk at the idea of a huge one-off bill for hardware every five to ten years.

Transparent and smooth cash flow

Brother monitors the pages each device prints and you are only billed on what you print. Because pages and consumables are being tracked, you will have complete visibility on what you are using—your cash flow is smoothed and there's no large expenditure upfront. There will be no surprises when it comes to invoices.

By quantifying costs, it's also easier to identify where savings can be made and efficiencies gained—for example, you can identify a printer that's consistently printing single-sided when company policy is double-sided printing to save on paper.

60% of business owners aren't aware of their monthly print spend & 73% aren't aware of their monthly print volumes.

Eliminating overcapitalised technology costs

Did you know that 49% of New Zealand employees have access to A3 printing capabilities? However, of this 49%, only 15% of their printing is done in A3 (according to the Brother NZ print and technology survey).

This means that their employer is paying for A3 capabilities—often in the form of a larger device, such as a copier, which requires significant investment

78% of businesses are maintaining or increasing their print spend

—when a smaller, more cost effective, A4 device might suffice. It's these types of costs, which aren't being realised and benefitted from by your business, that Brother MPS can identify and address.

Part of Brother's balanced deployment review process involves assessing what users' needs are and matching these with the most cost effective machines that deliver to their needs.

Maintenance costs

A sporadic approach to your business' print setup can lead to inefficiencies in a number of areas. Maintaining individual devices one at a time is costlier than having an automated system for doing so at scale.

Brother MPS connects all devices to one monitoring system to ensure just-in-time delivery of replacement toners and repairs. This makes better use of economies of scale by allowing you access to buy supplies at a discount. It also reduces the cost associated with stockpiling unused inventory.

Discounts off standard pricing

Companies with multiple brands of printers often order excess toner and printer from a number of different sources, wasting vital office funds and administrator time.

The economies of scale of Brother MPS mean you pay lower prices – an average of up to 36% cost savings from standard pricing.

Flexibility and scalability

Brother MPS can adapt to the changing wants and needs of any business. Your printer fleet can be "future-proofed" to remain flexible.

The transparency of print budgeting also comes into play when planning future requirements, as equipment and machines can be changed with minimal cost and disruption.



How Brother MPS raises productivity

The amount of time your employees spend on printer-related tasks can be frustrating. The process of printing, scanning, copying or faxing documents on old hardware or poorly configured software is just the start. There is also the time spent fixing device malfunctions and ordering and replacing ink cartridges and toners to consider too.

Free up staff to focus on their core roles

The Brother New Zealand Business Print and Technology Survey found that employees across New Zealand are spending 34,000 hours per week on print administration tasks—imagine how much of their time would be freed up if this could be reduced!

NZ employees are also spending 387,000 hours per week collecting documents from the printer and more than twice as many employees would prefer their printer closer to them compared to further away. Distance from the printer is one of the key reasons why NZ employees are spending so much time per week collecting documents.

Through a review of your print and imaging environment, Brother MPS will identify cost inefficiencies and the hidden waste of employees' time incurred on print-related tasks, and make recommendations to address these.

Most unmanaged print environments have two users per device (Photizo Group). Many companies have more printers than they need, or put the wrong devices in the wrong places

Brother uses a Balanced Deployment methodology which looks at your entire printing infrastructure—your devices, usage patterns, workflows and staff movements, and the time printing actually takes up in your business. Then, we'll put the right technology in reach of your staff for more efficient day-to-day printing. This might include printing from mobile devices, for example, or the need to print special types of document sizes and formats, which you use regularly.

Reduce press on IT staff and resources

After implementing managed print services, companies experience, on average, a 7%–14% decrease in print-related helpdesk calls (IDC white paper, Beneath the Surface: The True Cost of Enterprise Printing, June 2011).

With Brother MPS, all of your printers' service and support is taken care of—so your IT staff don't need to be experts and can focus on other strategic initiatives, as opposed to day-to-day maintenance tasks.

We'll manage and monitor all of your printers, with proactive maintenance regularly scheduled—which maximises uptime and improves the usable lifecycle of the machines. Toner replenishment, recycling and 7-day support through our NZ based helpdesk is part of the package too. Having a preventative, proactive maintenance strategy, combined with an automatic supply restocking solution, ensures that your print fleet operates seamlessly.

Up-to-date, not out-of-date technology

Brother MPS puts the latest print technology right at your fingertips.

By purchasing or leasing equipment that's smarter than ever before, you don't have to worry about out-of-date print technology slowing you down.

"In the warehouse dispatch role, time is of the essence. When the courier is waiting and you are promising the customer same-day delivery, every second counts. At the same time, we want to minimise our environmental impact and our expenses. Not only have Brother printers reduced our toner costs and paper use through double-siding, they have also saved us precious seconds on every single order we dispatch. And, because we have a Brother MPS program in place and Brother's 4 year on-site warranty, I have peace of mind that that our printers will always be working when we need them."

David Ferguson, Office Products Depot Waikato



5 ways to tell if you're ready for Brother MPS

1.



You don't have visibility of where and how you are spending money or you're looking for ways to reduce costs

Small and medium sized businesses often don't have massive budgets to play with. You want every dollar you spend to work as hard as it possibly can.

Ask yourself: do you know where and how you are spending money within your print and imaging infrastructure? Is your cashflow smooth? Do you have challenges with a large CAPEX?

If you don't know and can't answer these questions, then it might be worth finding out. After all, improving cost efficiencies can only be achieved if you know where you're starting from!

A Brother Managed Print Services (MPS) audit can break down exactly where your spend is going and identify how you can save money on consumables and hardware—and also quantify how to improve employee productivity based on a recommended printer set up. We can set up your printing to ensure you have a smooth, regular cashflow with no nasty surprises and have flexible options for purchased or leased machines, if you need to avoid a large, upfront CAPEX.

2.



You have 5 or more printers and staff spend too much time on device management and maintenance

Managing 1 or 2 printers is a task that can be handled by someone internally without consuming too much time or energy. However, as your business grows to a point where your employees require five, ten or more printers, managing these print environments becomes more complex.

In fact, the Brother New Zealand Business Print and Technology Survey found that 90% of employees are required to undertake some form of admin task for their work printer, most commonly adding paper or fixing blocks & jams.

61% of the time, print set-ups in SMEs are managed by business owners or leaders. This group has many competing priorities and are generally time-poor, so it makes sense to take the worry of printing out of their hands so they can focus on their core roles.

The same goes for ICT departments, who often end up spending a significant amount of their time on troubleshooting printers, when their time is better spent focusing on technology upgrades and process improvements. The Brother New Zealand Business Print & Technology Survey found that, after business owners/decision makers, ICT managers are the most likely employees to be managing the print function in a business.

If you have over 5 office printers, Brother MPS may be the best solution for your business.

Brother MPS frees up key staff to concentrate on critical business concerns. We monitor the machines 24/7, proactively maintain them, order toner when you're low, and ensure your business has the latest devices with the latest software to run an efficient operation.

3.



You can't afford any downtime or issues

Whether it's important shipments, time-sensitive contracts or a patient script—nothing's worse than finding you can't print because somebody forgot to order replacement toner, or a component you've never heard of needs attention.

If efficient and reliable printing is critical for your business to operate effectively, Brother MPS provides the comprehensive service and support package you need.

We'll manage and monitor all of your printers, proactively maintaining the fleet to maximise your uptime. Often we can determine if something is going awry and fix it before anyone in your business is affected.

We also provide automatic toner replenishment, recycling and 7 day support through our NZ based helpdesk. So if something goes wrong or questions arise, you have a team of experts at hand, ready to help.

4.



You don't know if you have the right devices for business needs. Or you're looking to improve staff productivity and workflows.

Another common problem with a print and imaging fleet, is ensuring devices cater to your business requirements.

Does Brian from Accounts, who only needs to do high speed, black-only printing, have access to a printer that does this, or are you paying for a more expensive printer with functionality that Brian doesn't use? Does Glenys the PA get sidetracked by conversations going from her desk to the printer because it's on the other side of the room? Have you got the right printing technology to cater for your mobile workforce? Are they the best devices for integration into your document management systems?

If you're not sure if you have the best devices for your business and want to explore whether these could be better deployed to benefit staff workflows, why not get a free printing assessment from the experts?

With minimal disruption, Brother MPS undertakes a print assessment to identify your print and imaging needs. Brother uses a balanced deployment methodology, a holistic approach, which looks at your entire printing infrastructure—your devices, usage patterns, workflows and staff movements and the time printing actually consumes in your business.

Then, instead of a one-size-fits-all approach, which often looks like a traditional network of large, centralised printers, we'll put the right technology in reach of your staff, with larger machines to handle the big jobs, and small, speedy devices for more efficient day-to-day printing.

Now your diverse teams (like accounting and marketing) have printing systems that are fit for purpose. And the printer queue becomes a thing of the past. Even better, we'll continue to monitor your needs and change devices as your requirements change.

5.



Your business is growing and changing

Next to saving money, being able to grow the business as a whole, with the right kind of technology, is a priority that you may be wondering about. It can be expensive to keep up with the latest technology trends—new Cloud applications, mobile technology, security features and a host of other technologies are being rolled out all the time.

If you're concerned about keeping up with technology trends and having technology that keeps pace with your growing business, Brother MPS can help.

Brother MPS provides you with the most up-to-date technology which it upgrades when a new generation comes through. And, because there is an option to lease machines, you can have the latest technology while avoiding a large, upfront CAPEX.



Here's how Brother MPS worked for someone else

MPS Road to Success for PTS Logistics

The founders of Palmerston Transport Services, as it was then called, never dreamed they would be hauling large military vehicles across the North Island when they started out with just a single tow-truck in 1976.

Today, PTS Logistics (PTSL) rely heavily on printing and imaging devices for consignment orders, reports and everything else that assures on-time delivery. Paper flows through PTSL's five nationwide depots as much as the cargo they dispatch—it's critical that there are no delays or issues with their printing, as orders cannot leave without the right paperwork.

Challenge:

"To provide PTSL with a new, fully supported state-of-the-art printer fleet nationwide, installed with no interruptions to its 24/7 operation. The technology must provide solutions that support the business' unique requirements, so that PTSL staff can focus on its continued operation and growth."

"We have a tailored solution that's perfect for our specialist needs, meaning everything flows smoothly without a hitch. And with Brother's on-tap service and support we're a very happy team!"

Tedy Sutedja,
IT Manager, PTS Logistics

Solution:

Brother's Managed Print Services (MPS) takes care of everything needed to make PTSL's printers run as they should—consignment orders, reports and other documents run smoothly throughout five nationwide depots, so staff never need to worry about print management and can focus on their core day-to-day tasks.

The MPS programme saw Brother dedicating time to analysing and understanding the printing needs of PTSL. Then, they matched fit-for-purpose machines with staff requirements, placing these in the right locations to maximise productivity and cost efficiencies.

PTSL are supported by Brother's comprehensive suite of service and support. Apart from their old fleet being removed and recycled, the new Brother machines were delivered and set-up for free. Automated ink and toner replenishment means they're never caught short for important printing jobs and there is free recycling for old consumables. The Brother NZ helpdesk is also available 7 days a week and proactive maintenance and servicing ensure there's no downtime.

Benefits

PTSL now enjoys a modern, reliable print solution that supports their unique needs, requirements and round-the-clock technical support. Installation was completed with zero disruption to PTSL's operation. There are no hooks or hidden costs for the business, just a transparent fee that is based on the number of pages printed.



"We wanted a business partner that would add value. We needed to access and monitor all printing and imaging devices, in every office throughout the country."

Tedy Sutedja,
IT Manager, PTS Logistics

Ask the experts

Brother can look at the way you manage your printing and make suggestions to address any issues you may have.

To learn more about how Brother Managed Print Services could benefit your business, call the Brother New Zealand Helpdesk on 0800 243 577.



About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. They've been rated the number 1 print brand for service and support by Kiwis.*

Brother are the leading provider of print and imaging equipment and labelling solutions in New Zealand—servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

*According to Perceptive research 2018.

