

**Get the  
most out of  
your business  
printing**

**brother**  
at your side



 **best for  
business**

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## Introduction

Managing print operations can eat up valuable time and distract owners and managers from what they should really be doing – growing and running the business.

Nobody gets into business to become an expert on office printers. However, with the heavy reliance on business printing in just about every small and medium business, printing expertise is often exactly what is required.

As everyone in a modern office environment knows, a lot of staff time goes into printing or, worse, trying to sort out printer problems. Costs can mount up too, often unnoticed.

**This booklet is geared to helping you gain a better understanding of your business printing, so you can make it as efficient and effective as possible.**



## How printing can help relieve the major pain points in your business

**Printing is an integral aspect of running a modern business. So it makes good business sense to ensure that this supporting technology enables rather than hinders your commercial success.**

While each business is unique and different in its detail, research shows that most small and medium businesses experience broadly similar challenges.

A number of studies conducted among small and medium-sized businesses in New Zealand in the last two years by the likes of the Ministry of Business, Innovation and Employment, ANZ, Westpac, PwC and Auckland University, highlighted the key issues that the majority of respondents cited as the most pressing concerns in their business.

These studies show that the major concerns for business owners and managers were winning new customers, growing sales and raising their marketing profile. Many are also concerned about the difficulty of hiring and retaining quality staff. Other common threads are the need to manage cash flow, reduce time spent on administrative tasks and to leverage technology to best effect.

On the face of it, it would seem that business printing can only impact on the latter issues – limiting the time spent on routine office tasks and making the best use of technology. While printing does have a big role to play in these areas, it's by no means the full extent of the impact that printing systems can have on the success of a business.

But let's first look at how business printing can save time and how Brother printing technology can deliver the optimum benefit for businesses.

## Getting more done for less

Every business strives to be as cost-efficient as possible, to do more with less. A well-considered, well-run business printer system can make a significant contribution in this regard.

First of all, you need printers that actually do what you need them to do – reliably and cost-effectively. In the long run, it pays to analyse how your office printers are actually being used, versus what you want them to do.

Brother printers are extremely versatile and you can have a customised solution to provide optimum business efficiencies. For instance, if you mainly print for internal reasons, they can be set to sacrifice some quality for speed, so that everyone can be as productive as possible. However, businesses often have more printers or printers with the wrong capabilities, in the wrong places, and managed inefficiently.

## Printer management

It is a common feature of office life that people spend time fiddling to get printers to work, rather than on the core tasks they're actually being employed to do. The 2017 Brother New Zealand Business Survey showed that almost 90% of employees have to spend some of their work time dealing with printer problems – adding paper, fixing jams, changing toner or trying to figure out why it won't print. So sorting out these problems can yield significant incremental benefits to the business.

Costs can be reduced through smart printer management through Brother Managed Print Services. This enables businesses to smooth out their cash flow by leasing rather than buying printers, and paying for managed print services that provides the necessary equipment and



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support at a set monthly fee.

In terms of technology, the world of business printing is constantly developing, providing not only cost and quality gains, but often opening brand new possibilities. For example, new Brother devices enable staff to print from a mobile device or via the cloud. This means people can print from wherever they are, for their colleagues in the office to pick up and action, or alternatively for them to simply grab the printed pages and go as they breeze through the office.

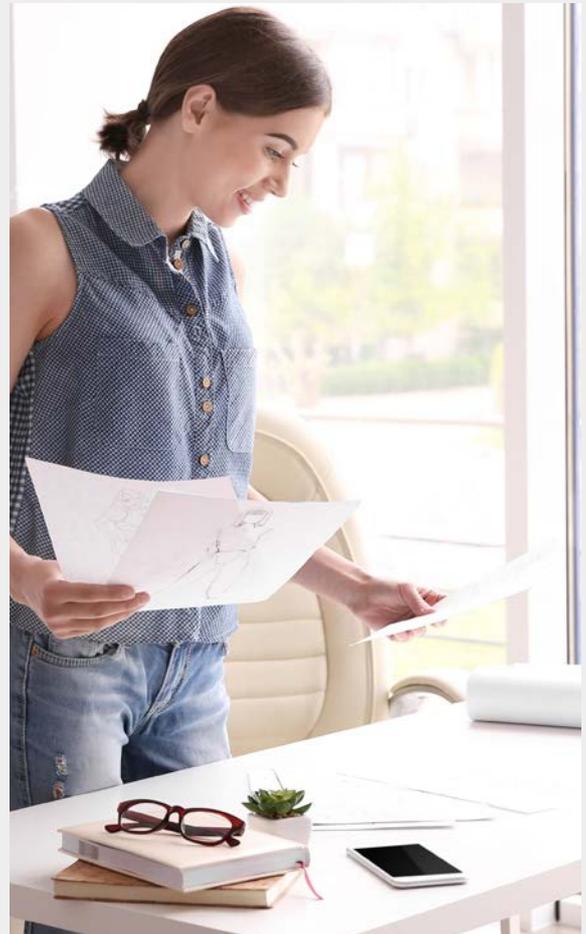
## Office productivity

Today's high-quality colour printers enable businesses to produce professional looking marketing material on demand – many office printers can even produce excellent A3 colour posters. New technology even allows brochures, proposals and direct marketing material to be individually customised for the intended prospect. So investing in the right business printing technology can make a very real contribution to marketing, winning new customers for the business and/or growing sales with existing customers.

These are the direct gains that almost every small and medium business in New Zealand can make within weeks.

But being smart about business printing yields secondary effects that might not be so obvious. For instance, if printing can be automated or managed in ways that require minimum input from staff, this frees them up to concentrate on their core productive tasks that help to grow the business and run it more efficiently.

Even attracting and keeping great staff can benefit indirectly from having an efficient printer setup. It removes an important frustration from the workplace



\* Privately Owned Business Barometer, ANZ; Small Businesses in New Zealand, Ministry of Business, Innovation and Employment; Small and Medium Businesses in New Zealand, Small Business Development Group; Insights, PwC; Grow and Industry Insights, Westpac; Growing New Zealand Businesses, Auckland University.

# What is printing costing you, really?

**Are you losing money you don't even know of? The printing you do around the office could be costing you more than you think. Establishing the true cost of printing is a good first step towards making the most of your business printing.**

Most small to medium businesses have only a vague idea of what their print costs are. A survey of New Zealand businesses revealed that their best guess is often far removed from reality.

In many Kiwi businesses, printer set-ups are fragmented, with new printers bought on an ad hoc basis, no centralised print management, different people buying consumables such as paper and toner, and staff wasting time trying to fix faults themselves.

**With budgets constantly being scrutinised, measuring and having a clear view can be an easy win.**

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.

One New Zealand business confessed that when their printers show the toner is running low, staff tend to take the cartridges out and put new ones

in, leaving the old cartridges on a shelf, where other people take these discards as replacements for their depleted cartridges.

And when printers don't work when people need them, people simply swap the printer for one that works, eventually causing chaos with the printer drivers loaded onto different computers, until things slowly grind to a standstill, with loss of productivity and missed business opportunities.

In that business, the issue became so massive that they were forced to take action. But most business probably limp along unaware of the true extent of the problem.

So how do you form a clear picture of the true cost of business printing in your business?

## Printing devices

Printing is no different than any other operation area of the business – it should be streamlined in order to maximise its effectiveness and manage costs.

The first step is to look at the hardware you have. In all but the smallest offices, you may be surprised at the number of printers on desks that may not feature on asset registers, or devices you think you have, but which have fallen into disuse and are now stashed away in the back of a store room somewhere. You may simply have more printers than you need, acquired because people didn't know what else was available in the business, or didn't like where existing printers were located.

It's not only the number of printers that matter, but also their capabilities and what brands they are. The printers you have may not really be fit for purpose. Multifunction printers or colour printers may not be needed in many instances, which means you've paid for unnecessary technology.

You may be surprised when you add up what your business has spent on the printers you have. Chances are there is a more cost-effective way to provide the print capacity you need. Or leasing may be more efficient for you over time.

Also, having a mix of makes and models may lead to extra expense on consumables which are not mutually compatible, or additional maintenance demands. Staff may need to get to know different ways to operate the printers, leading to further "printer failure" – which is often about human error rather than any shortcomings in the technology itself.

But there's another problem: If printers are purchased haphazardly, it may well be that the person making the decision at the time tries to keep the expense low, opting for a low initial capital outlay, without considering the total cost of ownership over time. The cheapest printers to buy are often the most expensive to run.



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## Consumables and waste

Which brings us to the next issue, namely consumables. Over the course of a year, toner cartridges can add up to a significant expense, especially if they're not used to their full capacity or if users have wasteful printing habits. Toner purchases may be done by different people in the business, and they may be recorded differently in your accounting software, if at all.

Ad hoc purchases of toner are not only less cost-effective than regular bulk purchases, but can also cause unpredictable spikes in expenses that are hard to budget for.



It does take some effort to form an accurate picture of this expense, but it could well lead to significant savings in your business.

The cost of paper, too, can add up significantly. A quick stroll through any modern office will reveal that the paperless office, first predicted by Business Week in 1975, has largely remained a myth. In New Zealand, office workers print 94 pages per week on average, and 85% of them regard being able to print as critical to their work performance.

This kind of wastage is by no means a uniquely American phenomenon. Just consider how often you have seen a pile of uncollected print work lying at your office printer. And how many pages in your business are being printed on one side only?

## Human resource

The hardest cost to quantify may be the most significant – the soft costs of wasted human resource.

A study by business technology research company Quocirca shows that one out of every eight hours of IT support is devoted to resolving issues with printers. Of course, by the time IT is called, it is very likely that the staff wanting to use the printer had already spent considerable time trying to resolve the issue themselves. In fact, IT departments often expect staff to try to solve problems first, before calling expert help. This is time that could have been used more productively.

More insidious losses may also be in play, due to inefficient placement of devices, with repeated trips to the printer adding to unproductive time. Ask yourself if your business efficiently shares printers among different people, and if these shared printers are located closest to the people who use them most often.

While it's hard to put an accurate figure on the true cost of printing, even a short audit or review, such as Brother Managed Print Services provides, should be enough to show that the costs are significant.



## How to set up your business printing to save cost

**There are two ways to equip a business for printing. The way most businesses do it ... and the cost efficient way to print.**

When you talk about printing cost, one of the first measurements that people tend to refer to is cost per page: How much does it cost to print one page?

While that is an important metric, it is only one aspect, at the end of a long chain of cost factors. To overlook the costs associated with earlier steps in this chain is to miss arguably the greatest opportunities to make savings.

### Ascertain your needs

The place to begin is to assess what your actual printing needs are. What kind of documents do you need to produce, and in what quantities? How many printers, of what sort, do you need to keep your business running smoothly?

A basic choice to make is between inkjet and laser printers. Inkjet technology is advancing rapidly, but for high-volume printing, investing in laser printers still makes the most sense in terms of economy. Inkjets are best if you need to print photographs or quality colour graphics, or you need to print on heavier paper stock.

Consider how many people in the business really need to be able to print in colour. Text documents and forms seldom require colour, while many graphs and charts can make as much sense in black and white as in colour. Make sure you use the cheapest method that will suffice.

## Resourcing to fit the need

If you are going to buy new equipment, this is a place to look at cost per page... among other things. Consider the total cost of ownership, including the software you'll need, as well as the expected cost to support that device.

Also try to limit the variety of devices you buy, as this has implications for print management and support. If you only have one or two types of printer, that means you don't need many different software programmes to run the devices. It also makes it easier for your IT and general office staff to become familiar with the machines and learn how to operate them effectively.

In most cases, many people can share one printer, especially if they don't do a lot of printing. Having to get up to collect their printing may also discourage unnecessary printing. Do keep in mind, though, that the nature of the work some people do means that they need their own printers for reasons of confidentiality. HR and payroll come to mind, but there may be others.

Many of the latest Brother business printers and multifunctions come with advanced security features you can use if needed. Printing has been identified as a common cause of security leaks.



## Efficient operation

Whether you have new printers or not, you can help them run more efficiently. For most businesses, black only, duplex printing (i.e. on both sides of the paper) should be the default setting for all printers. With many printers, print quality can also be set to economy or draft mode, which delivers good enough quality print for internal use, while limiting the amount of ink or toner used.

Use low-power and sleep mode energy economy settings to help reduce overall cost to the business.

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If nobody is around in the evenings or weekends, there's no need for the printers to be ready to print at a moment's notice.

If you do a lot of scanning, you may want to consider scanning to pdf or another digital format, creating electronic files, rather than printing copies. If these have to be sent around to different offices, that also saves on postage or courier costs.

Another way to reduce the number of unnecessary pages printed is to set up printers so that, while documents can be sent to the printer from any work station, the owner has to verify his or her identity at the device itself before the printer actually produces the pages. That way wasted printed pages don't mount up at the device. It may even make your staff think twice before clicking on Print.

All of these small improvements together can make a significant difference to your bottom line.



## How to set up your business printing to save time

**The best printers in the world can deliver sub-par results if they're not deployed correctly, are not used as they should be, and are not located in the most sensible places.**

The way your printers are set up – the number and types you have and where they are located – can make a huge difference to the amount of time it actually takes to get documents printed in your business.

For instance, if your printer is at the far end of the passage, or far from the desks of people who actually use it most, you can lose several minutes of productivity every time a staff member prints a document. It might not sound like much, but over a year, it adds up to more than a full day's work per staff member.

Consider the location of the different printers in your organisation. In general, printers should be closest to the people who print most often – not necessarily those who print the greatest number of pages. For instance, someone who prints ten pages once a day can afford to be further than someone who prints a single page ten times a day.

And if it happens in your business that bottlenecks form at specific printers, with people standing around waiting to collect their printing, then consider changing which printer is assigned to which person, or consider acquiring more printing devices.

It can make a telling difference if you deploy your printers to ensure that everyone has easy access to the type of print device they need. Using the information gleaned from your printing needs assessment, Brother can devise a mix of devices and the relevant access to capabilities, for example by granting access to capabilities such as colour and A3 printing to those users who need it, but not to those who don't.

By achieving a balanced mix of large departmental devices and smaller machines, your office will function more efficiently. Brother uses a Balanced Deployment methodology which calculates which are the right printers for workgroup needs and where they should be placed to optimise productivity. This maximises efficiencies and reduces cost associated with support, consumables and maintenance of hardware.

Brother estimates that this approach yields savings of more than 20% on average. Most of the saving comes from reduced IT support, but consumables and hardware repair also delivers significant savings, with the cost of devices and installation also reducing.

### Addressing complexity

A few minutes invested upfront to automate routine tasks can save hours in the long run. If you scan, for instance, and then send the scans to specific email addresses, many printers can be programmed to perform the entire process at the touch of a button.

As people can find printers fairly complicated, especially if they want to do anything other than the routine tasks they've learned to do, it makes sense to have one expert staffer assigned to every printer. This staff member should get to know a bit more about what the device is capable of and how to give it the necessary commands. Having someone like that on hand rather than having staff members trying to decipher a guide or, worse still, blindly stabbing at buttons, will help you get not only much more out of your printer, but also get more out of your staff.

If you have a printer with extra printer trays, fill them all when you load paper. That means you can work for longer without having to refill the trays again.

If you have a mobile workforce, it would help things along if printers are set up so that people can print directly from their smart phones, tablets or laptops to the printer, via the cloud. If you have representatives out on the road, for instance, you can set it up that they can take an order and print it to the office printer, for a colleague to pick up and fulfil the order.



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## IT support

Apart from staff spending time replenishing printer consumables, walking to printers, waiting for their printing or trying to solve printer problems, printing tends to take up a disproportionate amount of your IT support. This can be avoided by limiting the variety of printers you have, as this reduces the diversity of software support needed and the breadth of knowledge required by your support staff. It also means that the steps used to set up one device can simply be repeated for others of the same type.

An effective way to save time with printing is to outsource its management to a third party, using Brother Managed Print Services.





## How you can stop worrying about printing now

**More and more small and medium businesses are finding it best to outsource the management of their print services. In effect, they choose to make printing someone else's problem, while they focus on their core business activities.**

Running a small to medium sized business is one of the most demanding – and potentially rewarding – challenges anyone can face. To avoid getting distracted from this challenge, many business owners and managers are passing the management of their print operations on to outside professionals like Brother. That way, they can concentrate on what is most important to the success of their business and what they do best.

Brother offers business customers Managed Print Services, MPS for short. In simple terms, MPS is an agreement between the business and Brother, who undertakes to look after all of the printing requirements in the business on a contract basis. They will manage the printing part of the business operation, while the business owner or manager enjoys peace of mind, knowing that their print solutions will work consistently and reliably. Staff need to do little more than press 'Print' and collect their pages.

Typically, Brother will work with the business to ascertain their true printing needs and suggest the most effective ways to provide the resource to meet those needs. This could either be redeployment of existing printing devices, augmenting them, or supplying new devices which the business can either buy or lease.

## Contract types

Brother offers MPS on two different contracts. One is based on the business using its existing machines or ones they buy independently. From that point on, the business gets the full Managed Print Service support at set costs per page. If their volumes increase based on growth, or decline based on digitalisation of paper processes, then the printing expenditure adjusts accordingly. There are no minimum volumes.

Under the other type of contract, the business pays an all-inclusive rate per page printed. This covers the value of the machines, consumables and the service costs associated with printing. Under this contract, printing expenditure becomes a set monthly figure from day one, helping the business manage their cash flow.

A complete print assessment helps the business to understand their current print environment and identify their needs. Instead of a one-size-fits-all approach, an MPS provider can put the right technology in reach of staff. This means fit-for-purpose devices that are matched with the diverse needs of workgroups – larger machines handling the big jobs and smaller machines providing for more efficient day-to-day printing.

With this approach, staff workflows will be more efficient, while bottlenecks at the printer are eliminated. There's always a designated backup printer should one go down.

## Installation and support

After the business has agreed on the number of printing devices they need and the ideal combination of types, Brother will deliver this hardware to their place of work and install it, working with the internal IT department or external IT provider to set up the printers and network so that everything works smoothly.



An MPS provider can put the right technology in reach of staff

Businesses can have their machines preconfigured, so they can be up and running with minimal downtime. This is the time where businesses can make sure devices are set to suit them specifically, for instance setting the quality default to draft mode, have double-sided printing as standard, and choosing the desired energy saving modes. They may even want to choose to deactivate the warning that comes on when the toner is nearly depleted, to make sure cartridges are only removed when they are actually empty.

Brother, who provides MPS through local resellers, will also make a technician available to train office staff on key features and to set up handy shortcuts.

### Consumables taken care of

Once the business is up and running with the new print setup, Brother keeps tabs on the status of all consumables. Before anything runs out, they make sure that replacements are delivered and will inform the business by email that this is happening.

For real peace of mind, Brother also offers full service and support to ensure that printers run like clockwork. By accessing key printer metrics remotely, they should be able to pick up potential problems before the business even realises there is an issue, and undertake preventative maintenance or replace parts as needed. Apart from these ad hoc interventions, businesses can also expect routine servicing from time to time.

If anything does break, Brother will be there at short notice to fix it, and if it cannot be fixed quickly, they will provide a replacement equipment to keep the business going.



Before anything runs out,  
Brother make sure that  
replacements are delivered

# The five ways Brother Managed Print Services can help your business

**Brother Managed Print Services is a simple way for you to address all the challenges inherent in providing and maintaining a business printing resource, while you get on with running your business.**

While it wouldn't be that hard to limit the cost of printing in your business when it comes to hard costs such as the devices themselves and consumables, the same does not apply to the hidden costs of printing – the amount of staff time that goes into dealing with printers, and the loss of productivity this entails.

Brother Managed Print Services can relieve your business of this burden. Businesses that have opted for this service have seen improvements in five key areas.

## 1.

### Productivity of people and printers

With their printing resources and functions taken care of, staff can focus 100% on their core operations. No more standing around the printer trying to figure out why it's not working. No more finding out you're out of toner just as a major presentation needs to be printed.

Brother MPS offers automated consumables replenishment. They monitor the status of consumables. When they pick up that a specific item is running low, they send replacements, letting the business know it's on its way.

With Brother taking care of the running of printers, IT staff are freed up to focus on more important IT issues and improvements. Plus it gives them free access to print specialists who can consult and recommend appropriate hardware.

The printers themselves are also more productive, with more uptime. Under MPS, Brother monitors printing devices remotely, so they can perform proactive maintenance as needed, minimising interruptions in printer functioning.

# 2.

## Cost, cash flow and clarity

With Brother MPS, businesses can reduce their print spend outright. Average savings of up to 36% compared to standard pricing are available to businesses choosing this option.

On top of this, there are no hidden costs – businesses have full visibility of cash flow on consumables and hardware.

Brother bases charges on the number of pages printed. The true figures are sent to the business every month, for full transparency of costs and actual usage.

Using this system smoothes the cost of consumables over time, which aids cash flow. Businesses also have the option to go for leased hardware rather than incurring the upfront capital expense.

# 3.

## Sustained service and support

Brother MPS comes with a service and support package that includes free delivery and installation, automated consumables replenishment, proactive maintenance, recycling, 4 year on-site warranty and access to Brother's 7-day New Zealand helpdesk.

Brother monitors printing devices remotely and proactively notifies and manages any printer issues to ensure that there's never any downtime for customers. If issues arise, they cover the cost of all maintenance services and parts.

Because Brother has warehouses in both Tauranga and Christchurch, parts are locally stored and locally shipped to ensure they can react quickly. They guarantee overnight shipping for both the North and South Islands to ensure that printers are up and running as soon as possible. While a printer is out of commission, they offer free replacement printers to use in the meantime.

A New Zealand-based helpdesk is available 7 days a week to deal with any issues staff may experience. Brother has a stated commitment to answering calls within two minutes. Their team is able to diagnose and troubleshoot via phone, email or remote desktop.

# 4.

## Access to latest technology

Instead of struggling with outdated technology or printers that are not fit for purpose, Brother MPS gives businesses the opportunity to upgrade to a suite of the latest, most efficient printing devices. This does not necessarily require any capital expenditure either, as hardware is available on a lease basis.

# 5.

## Peace of mind

Brother offers a 4-year on-site warranty commitment, unrivalled by other print brands. This means that if they can't solve the problem over the phone, they'll send someone out to repair the machine, free of charge. Their technicians are located throughout the regions to ensure that businesses get excellent service.

Brother Managed Print Services may well be the answer for your business. And it could be more cost-efficient than you imagine.



## Ask the experts

If you are unsure if your business printing is making the best possible contribution to your business, why not ask an expert opinion? It's free and puts you under no obligation.

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

**Call the Brother New Zealand Helpdesk on 0800 243 577  
or email [BrotherMPS@brother.co.nz](mailto:BrotherMPS@brother.co.nz)**

### 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.