



brother  
at your side

Smart, simple  
ways to improve  
workplace  
productivity

**MPS** **MANAGED**  
brother **Print Services**

managing  
your printing  
should be  
this easy

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## Introduction

**With increased workloads, flexible hours, remote working and the continual search for better work/life balance, it's no surprise that employee productivity is a concern for business owners.**

The traditional 9 to 5 work day is rapidly becoming redundant, and if businesses want to succeed they need to be smart in the way they recruit and retain new talent and create a workplace that meets the modern day ethos of working anytime, anywhere.

Creating a model that fosters workplace productivity doesn't have to be complex. In fact, simple things like your physical environment, smart technology placement and partners and simple collaboration tools are just some of the ways you can make an immediate impact. Here, we take a look at smart, simple ways you can improve office productivity today.





## Design a modern workspace that works for you

**Remote, BYOD (Bring Your Own Device), shared spaces or digital nomad—the “office” of the future has definitely arrived.**

**Digital natives in particular are driving this change, demanding flexible, creative, tech-savvy spaces, with dual careers, job sharing and flexitime all quickly becoming the “norm”.**

For SMBs there is an increasing trend to ditch the centralised workspace and embrace agile working. A recent survey found that 70 per cent of New Zealanders want to work remotely\*, and by embracing this, employees can enjoy better work/life balance, less distractions and zero commute time. And from a business owner’s point of view all of this can lead to increased productivity, cost savings and happier, healthier staff!

A vital consideration in running a successful, agile workplace that’s right for you, is having the right technology in place to keep people inspired, productive and connected with their own teams and clients.

Large desks, landlines and even desktop computers are becoming a thing of the past with new, savvy technology enabling us to meet deadlines, send contracts or take meetings anytime, anywhere.

Portable technology in particular will play a starring role in offices of the future, with some of this already in play, including scanners and printers and connected apps such as Brother’s iPrint & Scan allowing you to print and send files straight from your smartphone or tablet!

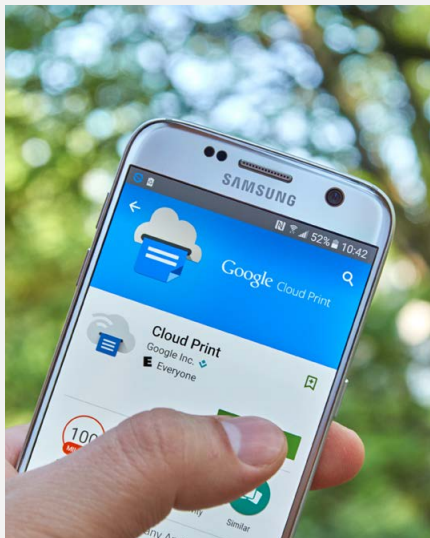
**70% of  
New Zealanders  
want to work  
remotely**

*\*Randstad employee survey, 2016*

## But how do you know if your business is ready for agile working?

- 1:** Your rental or property costs are too high and you're either considering a new lease, or a way to reduce your physical space.
- 2:** You're in an industry where great talent is hard to find. A modern, forward-thinking, agile workplace may just be the thing that puts you ahead of competitors.
- 3:** You've noticed that a lot of staff spend time away from their desks with meetings and client catch ups, leaving notable empty space throughout the day.
- 4:** You are already considering (or have in play) a flexible working policy for your staff, so an increasing number of employees will need an environment and technology that enables them to work anywhere.
- 5:** You have capable technology partners at your fingertips, like Brother, who can create a bespoke solution that delivers to your needs and provides proven cost savings and increased productivity.





**Google Cloud Print  
is a great option for  
businesses who  
need mobile and  
remote printing.**

If you are in a BYOD environment, printers and Multi Function Devices (MFDs) are often an afterthought. To prevent ongoing IT management of device compatibility / connectivity, security issues and the inability to track and control print costs, here are some options that are worth looking into.

### **Google Cloud Print**

This is a great go-to option for small businesses, especially if you already have Google accounts and are using Google's suite of cloud-based products such as Google Drive or Gmail. The Google Cloud Print service can share printers amongst Google accounts in your business and prints via Google Chrome or directly from MS Office software by installing a connector.

#### **Why use it?**

- It's free, requiring only a Google account, Google Chrome and internet access
- The print server is hosted by Google, reducing overall server maintenance costs
- You can remote print from any location with internet access. For example; a school teacher can print handouts from home to the classroom printer
- Interoperable between many types of devices and their operating systems – PC, MAC, Android, iOS, Windows Phone
- Huge time saver for IT with devices entering and leaving the network



## Managed Print Services

For medium and large organisations like universities or enterprise workplaces with BYOD policies, it's a good idea to find a partner who provides Managed Print Services, especially for security, user access and cost control requirements that need to be met for a large number of users and devices.

These providers generally offer a range of tools and software that can integrate with your existing IT infrastructure as well.

With Brother Managed Print Services you'll also get the added benefit of on-tap, market leading service and support giving you complete peace of mind that everything will run as it should with zero downtime.

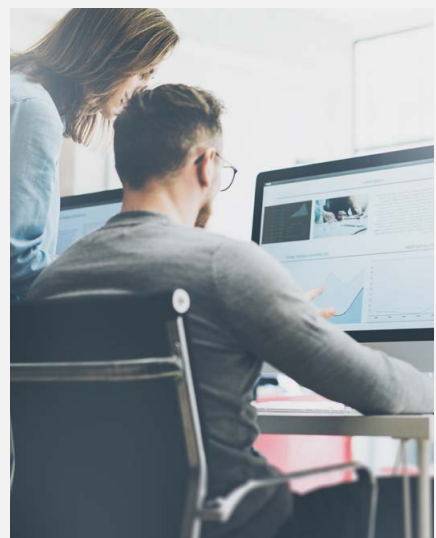
### Why use it?

- Security measures are built into the management software which can encrypt data in the print jobs, in the case of a security breach
- Print usage and function controls so your IT team can have their hands on the dial to limit paper wastage and consumable costs
- Confidentiality when printing sensitive documents with features such as secure pull print and follow me printing
- User accounts can be easily managed and created for guest accounts
- Users can print from multiple devices without the need to install drivers on each device
- It's very cost-effective

Both Google Cloud Print and Managed Print Services providers solve connectivity and installation headaches for IT departments and are able to scale with the devices entering and leaving the network. The key differences are cost, security and account management capabilities with Managed Print Services.



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## Save time & money with clever technology placement

**Did you know that having the right technology, sitting in the right spot in your office can save your business money? As an example, understanding the impact of where your printers are placed, can not only reduce costs but also boost office efficiency. And who doesn't want that!**

Brother's unique Balanced Deployment approach is something you want to become familiar with. In short, it is a simple yet effective solution that ensures the right devices are placed within reach of the right people. It sounds so simple, but many businesses don't get it right.

When you're weighing up what technology is best for your business, you want to steer clear of a one-size-fits-all approach. Brother Balanced Deployment has been used across businesses throughout New Zealand for many years with proven success.



## How does it work?

Brother first spends time to understand your unique print needs and the needs of the people using the technology, through a free, no obligation print assessment of your current state. Then they use this information to provide recommendations that are **proven to reduce print costs and improve employee productivity.**

Once they've reviewed your current requirements, and fully understand your print needs right across the business, they create a solution that fits you.

If they find that your current print structure isn't meeting the needs of your business and the people in it, or delivering the best productivity and cost efficiencies, they'll provide recommendations to address the following:

- the types of printers you need
- where they will be placed
- who can access them
- where bottlenecks occur
- expected cost savings



## Is Brother Balanced Deployment right for your workplace?

Brother have worked with New Zealand business for numerous years, and over that time its team sees three common themes that consistently appear:

- 1) Businesses are often overcapitalised and overspending on large devices—such as copiers with finishing options staff may not have a need for—using only 20-30% of the capabilities they've paid for.
- 2) Printers are placed in the most convenient location for the machine, not for staff who use them.  
They also found from 7/10 business reviews, that the people who most frequently use or need the printer are sitting the furthest away. In fact, research shows that when it comes to printers, employees are most frustrated about the time spent walking to and from the machine and interruptions which impact their productivity.
- 3) Having one central print location means people are left waiting for their turn with too many employees allocated to one spot.

With Brother Balanced Deployment you know your print solution is working in the most efficient and effective way, utilising a full selection of devices from personal A4 to A3 MFDs.

You can also rest assured that through Brother Managed Print Services, you'll have a technology partner that covers everything you need, including adequate product training so you can start to enjoy productivity gains right away. Brother will not only ensure you know how to use the technology, but will also spend time with your team to set up any helpful shortcuts.

This level of attention is what sets Brother apart, and why they are rated the number 1 print brand for service and support.\* They are known for their commitment to ongoing, transparent relationships with customers, delivering them exceptional support while managing all your print needs.

\*Perceptive research 2018



**Businesses are often overcapitalised and overspending on large devices with extra features they don't need, using only 20-30% of the capabilities they've paid for.**







## Encourage collaboration in the workplace

**We all know that working together on a project or problem is a great way get another perspective, share ideas and opinions. Often when we collaborate we can make a decision in a more efficient and effective way and solve problems much faster.**

But there are times when collaboration can become unproductive and wasteful—case in point, the dreaded last minute meeting with no agenda, objectives or actions. We've all been there.

So how can you create an internal culture, that fosters the right sort of collaboration and encourages people to embrace working together in a positive, productive way?

### **Make yourself available**

Whether you're an SMB owner or CEO of a large corporate office, visibility is your friend. Even if you're separated by different floors, senior staff can (and should be) front and centre, seen regularly and approachable.

Leading by example by being actively involved in discussions right across the business, will also help build a positive, inclusive culture people want to be a part of.

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## Embrace collaboration technology

As flexible working becomes more common, you want to be sure that you're using technology to help (not hinder) this evolution. Collaboration in these environments can still exist, but you need to understand what will work best for your employees. And while email is the go-to, there are far more efficient ways of communicating than watching an email trail go back and forth.

You don't have to be a large corporate to embrace internal collaboration tools like Trello, Slack, Skype for Business or Webex. While we all love a good face-to-face conversation, businesses are realising that a multi layered approach including text, mobile, and web-video conferencing, allows staff to have multiple ways of collaborating effectively and instantly.

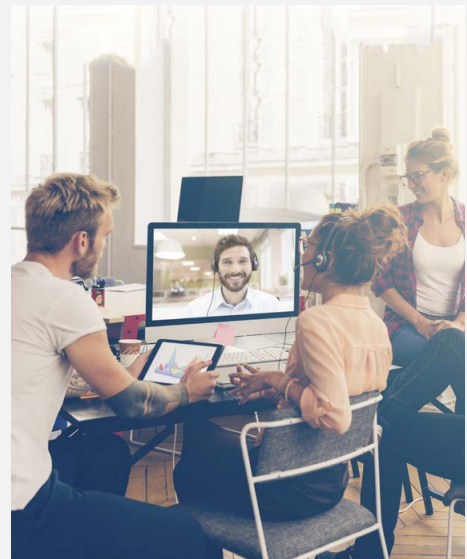
You can even go a step further with modern video-conferencing systems that include file sharing, whiteboarding and more, making the future of collaborating in an agile, modern workspace even more exciting!

## Promote collaboration with simple office layout

How your office is physically set up can have a huge impact on how people interact with one another, work together and how they focus, with research finding that workspaces designed to encourage collaboration can boost productivity by 15 per cent.

And we're not suggesting you apply for the latest series of Grand Designs. There are in fact really simple ways you can encourage collaboration without the need to knock out walls!

For example, create an office layout that doesn't favour hierarchies. Have all employees sitting together in one space regardless of their position.



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And while you're at it, ditch the 'meeting room' for informal breakout spaces with bean bags or stand-up desks.

Be creative with the space you have, no matter how big or small. If the conversation isn't private, hold meetings in different spots that foster creativity, or even better, throw on some trainers and try a walking meeting. You'll be surprised at what can be achieved with a little fresh air and change of scenery.

### **Create an inclusive culture of family and fun**

We're not asking you to fall backwards off a large pole, blindfolded with the confidence that your teammates will catch you! But a little modern day team-bonding can really improve office productivity, team communication, understanding and collaboration.

But rather than a predetermined day out, let your team guide the decision so that they can choose to spend that time on things they care about. It could be volunteering for a local charity, a meal out or quiz night. It doesn't have to cost the earth, but what you will gain from these experiences are individuals opening up and becoming more assertive, giving them the confidence to speak up with their own solutions or ideas.





## Embrace on-the-go technology solutions

**No matter what business you're in, you should be thinking about how technology impacts your day to day, and what role technology might play in the future success of your business.**

Whether you like it or not, you need to embrace and keep up with technology advances and understand how they may add value, improve productivity and give you more time to focus on business growth.

Whatever field your business is in, technology will play a role in your future. It is already helping your customers find you, rate and review your products or services, connect friends and family to your business and even allowing customers to speak to you 24 hours a day.

And while you're very likely to be aware of some of the ways technology is impacting your business, you still may consider yourself fairly "new" to the tech and digital scene. Perhaps you don't have a website, or know how (or why) to use social media channels. You're still working off a desktop computer and have no idea where to start with e-commerce let alone wider technology solutions!

**Technology advances can add value, improve productivity and give you more time to focus on business growth.**



**As we experience more decentralised workplaces, mobile, on-the-go technology is vital. And yes, printers absolutely have the ability to move with you, from apps that allow for easy transfer of files right through to portable printers that save time in busy warehouses or retail.**

Wherever you are on the journey, one great place to start is to look at your office essentials like printers. Printers are an office necessity, but what you may not realise is how much this technology has evolved to meet the needs of different sized businesses and varied, modern workspaces. And that can be anything from a standard office, co-sharing space, workshop, retail store to a large warehouse.

### **Printers that move with you**

As we experience more decentralised workplaces, mobile, on-the-go technology is vital. And yes, printers absolutely have the ability to move with you, from apps that allow for easy transfer of files right through to portable printers that save time in busy warehouses or retail.

Brother Rugged Jet Mobile Printers are becoming increasingly popular for those working in warehouse environments, as they are proven to save considerable time with on the spot pricing (for example) and are specifically made for robust conditions.

Brother Rugged Jets are as tough as they get with an IP54 rating, meaning it can survive a drop of 2.5m. They're also dust and waterproof which is really important for warehouse, delivery, or field sales staff who may be working in all conditions, and are often moving between indoors and outdoors.

The machines are also designed with clever thermal technology which means there's no need for ink or toners to get the job done. Plus they can print from literally anywhere, with flexible connectivity options including USB, Wireless LAN, Bluetooth, AirPrint and MFi that lets you print from Apple devices.

Offsite printing is also very popular with tradespeople such as builders. For example, a building manager may be running two different sites simultaneously. Instead of running from one site to the other he can send updated building plans from his phone to his Brother A3 printer on the other site using Google Cloud print, which his team actions straight away. Who'd have thought one of a builder's most useful tools would have been his Brother printer!

## **Apps are your friend!**

There are some incredibly handy apps out there, and one of our favourites has to be Brother iPrint&Scan.

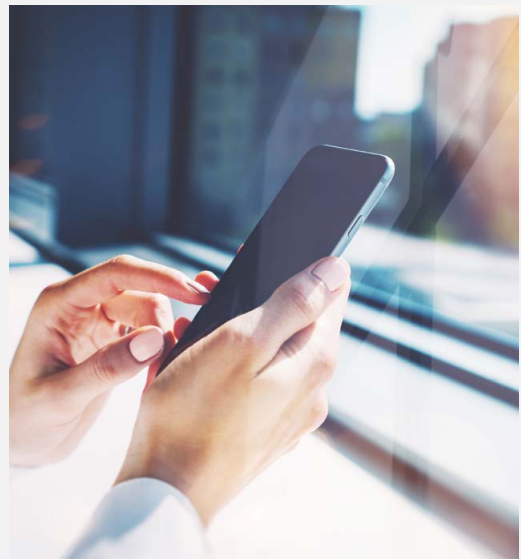
This free app lets you print photos from your mobile device, and print from and scan to your Apple® iPhone, iPad, iPod Touch or Android™ Smartphone on your wireless network. It's super easy to download and use and will automatically search for supported devices on your local wireless network while you're on the move.

## **How do I keep up and know what technology is right for me?**

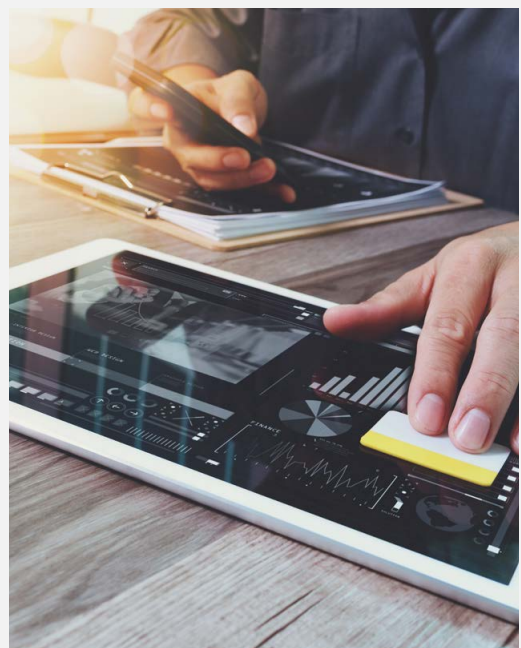
If you're not already, connect with local business groups, extend your networks on LinkedIn and follow technology blogs that keep you up to date with the latest industry and business technology trends.

While it's a great idea to keep knowledge high and understand how businesses like yours are utilising technology to get ahead, it's equally important to get expert advice from people that can help you determine the unique needs of your business.

Brother takes the time to get to know you and your business, what challenges you and your employees face and how technology can help improve productivity, save money and increase efficiencies. When you partner with Brother you can be assured that you're getting recommendations tailored to your needs and, more importantly, they will help you build solutions with the ability to grow with you.



**There are some  
incredibly handy apps  
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## Choose technology partners that understand your business

With the rapid change in technology, and an increasing number of brands vying for your attention, choosing a technology partner can be a little daunting. Not only is it important to find partners that truly understand your business, you also need to make sure you choose someone who can grow with you, understanding your needs and meeting the requirements of the different phases and stages of your business growth.

Much like a real-life relationship, a good business partnership should be based around transparency and trust. Print technology in particular is a decision most (if not all) businesses will need to make in their lifetime. When you get to that point, here are some key questions to ask yourself when you're choosing a print partner.



1

### **Do they give you complete peace of mind?**

The best print solution is one you don't even know exists, one you don't have to think about. It just works the way it should and is fully managed by a simple process that (for example) ensures you never run out of ink or toner. Brother's Managed Print Services (MPS) sits at the heart of its business, meaning they take care of all your print needs, leaving you to focus on running your business.

Brother treat print as a service, not just a product, with free delivery and installation of devices, access to its 7-day New Zealand helpdesk, 4 year on-site warranty, automated consumables replenishment, proactive maintenance and servicing, local warehousing and free recycling.

Other benefits of Brother MPS include reduced print spend with no hidden costs—yes you can phone the Brother helpdesk for free, even on the weekends, and you won't be charged shipping when replacement consumables are needed. You'll also enjoy improved productivity and access to the latest technology ensuring you're always up to date.

2

### **Do they take time to understand what's important to you?**

A one-size-fits-all approach is never recommended and is not something you'll experience with Brother. Brother Balanced Deployment is a simple yet effective solution that ensures the right devices are placed within reach of the right people.

Brother will visit your business, take time to understand your print needs and the needs of the people using the technology. Their experts will then use that information to provide recommendations that are proven to reduce print costs and improve employee productivity. And rest assured this is low touch for you. It really is a short process and it always ends in significant improvements!

### 3 **Are they experts in their area?**

It's always best to do your research and talk to brands about their experience with businesses like yours. You want to be sure they understand the challenges you face and come to you with the right technology and support to ensure you never experience down time.

Brother NZ manages print solutions for New Zealand businesses of all sizes across a range of industries, including Lighting Plus, Lumino The Dentists and Tenon Clearwood to name a few.

With a full print and imaging range covering A4 and A3 print needs, including larger copiers, Brother combines its expert knowledge with your personalised needs to recommend the best approach for your business.

### 4 **Do they value customer service and support the same way you do?**

Picture this: You're a retail business with weekends being some of your busiest times. You need your printers working and a guarantee that everything will run smoothly, but when it doesn't you can't get hold of anyone till Monday. This sort of disruption can be really damaging to a business, which is why Brother prioritises getting to know your business and your changing print needs across different stores or locations.

Brother have a NZ based local helpdesk who are on hand 7-days a week when you need them. They listen to their customers and do whatever they can to ensure their business can run efficiently and effectively with the right technology in place. Whatever your needs are Brother will find a solution and there won't be any hidden costs when you call our helpdesk.

We understand that sometimes it's difficult to know the cause of an issue, so if it turns out to be non-printer related (for example, a network issue or operating system), we will not charge you and are always happy to help wherever we can—even on the weekends.

5

## Are they honest and do they operate transparently?

Contracts. Does that word send a shiver down your spine? Well it shouldn't. And if it does, it's time to look at another print provider. Contracts or agreements should be easy to understand, have no hidden costs or hooks and give you confidence that you know exactly what you're paying for.

Brother prides itself on complete honesty and transparency and will only recommend a solution that fits perfectly with your needs, and products that are designed to improve efficiencies, productivity and save you money. You'll know what the costs are upfront, so there will be no surprises down the line.





## 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, request a consultation by calling 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.