



Take Control of your printing costs and boost your bottom line

Industry analysts estimate that printing costs make up between 1 to 3 percent of a typical company's turnover. For many small business' this is comparable to the costs of rent.

Having access to high quality in-house colour printing can significantly improve the sales and marketing capabilities of any businesses. However, business owners may fear that costs will blow out and be difficult to control.

Print is often treated as a commodity with decisions on printer purchases more often than not weighted in favour of the upfront hardware costs rather than the total operating costs.

Taking a more strategic approach to printing by adopting a managed print service will typically yield savings of 20 to 50 percent in annual print costs.

With a managed print service companies are charged a fixed cost per page printed irrespective of how much toner or other consumables are used, so costs are consistent, transparent and easily managed. While this model has been employed by the photocopier industry for many years, when it comes to office printers it has traditionally only been made available to corporate companies who deploy a large fleet of printers.

Fuji Xerox Printers is now offering printer based Managed Print Solutions to the SMB market through a network of authorised resellers. Solutions can be tailored from a single network printer, increasing to multiple devices as your business grows.

Managed print customers will be provided with an online service for the ordering of supplies and will be provided with detailed monthly reporting on usage and cost.

With Managed Print Services from Fuji Xerox Printers, companies now have the freedom of growing and expanding their printing requirements without compromising their ability to manage business costs.



Selecting a Managed Print Service

- 1 Find a reseller who can audit your current printing requirements, determine how many pages you are printing, whether you are printing predominantly in colour or monochrome or need a device that allows you to fax and scan.
- 2 Have a clearly defined management contract for your service which outlines the cost per page, warranty terms and service level agreement and ensures that page cost is fixed irrespective of how much colour toner is on the page.
- 3 Find out if you can downgrade or upgrade your printer during your contract period.
- 4 Determine the fulfilment process for consumables – can supplies be ordered online and what is the timeframe for delivery.

For further information, visit www.xeroxbus.com.au or contact **13 14 12**



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