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## **Print Audit Assessor: Overview**



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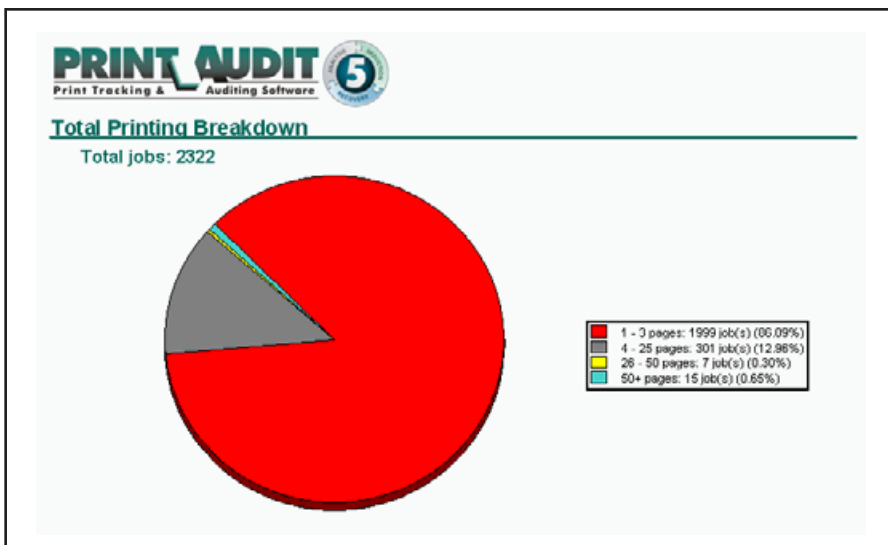
**M. David Stone, Senior Contributing Writer**

Syms long ago trademarked the phrase, an educated consumer is our best customer, but it doesn't own the logic behind the phrase. A case in point: Print Audit Assessor, a sales tool based at least partly on the proposition that if a printer dealer can educate companies about their printer use, those companies will be the dealer's best customers.

Print Audit Assessor is closely related to Print Audit 5 suite, Print Audit's print management system. The suite is designed to help reduce costs by analyzing and managing print workflow. It consists of three related products that you can buy separately or together: Print Audit Analysis, Print Audit Reduction, and Print Audit Recovery.

Print Audit Analysis – the program of most interest in relation to Assessor – tracks printing throughout a company for all printers, whether connected to the network or connected to workstations. It can generate reports that show things like how many print jobs and how many pages are printed on each printer, how many jobs are color and how many are black and white, who is printing how many of each kind of print job, and the total cost per user and per printer.

Print Audit Reduction provides tools to help reduce costs. It lets companies force duplex printing, for example, or redirect large print jobs to printers with a low cost per page. Print Audit Recover automates the process of charging costs to departments or clients, a common need in law firms, for example.

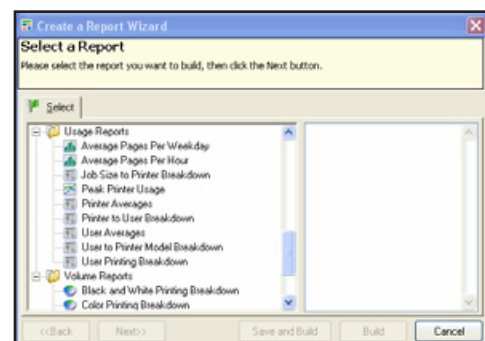


Print Audit Analysis can generate reports that show things like how many print jobs have printed on each printer and how many are color and black and white.

Assessor is the same software as Print Audit 5 Suite. What makes it different is a licensing program that transforms it from an ongoing analysis tool into a sales tool.

Print Audit Analysis – whether by itself or as part of the suite – is licensed to the company that's using it. The license runs for an unlimited time, to let the company (or, in some cases a dealer) continuously track printer use and make adjustments as needed. For example, it lets companies see whether people are taking advantage of the printers with the lowest cost per page for long print jobs. If not, the companies can take appropriate action – move printers to different locations, buy new printers, or use Reduction to redirect print jobs for example.

Reports can help track if printer privileges are being abused.



The license for Print Audit Assessor, in contrast, belongs to the dealer, who can install it for any number of companies at the same time. However, the license for each installation lasts for 30 or 60 days (at \$5,000 of the 30-day version, or \$7,500 for the 60-day version, for an unlimited number of installations in both cases). As with Print Audit Analysis, Assessor tracks all printer use, but only as a snapshot for 30 or 60 days. Once the dealer has the information, he or she can design a proposal based on the company's actual printer use.

One clear advantage of having hard data in hand is that companies often – perhaps usually – don't know how much they print, a point that comes across in case studies. For example, according to a Print Audit case study, both executives and the IT department at HomeCrest Cabinetry thought the company had far fewer networked printers, MFPs, and copiers than Assessor found. Not surprisingly, they also underestimated their cost of printing and maintenance.

In another case study, with AvMed Health Plans in Florida, the number of pages printed in the first ten days running Assessor was so much more than what the company expected, that it insisted there must be something wrong with the software. Once the dealer convinced the company that the data was accurate, however, AvMed realized that its printing costs were much higher than it had thought.

The benefit here is straightforward. Not only can the dealer show how his or her proposal can save money based on data from Assessor, but the sale is likely to be larger than it would have been based on the company's self-reported printer use. To put it another way, once the company knows how much it's actually spending, it will likely be open to purchases it would have rejected based on how much it thought it was spending. With AvMed, for example, the dealer was able to show how AvMed could save \$500,000 in the first year by replacing almost all of its printers and copiers with 26 new devices.

Although a close look at the software itself would be more appropriate for a look at Print Audit 5 suite than Assessor, it's worth mention that the software is designed for ease of use, with largely self-explanatory options and straightforward setup.

Even more important is Print Audit's technical support. Print Audit doesn't use voice mail menus, and the company says it always has someone available to answer the phone during business hours (10:15 AM to 7 PM ET). In my experience, testing both Assessor and other Print Audit products, the people in support have been extremely knowledgeable and capable. The combination of an easy to use program, uniformly excellent support, and invaluable data gathers promise, giving any dealer who's using Assessor a significant advantage over competitors who don't.

Accurate printer data can help companies make smarter decisions about their equipment.



### Job Size to Printer Breakdown

Model	Connection	Port/Host	Total Jobs
<b>Breakdown for Job Size: 1-3</b>			
Acrobat PDFWriter	Network Share	\\DELL18GH\PRINTER8	41
Adobe PDF Converter	Local	MY DOCUMENTS\*.PDF on P.JLM-THOFER	89
AdobePS Acrobat Distiller	Network Share	\\DELL18GH\PRINTER9	5
AdobePS Acrobat Distiller	Local	C:\DOCUMENTS AND SETTINGS\ALL USERS\DESKTOP\*.PDF on	5
DISC Publisher II	Local	USB001 on P.JLM-THOFER	215
EPSON AL-C1900 Advanced	Direct IP	192.168.0.68	76
HP LaserJet 5Si	Direct IP	192.168.0.68	4
HP LaserJet 5Si	Direct IP	192.168.0.68	1
HP LaserJet 5Si	Local	SCB67491_P1 on	1160
hp officejet 4200 series	Local	USB001 on SLS-MARTY	14
Lexmark C510	Local	LPT1: on	73
Microsoft Office Document Image Writer Driver	Local	MICROSOFT DOCUMENT IMAGING WRITER PORT: on IT-SUPPORT	1
Microsoft Office Document Image Writer Driver	Local	MICROSOFT DOCUMENT IMAGING WRITER PORT: on SLS-MARTY	1
Microsoft Shared Fax Driver	Network Share	\\MARGE\FAX	72