



## Global Gains WINNING THE PAPERLESS RACE

Print Audit helps its worldwide client list stamp out the inefficiency in their document copying processes

By Susan Scott • Photography by Jared Sych

**The brass bell clangs** through the low murmur of several telephone conversations at the Print Audit head office in Calgary. It signifies that yet another deal has been closed somewhere around the world and one more company will get a grip on its copying processes, thereby saving money, paper, cartridges, toner and all the other paraphernalia of reproducing documents.

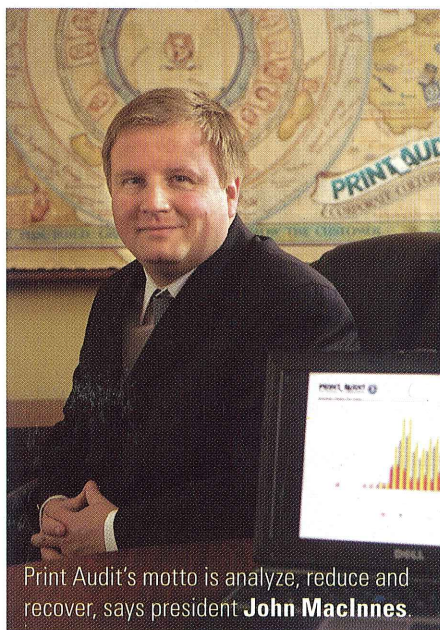
With only five per cent of its business in Canada and offices in Brazil, Australia, the United Kingdom and South Africa, Print Audit operates in about 35 countries. By 2010 it hopes to have opened five more offices, probably three in Europe and two in Asia, including Japan.

### ANALYZE, REDUCE, RECOVER

The mantra at Print Audit is "analyze, reduce and recover," which means that its software can tell a business exactly what its printing patterns are and, from there, find ways it can be more efficient. Sometimes the reduction in printing can be dramatic and, if not quite paperless, it's certainly more environmentally friendly.

For example, after installing Print Audit 5, the Morgan Library at Colorado State University reduced its copying to 275 pages a month from 2,500 pages a week. "This represents an amazing 97 per cent reduction," says marketing manager Trevor Hofer.

Print Audit was conceived at a Christmas party when president and CEO John MacInnes, then in his 20s and already heading up his own company, was chatting with a supplier who mentioned a law company that charged for



Print Audit's motto is analyze, reduce and recover, says president **John MacInnes**.

photocopies, but not for documents printed on the computer. It was a light-bulb moment.

After mulling it over, MacInnes hired someone to develop a software program to rationalize and reduce copying procedures. He went into business in January 1999 with one associate. Now, there are 25 sprinkled across five continents and the award-winning products are constantly being refined and updated.

Once MacInnes showed copier manufacturers Ricoh Company Ltd. and Xerox Corporation how Print Audit could boost their sales, they promptly saw the light and adopted it.

### SUCCESS OF SERENDIPITY

Although the export market now constitutes most of the business, it opened up by accident in England and the serendipitous experience has become the template for everywhere else. Phil Madders, who heads up the London office, which currently supplies the rest of Europe, was involved with a competitive product, "but it wasn't working." Searching the Internet for something better, he found Print Audit, tried it out and jumped on board.

Similarly, Marc Voelckel of the Rio de Janeiro office joined Print Audit after he had tested similar products on the market.

Regional offices have played a significant role in Print Audit's expansion. "Customers feel more secure if support is in the same city," says Voelckel, adding that it is important to have people who know the local culture and are in the same time zone, although tough problems can be referred to the Calgary support staff.

"They really do care about us," says Tim Rockcliffe, the Cape Town director of operations.

Now with Xerox and Ricoh on his side, MacInnes looks forward to another good year.

"I love coming into work," he says. "Fun is first. If it crashed and burned, I would have no regrets." ■

### Brush up for the export market

President and CEO John MacInnes says three things have opened doors for Print Audit software:

- It's tough for some people to get their heads around this, he says, but you need local people on the ground. "It's a question of building relationships."
- What works here may not work somewhere else. "Ask a thousand questions and don't be afraid of adapting to local conditions." Print Audit, for example, discovered that compared with customers in North America, South Americans traditionally expect more time to pay bills, so they try to accommodate cultural differences.
- Get insurance from Export Development Canada on foreign receivables. "It's expensive, but it's worth it," says MacInnes. "We learned the hard way."

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**Average number** of hectares used to sustain a Calgarian (also known as an "environmental footprint," or the measure of how much productive land and water each human occupies in order to produce all the resources he or she consumes), according to a study conducted by Anielski Management and the Federation of Canadian Municipalities. **1:** Rank of Calgary among Canadian cities whose inhabitants have the largest environmental footprint.

## IDLE THOUGHT

"We are all part of the continuum of humanity and life. We will have lived our brief span and either helped or hurt that continuum and the earth that sustains all life. It's that simple."

— Ray Anderson, founder, Interface Inc.