

## CASE STUDY

Solution: Print Audit Rules

**Print Audit**  
transfers **89% of color**  
volumes from high-cost  
devices to low-cost MFPs.

### PRINT AUDIT RULES



As a cost saving measure, please cancel and redirect any print jobs larger than 3 pages to the multifunction printer designated for your work group.

Do you want to continue printing this job?

Yes

No

Yes

No

### About the Customer

The Print Audit customer is a large faith-based organization known world-wide.

### Summary

- ✓ 89% of color volumes transferred from high-cost convenience printers to low-cost MFPs.
- ✓ Print Audit paid for itself in just 39 days.
- ✓ \$180,000 saved per year in printing costs.
- ✓ 28% overall reduction in printing costs.

### The Situation

Operating a busy office with over one thousand employees, the organization originally relied on hundreds of color HP convenience printers paired with a smaller number of black-and-white only multi-function peripherals (MFPs) for their printing and copying needs. Although their employees enjoyed the convenience of their HP color printers, the organization was needlessly losing money each time workers printed color documents on these high-cost devices

Paying for 88,000 color copies produced on the convenience printers each month, the organization was searching for a solution that would reduce their costs while preserving a corporate culture that allowed their employees to have personal printers.

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## Methodology

The religious organization received offers from a number of office equipment solution providers for help in creating an environment that balanced convenience and cost-saving efficiency. However their long-time solutions provider, Ricoh Professional Services Colorado, won the opportunity by offering a unique proposal that combined new hardware with comprehensive print management tools.

RPS Colorado's hardware solution included the addition of 19 color and 7 black-and-white MFPs. Their print management solution consisted of Print Audit Analysis, Rules and Recovery. The suite of tools were installed on 1,300 of the organizations workstations. Print Audit would work in tandem with the new hardware to manage, analyze, and reduce printing costs.

In their new printing environment, employees would be guided by Print Audit to make the most cost-effective printing decisions. An employee who attempts to print a large color document on the older, more costly printer would be reminded of the new cost-saving color MFP down the hall through a popup message. At the same time, a worker who is printing a quick one-page black-and-white memo could easily retrieve his or her document at the printer around the corner, which assures optimal workflow is preserved.

"Print Audit gives us a unique competitive advantage by not only offering our clients a complete picture of their printing environment, but also letting them take action to reduce inefficient printing habits," said Frank Tanel, Professional Services Account Manager with RPS. "It gives our customers the knowledge and capabilities they need to make the most of the new equipment we've provided them with."

## Results

"Before implementing Print Audit, our client was averaging 88,000 color prints on HPs each month. Six months later they average only 10,000 – with the rest of the volumes being transferred to our MFPs," said Tanel.

By migrating large print jobs from older printers to new low-cost devices, the organization is saving \$15,000 per month in printing costs, which is a total of \$180,000 in annual savings.

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**PRINT AUDIT**  
The Print Management Company

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