

Print Audit Cost Recovery Case Study

About Urban Design Studio

Urban Design Studio is an award-winning team of Planners, Landscape Architects and Graphic Designers dedicated to the quality of their physical design environment. For over 27 years, Urban Design Studio has delivered the highest standard of design and professional services to their clients.



The Situation

Prior to installing Print Audit, Urban Design Studio tracked prints only on their wide-format machines. Prints sent to their KIP brand wide-format printers used proprietary software from KIP called PowerPrint. It could only capture prints sent from AutoCAD. Printing to their wide-format color machine was tracked manually. The company did not track prints on the other printers in their office, as it would have needed to be done manually.

Urban Design Studio felt that their cost-recovery methods were too time consuming and imprecise. They became determined to find a solution that would streamline their charge-back process.

The Solution

Urban Design Studio installed Print Audit onto the 23 workstations in their office, allowing them to track 100% of the print and plot jobs being generated in their office. They were immediately impressed with the power and functionality of the software. "It is very easy to install and to use. The job number values can be exported from my accounting software and brought right in to Print Audit. The users like the way their most recent job numbers used are easily selectable from a pull-down menu. If they need to search for a new number they have a choice of using the job name or the job number to search by," said Emily Pennington, Director of Accounting for Urban Design Studio.

The Results

Urban Design Studio discovered that their previous manual tracking methods were even more inaccurate than they had anticipated. Prior to installing Print Audit, they were recapturing an average of \$500 per month in printing expenses. They are currently recovering approximately \$8,000 per month using Print Audit. \$2,000 of this total is a result of a new color printer that they installed in conjunction with Print Audit. However, at least \$5,500 of the \$8,000 can be attributed to previously untracked print and plot jobs that Print Audit now enables them to capture. The software paid for itself in less than two weeks. "We had always tried to quantify what we were missing, but until Print Audit we really had no idea what we weren't recouping. It is like 'found' money," commented Pennington.

Print Audit is also saving Urban Design Studio a considerable amount of time. "We were using different proprietary tracking software on each of our wide-format machines, and with Print Audit we now have a standard interface for all the machines," said Pennington. Urban Design Studio can effortlessly report on all of their printers and plotters using Print Audit's extensive reporting capabilities. The data can be easily exported into their accounting system. "Overall, this is one of the best software programs I've seen. It does exactly what it says it will and has paid for itself several times over," she added.

Summary

Architecture and Design Print Cost Recovery

Results

- Software cost recaptured in less than 2 weeks
- 1000% increase in billable prints
- ROI in one year of 2207%

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