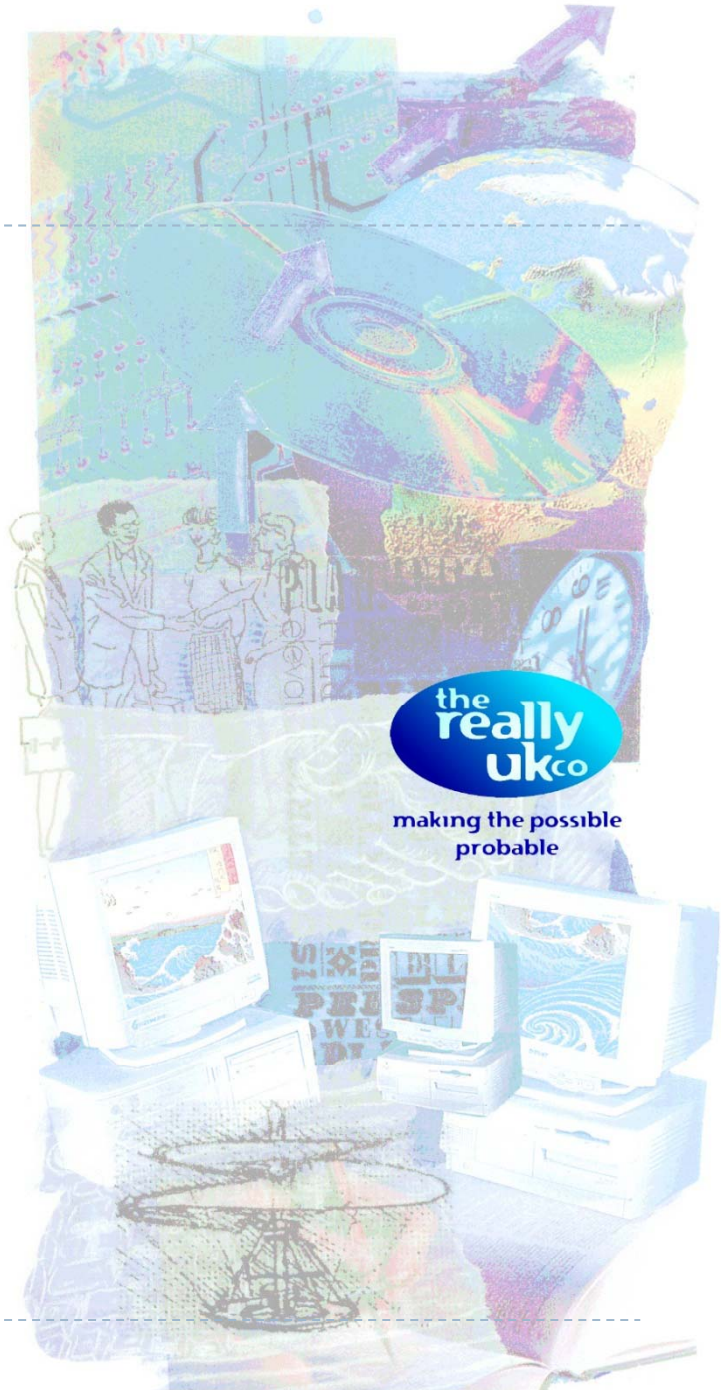


Printer Fleets



making the possible
probable

Playground

- ▶ The bewildering array of competitors providing printing devices and solutions proves that the paperless office is a dream.
- ▶ For large organisations a culture and management philosophy is essential if costs are to be controlled.
- ▶ Tools are now available to enable such aspirations.



Module I - Machinery types I

Copiers

Scan to print only

Options

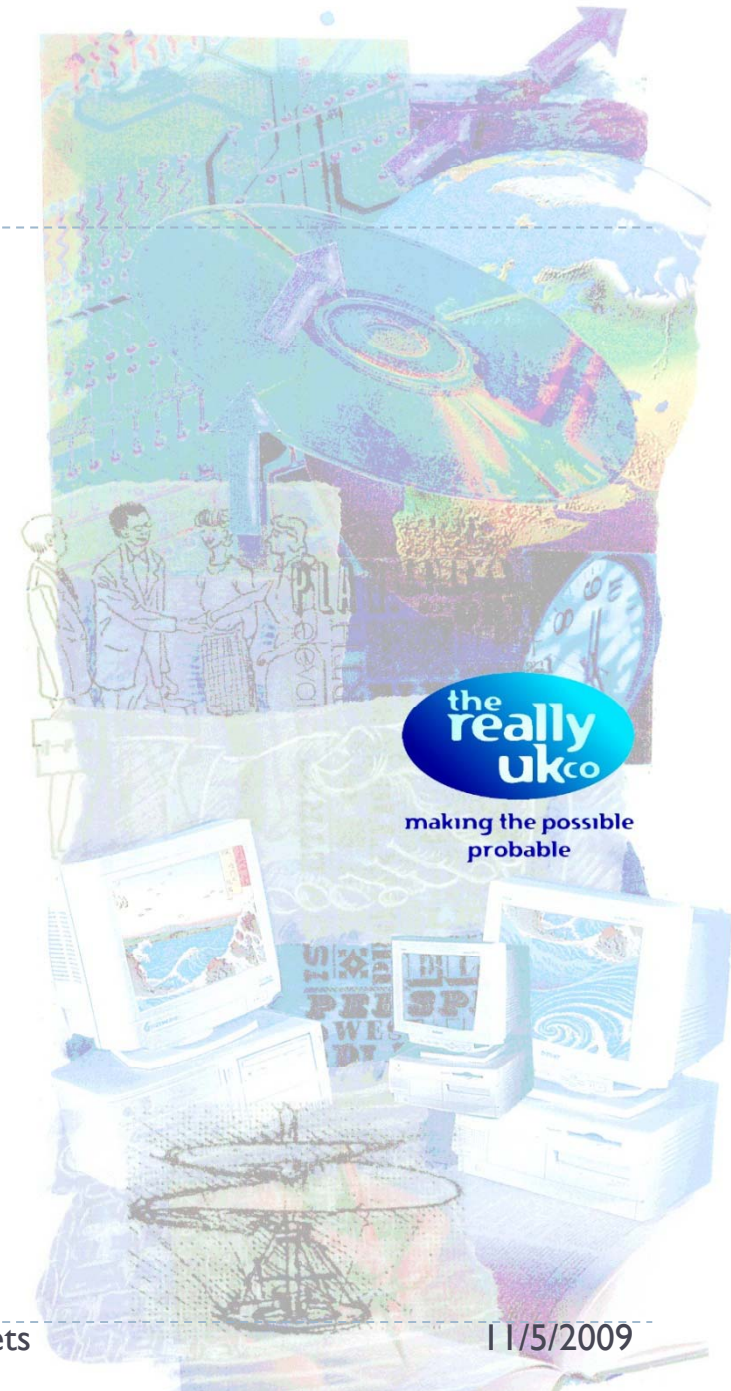
monochrome, spot colour, colour
file send/networking
usage reporting
security
finishing options

Technology

laser – powder/solid toner
inkjet – nozzle technologies vary

Application

home office
small office
professional



Module I - Machinery types 2

Digital Printers

Print

raster image processing

internal

external

Options

monochrome, spot colour, colour

networking

workflow, system management and usage reporting

security

colour matching

Technology

laser – powder/solid toner

inkjet – nozzle technologies vary

dye sublimation

Application

home office

small office

large/multi - office

professional technical



making the possible probable

Module I - Machinery types 3

Multi-function

Scan to file

format?

Print

raster image processing

internal bespoke drivers

external (e.g. Postscript – Fiery etc.)

Options

monochrome, spot colour, colour

file send/networking

workflow, system management and usage reporting

security

finishing options – punch, collate, staple, saddle, perfect, stitch and trim

Technology

laser – powder/solid toner

inkjet – nozzle technologies vary

Applications

home office

small office

technical/scientific

professional technical

professional publishing and “instant print”

mailing



Module I - Machinery types 4

Wide Format

Print

raster image processing
special drivers

Options

monochrome, colour
file send/networking
variable data
workflow, management and usage reporting
security

Technology

inkjet – nozzle technologies vary

Application

small office
professional technical



Module I - Machinery types 5

Professional Colour Press

Print

- raster image processing
- special drivers

Options

- colour
- networking
- variable data
- workflow, system management and usage reporting
- security

Technology

- generally inkjet – bespoke technologies
- liquid electrophotography
 - achieves near lithographic quality especially with UV overcoating

Application

- professional publishing
 - mailing
 - catalogues
 - books



Suppliers

- ▶ **CANON**
 - ▶ **HEWLETT PACKARD**
 - ▶ **KONICA-MINOLTA**
 - ▶ **XEROX**
 - ▶ **ISSUES**
 - ▶ Standards
 - RIP
 - File systems
 - Colour systems
 - ▶ Support
 - ▶ Capacity
 - ▶ Maintenance and reliability
- SUPPLIER OR PARTNER?**



Principal Considerations

- ▶ **WHAT** (applications is it for)?
- ▶ **WHY** (do you need to “DIY”)?
- ▶ **WHO** (is your audience)?
- ▶ **WHERE** (do you need it to be)?

- ▶ **COST OF OWNERSHIP**
- ▶ **MANAGEMENT**

- ▶ **BUDGET – last or first?**



Cost of Ownership

▶ Elements

- ▶ Time
- ▶ Software
- ▶ Systems
 - ▶ (OS, network etc)
 - ▶ Standards
 - ▶ Quality assurance
- ▶ Substrates
- ▶ Inks/toners
- ▶ Finishing items
- ▶ Power
- ▶ Maintenance
- ▶ Waste and rework
- ▶ Delivery

- ▶ TOOLS
 - ▶ TCO Illustrator



Inkjet

- ▶ “Inkjet inks are equivalent in price to high priced perfume”.
- ▶ The general rule of thumb is that the cheaper the printer, the more (relatively) expensive the cartridge.”
- ▶ Surprisingly high cost per impression.
- ▶ Significant variety in technologies.
- ▶ Generally much slower than laser.
- ▶ For good results paper tends to be expensive.
- ▶ Can be messy when things go wrong.
- ▶ Low energy costs.
- ▶ Generally doesn't require specialist knowledge.
- ▶ Cartridge condition software is complex and often unreliable.
- ▶ Waste ink has to go somewhere.



Electrophotographic (Laser)

- ▶ Significantly faster than conventional inkjet.
- ▶ The temptation (for the average user) is to proof to print (because it's quick) rather than to screen. This leads to excess impressions.
- ▶ For most uses, substrate costs are low.
- ▶ The requirement for colour multiplies toner costs by as much as ten times that of monochrome.
- ▶ Wastage is very easy if conventional print disciplines are ignored. (Proofing, quality control, document design and layout)
- ▶ Uses significantly more energy than inkjet due to the need to "fuse" the toner to the substrate.
- ▶ Without management the fragmentation of costs can hide poor practices.
- ▶ At the medium end, printing and publishing skills will avoid poor quality output as well as excessive wastage.
- ▶ High end (multifunction) applications need skilled operatives and therefore training (cost).



Managed Print Services - I

- ▶ **Develop a Print Strategy**
- ▶ **Establish a Baseline**
 - ▶ include all costs
- ▶ **Treat printers as a corporate asset**
 - ▶ to be managed like any other
- ▶ **Optimise**
 - ▶ what is really needed where
- ▶ **Automate**
- ▶ **Manage desktops**
- ▶ **Manage suppliers**
- ▶ **Sustain savings**
- ▶ **Monitor, measure and manage**
- ▶ **Schedule reports and reviews**
- ▶ **Action results**



Managed Print Services - 2

- ▶ **The motivation for managed print services is different for equipment suppliers.**
- ▶ **It is wise to maintain hardware and systems supplier independence from fleet management.**

THE MANAGED PRINT SERVICES ASSOCIATION

<http://www.yourmpsa.com/>

**THE PLAYING FIELD IS NEW
BUT HAS ATTRACTED ALL
THE MAJOR PRINT
SUPPLIERS**

