

# Managed Print Services

THE FUTURE OF BUSINESS PRINTING



AN  
**ITPRO**  
PUBLICATION

In association with  
**brother**  
at your side



# Balanced Deployment – what does it mean and why does it matter?

Ensuring that companies get the capabilities they need in a cost-effective printer fleet.

**B**alanced deployment is a key part of Brother's MPS strategy. Focusing on productivity, availability, security and efficiency, it guides Brother's pre-sales technical consultants to create solutions that target the specific needs of the individual business; not just monthly workloads and copying requirements, but office geography and 'soft costs' of printing, where the business loses productivity in small, unnecessary ways.

Every MPS deployment begins with a pre-sales assessment phase. 'We go in with our

consultancy hat on rather than our sales hat' says Peter Shackleton, Pre-Sales Manager for Brother UK. 'We want to understand their pain points and look at how each individual operates on each device. We'll even go down to their walking times and watch people walk for two minutes to the end of the office to pick up a job. While they're at the printer you'll have people queueing and having a chat, and this all gets taken to account.'

Brother's pre-sales technical consultants also capture monthly page volumes, enabling

them to select the best products for each area based on those volumes, the length of the MPS contract and the capacity and lifespan of each device. This ensures that printers and multi-function devices are carefully selected to cope with each workload, even if that means placing two or three devices in an area to guarantee availability. It also helps consultants get a real-world assessment of a team's printing needs, so that those that require A3 printing or colour have them, but such devices aren't rolled out where they're not needed.



‘Once we’ve got that bigger picture, we’ll put together a solution based on where we think devices are strategically best-placed’ says Shackleton. ‘There are things we won’t do – we won’t put devices everywhere – but we know the value of placing devices in more areas; it gives more availability to staff and eliminates single points of failure.’

“ Looking for ways to improve the user experience for our customers is a key part of our job. ”

It’s all about enabling the right level of availability across printing, scanning and copying capabilities through a judicious selection of various print technologies such as laser, LED & inkjet to handle A4 and A3 requirements. What’s more, hardware is only part of the story, Brother has also developed BSI (Brother Solutions Interface) which enables further gains in productivity and efficiency, so that companies can integrate with custom applications or third party print management software for pull printing to cut waste and improve security, or configure printing so that, should one device fail, the print job is simply moved to the next printer. These cost-savings may seem insignificant, but they soon mount up. For Shackleton, looking for ways to improve the user experience is a key part of the job. ‘Anything we can do to make things slicker will help them and help us when the customer reaches the end of the term’ he says. ‘They’ll want to stay with us.’

## Balanced Deployment in Action

We asked Peter Shackleton to take a look at an example scenario and take us through his approach. The client is an accountancy practice with 30 staff and four partners across two floors. It has two large workgroup lasers on each floor, while the partners each have a personal laser printer. The two most recently-purchased workgroup lasers are the same 2013 make and model, the others are different models from another manufacturer. The practice has been moving to a digital document management system, with two high-speed document scanners in the central admin office on the ground floor. However, there are still two copiers in a separate copy room, and the practice still needs high-quality print materials for meetings, letters and reports. All the printers and scanners are managed by a single IT manager, with consumables changed and paper-jams cleared by the staff themselves. Security is becoming a concern, too, with GDPR on the horizon and some staff with a tendency to leave documents sitting, uncollected, in the printer output tray.

**Shackleton:** In this scenario, you have a common centralised print fleet, sold, most likely, by a copier dealer who didn’t take into consideration the impact to productivity, efficiency and security. This kind of solution means that employees must walk a distance to collect their print jobs and usually must queue at the printer waiting for other users to finish printing. Also, due to the walking distance and the queue at the printer they generally print their documents but don’t collect their print jobs until later, once they have printed all the documents they require for that task. This poses a security risk if any of the documents are confidential. You usually see multiple piles of paperwork stacked next to the printers; jobs that have been printed but never collected,

resulting in wasted costs and increased CO2 output.

We’d introduce a print management application where jobs are stored and users must authenticate on the device to release their print jobs. This is great for security and reducing waste. We’d also ensure that all employees have access to printers within close proximity, as this reduces walking and waiting times. We’d ensure that those printers fell in line with their job function, so that they have access to the right capabilities and therefore will result in an increase in productivity. Additionally, this enables the accountancy firm to allocate print costs associated to its clients, supporting accurate billing and invoicing.

We’d look to lead with our flagship mono and colour laser printers and multi-function devices, as cost per page is very competitive, and they have a great ROI – this soon adds up over two to three years. However, we’d recommend A3 inkjets where the customer has large A3 printers or copiers but the actual volume of A3 printing is low. A customer assessment would tell us if scanning requirements could be fully or partially covered by the multi-function printers or if they still required separate devices.

This makes it more cost-effective to have laser devices to handle the majority of the volume, and A3 inkjet devices for the low-percentage A3 volume.

By outsourcing the maintenance of the print fleet, the IT manager has more time to focus on other priorities. It will also save time for other staff - with automatic supply replenishment they will never run out of ink or toner, costs are controlled and they don’t even have to think about it.

