

# m<sup>ps</sup> insights journal

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**Tools:** Implementing  
MPS Infrastructure

# Print Optimization 2.0: Effective Management of End-User Print Behavior

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*OK...so you've implemented MPS Stage 1 and 2... consolidated devices, optimized the fleet... now what? Have you actually changed end-user print behavior?*

During implementation MPS providers have a tendency to focus heavily on “device-optimization” or “fleet-consolidation”. But, a crucial part of implementing MPS is change management—without it customers and MPS providers often find that actual print volumes have not materially changed, and could even be higher, as end-users now have access to more efficient devices.

Preo Software’s Printelligence™ solution helps deliver lasting improvements in print volume, cost-efficiencies and sustainability improvements, and delivers savings of 15-30 percent beyond what is achievable by device-consolidation. For example, a Fortune 100 company reduced print volumes by 15 percent in the first 45 days.

At Preo, we focus on the end-user, rather than devices. Printelligence™ is designed to understand and influence end-user print behavior, by implementing a Print Knowledge Management System (PKMS) process (see flow chart). In a nutshell, we do this by tracking numerous attributes of the print job and the print queue, and then alerting the end-user when their print-behavior triggers pre-established rules.

The value-proposition of Printelligence™ stems from these key points:

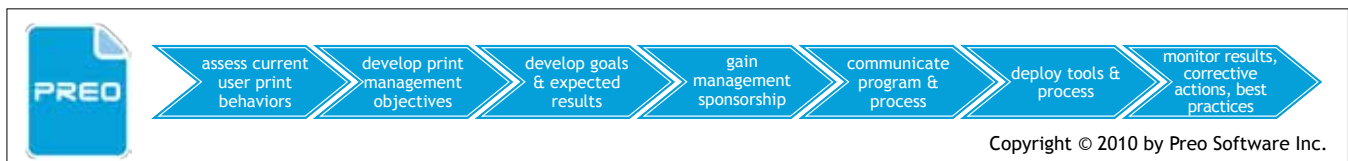
**1. User-centric data capture:** Printelligence’s proprietary software captures 80+ print attributes, before the print job actually prints. This includes at-

tributes such as; user ID, application being printed (E-mail, web pages, WORD, PowerPoint, etc), color vs. mono pages, device/queue name, and many others. In addition (when installed on the user’s desktop), it can collect the same information about locally-attached printers, thereby solving this nagging issue for MPS providers and IT administrators alike. The attribute data can be cross-referenced to provide powerful analytics about the user’s print environment (e.g., how many E-mails in color over three pages were printed by the Accounting department), and can be easily aggregated at workgroup, department, building or site levels.

**2. Page-Coverage Measurement:** Unique to Preo is the ability to measure page-by-page coverage on a print job, before the page is printed. This capability underlies the licensing agreement with Xerox for its ColorQube™ products, which introduced a break-through coverage-based color-page pricing plan. This information at a department, building or site level, is invaluable for MPS providers creating a cost-per-page price plan, previously based on industry-average estimates.

**3. Flexible Rules-based Behavior-change model:** This patent-pending capability enables IT administrators to design and deploy effective rules to educate, advise and control end-user print behavior, resulting in measurable and lasting improvements in print volume, cost, and green objectives. This can be achieved without any end-user productivity impacts, as the user is always in control of final decisions regarding their print jobs.

**4. Rules-testing on live data:** Combining the capabilities of a live database with rules-definition, Printelligence users are able to quickly define and



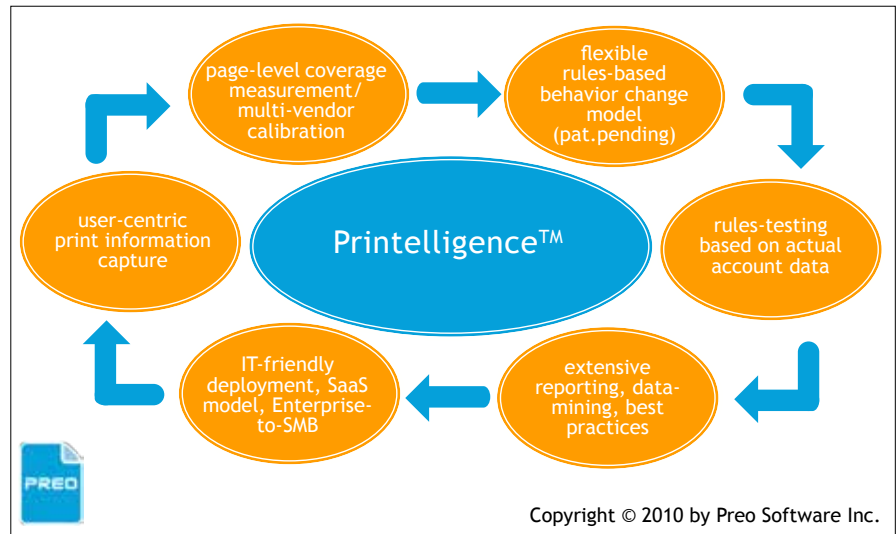
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test alternative rules-sets for each Print Management Objective (eg. cost, color-control, usage, sustainability), against the account's actual data.....not some overall industry-averages.

**5. Flexible Reporting engine:** With extensive reporting at user, workgroup, department and site levels, and data-mining capability, tracking progress towards print objectives is easy. Best practices can be easily identified and leveraged. Combined with your existing device-management reporting, you now have a complete 360-degree view of print.

**6. IT-friendly deployment/Hosted model:** Printelligence installs with no changes to existing print drivers and other print components, and requires no additional hardware of any kind. A light-weight client installs on either the print-server or both print-server and desktop, based on the intended use. Printelligence™ is designed as a subscription-based hosted-service for ease of use, install, and rapid scalability. Users range from 50-person companies to Fortune 100 corporate giants.

Printelligence™ is usually deployed in a silent mode to establish an accurate baseline of user behavior. This data is then used to develop Print Management Objec-



tives (PMOs), as well as validate and “sell” the program to decision-makers. Finally, in full-deployment mode, Printelligence™ is used to educate, inform, advise and (as required) control behavior consistent with the PMOs. Organizations recognize that driving lasting change in print-behavior requires a committed program with senior-level sponsorship, and the appropriate measurement, shared best-practices and corrective action process, which Printelligence enables.

Customers report achieving ROI of 45 days or less against hard cost savings. Additionally, the data itself becomes of immense value to manage the print environment on a continuous basis.

This customer’s comment is illustrative of what we hear regularly about Printelligence™....

*“...we saw an immediate change in our users print behavior... some of them even thanked us for reminding them to not print their E-mail in color”*

*“...since we control the content and frequency of the balloon message Printelligence never becomes nagware”*

- Manager-Information Technology, major diversified energy company

Gary McCone, CEO of PreoSoftware, summarized it well...  
 .“Giving each employee the opportunity to evaluate his or her own print behavior has consistently led to major reductions in paper consumption....we are making a difference!”

*Pravat Mazumdar is Vice President-Business Development at Preo Software Inc. since Dec 2009, where he is responsible for developing global strategic partnering arrangements with OEM vendors, MPS and IT services providers, channel partners and ISVs, and managing Preo’s outreach to industry analysts and influencers. His extensive prior experience at Xerox Corp. was in services and solutions marketing and managed print services. Pravat can be reached at: pravat.mazumdar@preosoft.com*

