

# BETWEEN THE LINES

TAPPING THE POTENTIAL OF  
21ST CENTURY DOCUMENTS

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## The Hidden Potential of Enterprise Print Management

If you could view all your enterprise operations from a single vantage point, here's what you would see: policies and procedures. Memos and directives. Marketing and customer communications. Product documentation. Intellectual property. Litigation and compliance documents. Client onboarding forms. Human resource materials and all the transactional files involved in accounts payable and receivable.

And let's not forget your Microsoft PowerPoint® presentations, Web pages, blogs, podcasts, fax messages and the tsunami of email that surges in every day. Not to mention all those legacy file cabinets and archives bursting at the enterprise's seams.

Effortlessly woven into the way you work, these documents have a direct impact on every one of your major business goals. They:

- Convey strategy and direction
- Turn prospects into customers
- Motivate and educate
- Preserve intellectual property, records and data
- Generate revenue and pay invoices
- Help maintain compliance and manage risk
- Convert raw data into actionable information
- Provide support in the face of litigation
- Communicate to stakeholders
- Represent the face of your organization to the world

All in more ways than you can count.

### **A Vital Enterprise Infrastructure**

At Xerox, 90 percent of our value chain's inputs and outputs are documents in many different forms. Loosely translated, that means almost everything we do involves documents at a key point in the process. Chances are, that's true of your organization as well.

When you consider the scale and scope of document-related activities, it's clear that documents, their content and their processes represent a vital enterprise infrastructure. It's

equally apparent that if your document infrastructure is strategically managed, your business will benefit. This involves:

- Improving the effectiveness of key documents
- Increasing printing efficiencies throughout the enterprise
- Simplifying and/or enhancing key document-driven processes
- Using the latest innovations to tap into the vital organizational intelligence and information contained in your documents

At a time when organizations are fine-tuning their IT systems and manufacturing processes, enhancing the way you work with documents can provide one of the best opportunities for step-change improvements in performance.

### **The Myth of the Paperless Office**

As a leading document and business outsourcing provider, Xerox has been able to collect more data about documents than many other organizations. We use Lean Six Sigma methodologies to help companies around the world analyze and assess their document management approach. This provides us with unique insights into the current state of document management and reveals compelling opportunities for improvement.

One of our most surprising findings is that despite the growing use of digital documents, businesses and other organizations continue to print hard copy materials at a remarkable rate.

In fact, one of our global telecommunications clients had been printing more than a billion pages a year for internal operations alone. That doesn't include the documents associated with their marketing and customer communication. Nor their daily email deluge.

These numbers are even more remarkable in the age of the paperless office. And they have major implications for organizational efficiency and the bottom line.

To generate that much printing, you need a vast fleet of color and black-and-white printers, copiers, fax machines, scanners and multifunction devices. Plus a freight train stuffed with paper, toner and supplies. You also have to provide service, support and an enormous amount of power.

And that's just the beginning. In fact, Xerox assessment experts have identified 150 factors that contribute to the total cost of enterprise printing. Unfortunately, most companies would have a hard time identifying more than a handful.

## The Print Costs of Document Overload

Given the fragmented way that purchasing and management practices have evolved over time, it's no surprise that most organizations do not have a clear picture of their enterprise printing expenditures.

However, our experience enables us to provide a general idea of what's really happening and how much it's costing you. While the numbers vary considerably by organization and industry, here's a universal snapshot:

- The typical employee prints more than 800 pages each month or about 10,000 pages a year.<sup>1</sup>
- Each employee's monthly printing costs average about \$42, which equals over \$500 per employee per year.<sup>2</sup> That means if you have 2,000 employees, you may be spending over a million dollars on printed output annually.
- The trend toward digital documents is decreasing print volumes in some industries, but the decline is less than expected. And in some areas, like manufacturing, print volumes are actually increasing.<sup>3</sup>

No wonder audiences laughed with recognition during *Monsters, Inc.*, when Roz continually admonished employees with a throaty, "You didn't file your paperwork."

Enterprise printing is clearly a big-ticket item for most organizations. In fact, InfoTrends estimates that companies spend an average of 6 percent of total annual revenues on document management.<sup>4</sup> Those expenditures are likely to continue for the foreseeable future.

Nevertheless, total printing costs can be significantly reduced with a disciplined, data-driven management effort. According to a Gartner, Inc. report, "Organizations that manage their printer, copier and fax fleets can save between 10 percent and 30 percent of their print costs."<sup>5</sup>

Whether you operate your own production centers, rely on outside printers or combine both approaches, your costs can be reduced and controlled with a sound enterprise printing strategy.

Of course, cost reduction is just one benefit. A well managed enterprise print infrastructure also ensures that your employees have access to the high-quality document services necessary for their work. It also lowers your organization's impact on the environment by rationalizing your printing infrastructure and reducing your consumption of paper, energy and supplies.

No question about it. Making the most of your enterprise printing yields valuable results and, in some cases, complete transformation.

**Endnotes**

1. EPS Assessment Practice, January 2011 (Assessment of 329,472 Office Personnel)
2. Ibid.
3. Ibid.
4. *Assessing and Benchmarking Document Costs*, InfoTrends, September 2005, <http://www.infotrends.com/public/Content/INFOSTATS/Articles/2005/10.18.2005.html>
5. Gartner, Inc., *MPS Magic Quadrant Report*, 8/21/09: ID G00169984