



Complete Guide to **Managed Print Services**

GUIDEBOOK

OFFICE
TECHNOLOGY
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OVERVIEW

What is Managed Print Services?

The Managed Print Services Association (MPSA) recently updated their definition of managed print services (MPS) to “the active management and optimization of business processes related to documents and information, including input and output devices.” More specifically, Quocirca defines managed print services as services offered by an external provider to assess, optimize, and continually manage an organization’s document output environment in order to lower costs, improve productivity, increase efficiency, and reduce risk. A complete MPS program may include services such as assessments, hardware and part replacements, services for devices, and supplies fulfillment.



Managed print services can save businesses **30%** on print-related expenses.¹

MPS generally covers three broad service areas:



Assessment



Optimization



Management

Assessment

A review of an organization’s current print environment is done in order to provide recommendations for optimal device management.

Optimization

The process of consolidating and rationalizing devices and related business processes in order to develop a complete MPS strategy.

Management

Regular business reviews, service level agreement (SLA) monitoring and remote management are used to make ongoing process and workflow improvements.

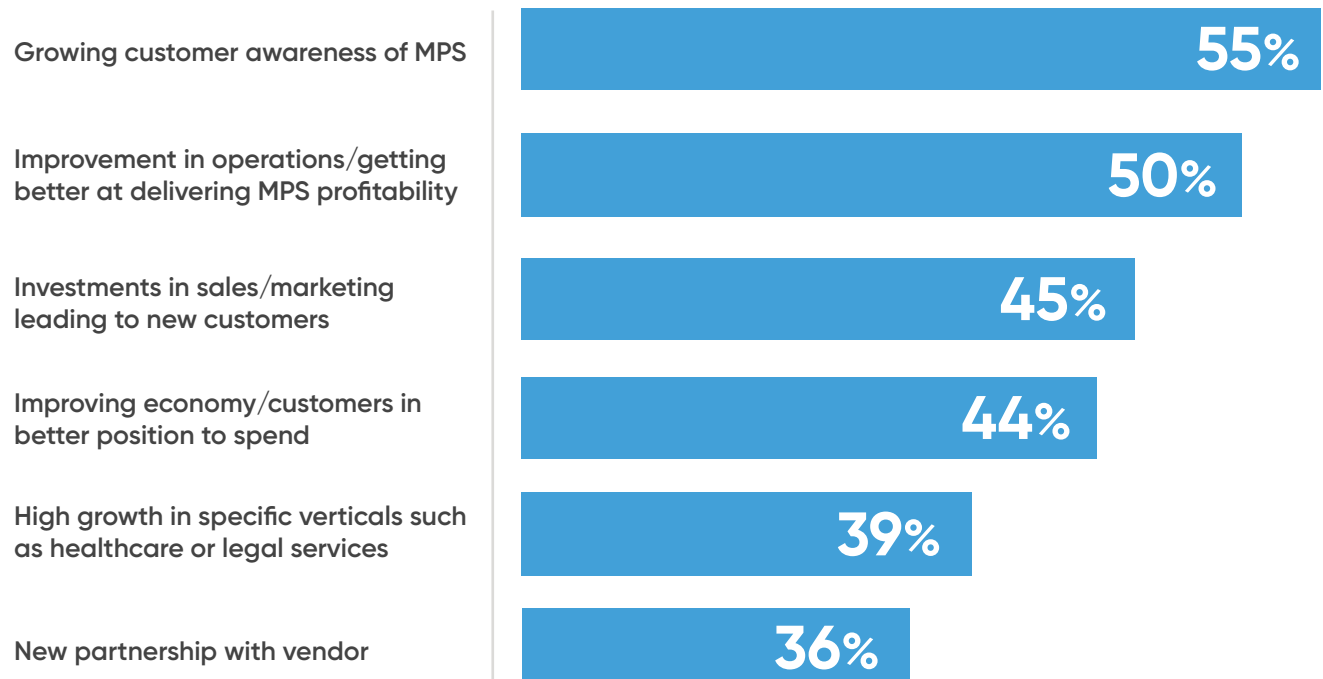
What are the opportunities for MPS?

Market growth

According to the global market intelligence firm Transparency Market Research (TMR), the global managed print services market is expected to expand at a CAGR of 14.8% between 2016 and 2024. In this time, growth opportunities are expected to more than triple, reaching \$94.97 billion by 2024.

CompTIA's research shows a similar upward trend. Although the market for managed print services is relatively mature, 1 in 3 MPS providers expect significant growth over the next 12 months (defined as 10% or more). The main factors contributing to growth for the MPS market include:

MPS market growth factors²



56% of companies with high print volumes report being MPS adopters.²

MPS adoption

CompTIA's research also shows that two-thirds of businesses believe that their print operations could be improved. Here are a couple examples of common issues managed print services can address:

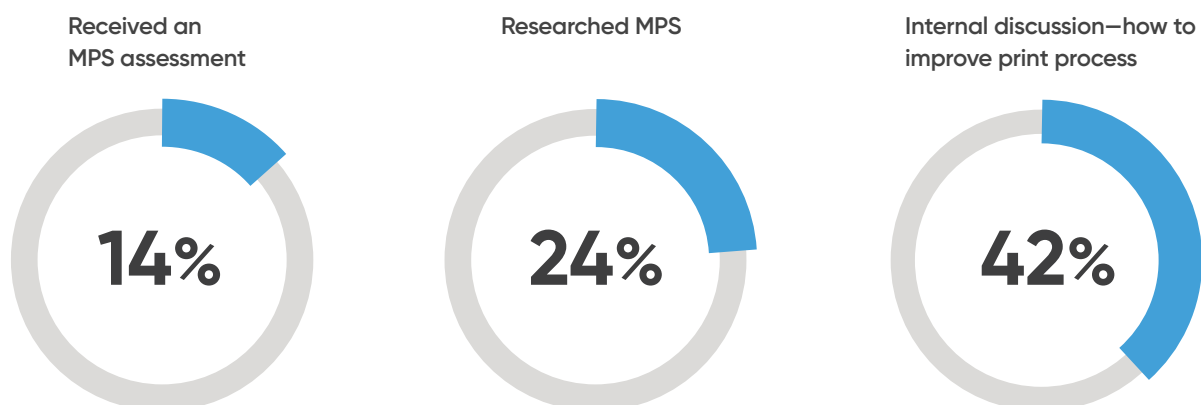
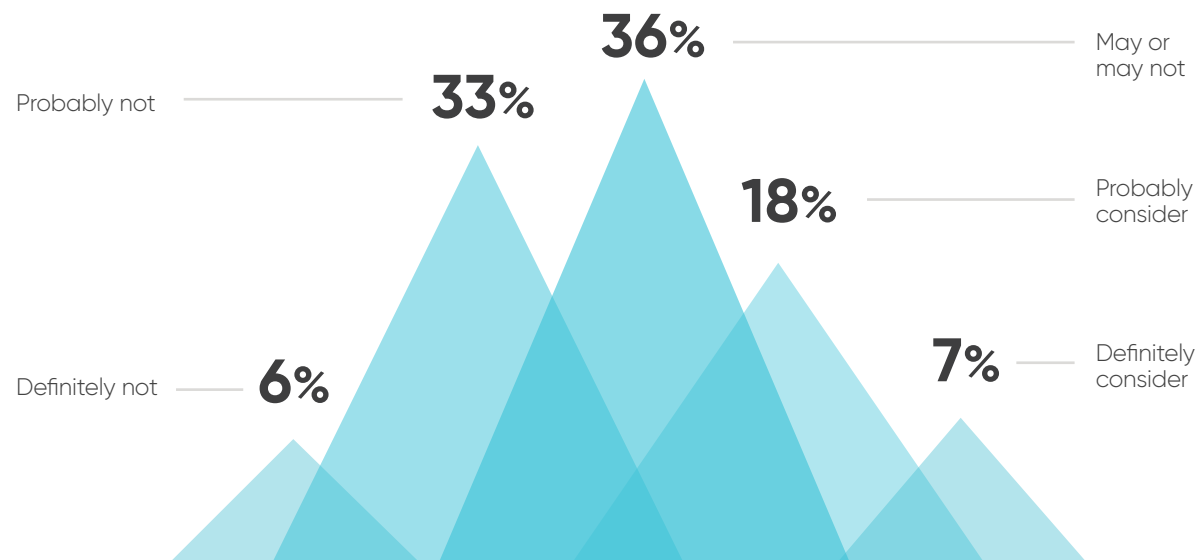
Total cost of ownership

More often than not, businesses don't understand the total cost of ownership (TCO) of a device over time and as a result, they may be spending more on print than they realize by purchasing low-cost devices with high consumable costs.

Core competencies

Like many other managed services, MPS is often outsourced because print is not a business' core competency. Their main focus is managing their business, not optimizing their print environment. As a result, costs and responsibilities are scattered throughout the organization.

MPS adoption intent²



What are current industry trends?

Predictive analytics

Predictive analytics is a proactive model which provides organizations greater insight into their print environment. Using a combination of historical device data and analytic techniques, predictive analytics allows businesses to determine when a device will run out of a supply or is due for maintenance ahead of time.

Implications:

- Improve device productivity
- Reduce unplanned downtime and device maintenance
- Reduce excess supply inventory as well as supplies fulfillment costs
- Decrease the amount of wasted toner remaining in cartridges to increase margins



By 2030, 500 billion devices and objects will be connected to the Internet.³

Automation

The Internet of Things (IoT) is creating a world of connected opportunity. Connected devices enable service and solution providers to use machine-to-machine (M2M) communication to streamline and automate business processes.

Implications:

- Streamline time-consuming and labor-intensive business processes
- Reduce the costs associated with human error
- Leverage connected devices to automate supplies fulfillment
- Increase productivity and efficiency by allowing administrative and technical staff to focus on their primary responsibilities

Security

Data security and privacy continue to be crucial concerns for providers and customers, even more so as data moves to the cloud across multiple platforms such as mobile devices. Providing a secure solution will be a key competitive differentiator for businesses.

Implications:

- SLAs with detailed security measures and permissions as well as available security documentation
- Increase in secure printing solutions where print jobs are only released after user authentication
- Increasing awareness of and responsiveness to local and global data security legislation (e.g. HIPAA, Sarbanes-Oxley, European Union data laws, etc.).

Mobile

More mid-market businesses are looking to "mobile enable" their workforce, including mobile printing, but the majority of the managed print market has yet to address the rise of mobile printing due to its complexity.

Implications:

- Ability to print anywhere, anytime increases the efficiency and convenience to print
- Provide additional data and insight on printing trends
- Introduction of new manufacturers and technology, particularly electronics companies

How you can use MPS to help your customers

A managed print program is designed to help your customers streamline their print-related processes by increasing efficiency and providing them with cost savings. Here are five ways you can use MPS to address common print problems and give your customers additional value.

Remote monitoring

A remote monitoring tool can be used to replace manual processes like placing service calls or submitting supply orders with automated alerts and notifications. Remote monitoring enables proactive device management, reducing downtime and increasing efficiency for customers.

Supply and service management

Customers are often faced with a feast or famine dilemma when it comes to their supplies where they end up with too little or too much of what they need. Similarly, customers may not be aware of an issue with a device until long after it happens, resulting in costly and inconvenient device downtime. Alerts based on supply thresholds and error codes can be used to create a proactive supply and service program that provides customers with what they need, when they need it.

Reduced IT workload

Many customers do not have a dedicated resource to manage devices in the office. The responsibility often falls to IT staff who also take care of the company's other IT needs. From diagnosing device problems on their own to actually placing helpdesk calls, IT staff can end up spending a lot of time dealing with device maintenance. An MPS solution can eliminate the time IT spends on device-related issues so they can focus their efforts on their primary responsibilities, effectively making device management more efficient and increasing productivity.

Control and accountability

Many MPS solutions come with powerful reporting tools that can provide customers with insight into their print activities including information about problem devices, utilization, page coverage, and more. These metrics will help you work with your customers to optimize their print environment, increasing efficiency and decreasing costs.

Reduced environmental impact

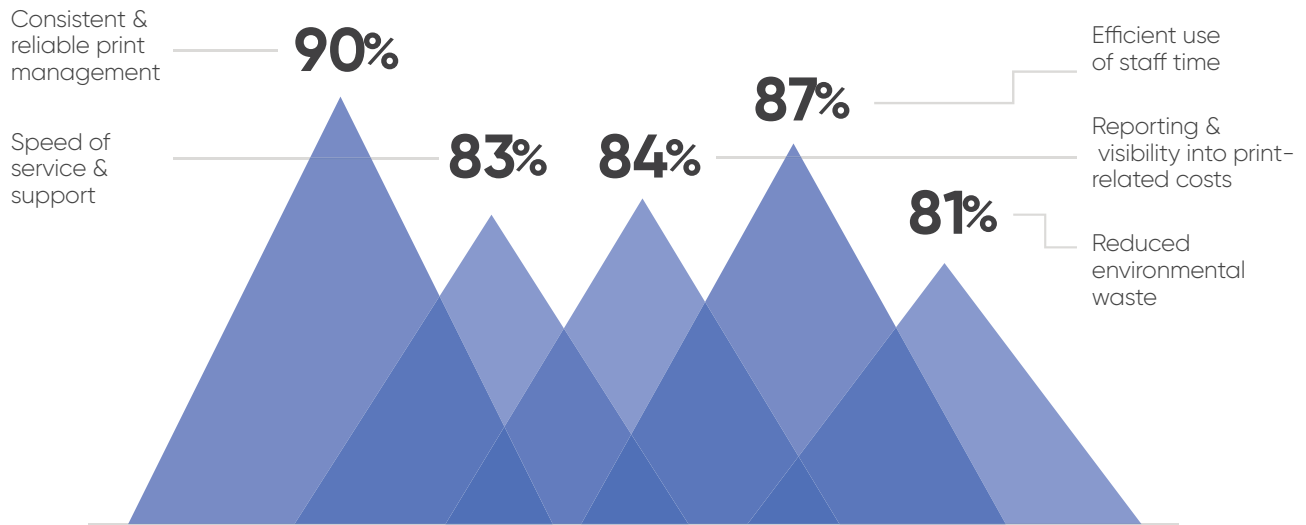
Businesses are becoming increasingly aware of the environmental impact of their day-to-day activities, including print. For many people and organizations, print is still a necessary part of their work day, but a managed print solution can make print more environmentally friendly by:

- Consolidating devices
- Reducing the amount of wasted toner in a cartridge
- Using paper consumption data to reduce your company's paper footprint



90% of companies don't know how much they spend on print.⁴

Why do customers choose MPS?²



Conclusion

Regardless of whether you are new to MPS or a long-time provider, it is always important to take a moment to evaluate the market you are in and the goals you have set as a business. With so many opportunities in the managed print space, there are plenty of ways to increase the devices you have under contract. Contact us today to help grow your MPS program.

SOURCES:

1. **IDC** *Worldwide and U.S. External Enterprise Storage Systems Forecast, 2020-2024*
2. **CompTIA** *Managed Print Services Trends Study*
3. **Cisco** *The Internet of Things*
4. **Gartner** *Cost-Cutting Initiatives for Office Printing*

Contact us today to learn more

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