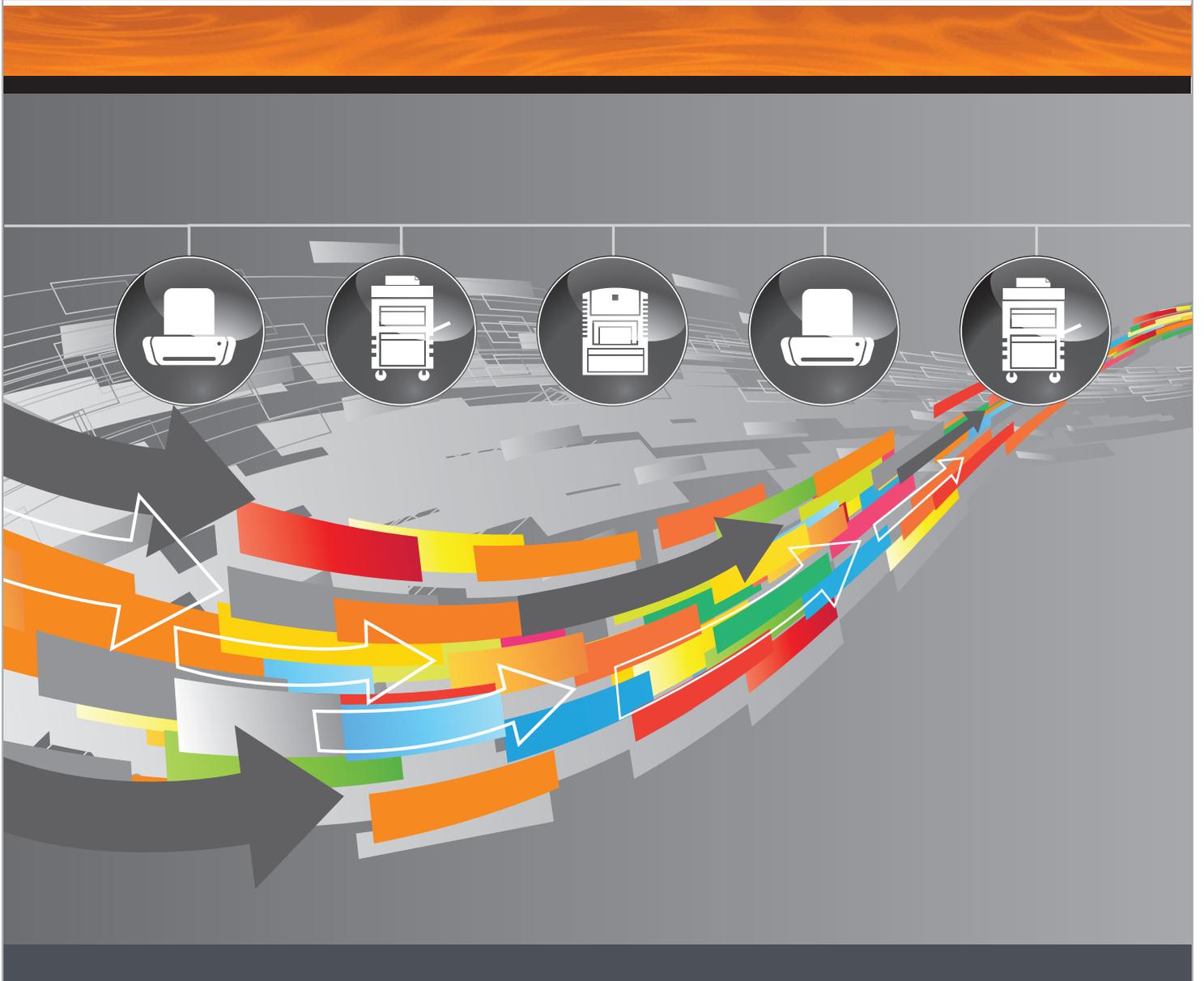


INTELLIGENT OFFICE PRINTING



Intelligent Office Printing™ Take control of your office printing

Tackle waste | Drive down costs | Improve security



www.macro4.com

Intelligent Office Printing™ (IOP) brings control and accountability to printing in the office environment and beyond. It is a modular, scalable, vendor independent solution, underpinned by Macro 4's innovative multi-channel delivery software.

Intelligent Office Printing in practice

The challenge:

Enforcing least cost printing practices

A general office worker occasionally has a requirement for A3 color printing for customer proposals; however, most of his printed documents are for internal purposes and are usually thrown away after use. Since the introduction of new color capable multifunction printers (MFPs) the company's print costs are spiraling out of control, but the facilities and IT departments have no idea why this is happening.

The solution

Using IOP he is able to access the finishing and color features required; however when he is printing emails a corporate policy is enforced to print in mono, in draft quality and forced duplex. The Facilities department now has full cost transparency over what he and his colleagues print, fax and copy, for departmental cross charging, and the IT department is now able to offer an improved service to users through high print service availability, helped by more informed alerts and immediate notifications of problems within the output fleet.

The challenge:

Supporting mobile employees

A sales manager regularly travels to different office locations worldwide. Whenever she visits another office she finds it time consuming and problematic to print presentations and proposals for meetings as she does not know which printers she can use, or what their capabilities are, and seldom has the right print drivers installed on her laptop. Typically she either has to contact the IT service desk or email documents to locally based colleagues who print the documents for her. This is sometimes awkward, given the commercially sensitive nature of these documents.

The solution

The IOP solution prints her document at a suitable local printer that meets the print job requirements. She is informed of where her document will be printed by an interactive messaging component on her laptop. She is also able to see where the device is located through floor plans and pictures on the IOP web user interface. When she has to print commercially sensitive documents, she uses her company security card to authenticate herself at a device and release the document for printing using the OnCall capability.

The challenge:

Delivering a more effective printing service

A specialist working on the helpdesk spends the majority of his day either resetting the network passwords of forgetful employees or investigating why office workers cannot print. At the same time, the IT director is under pressure to reduce IT support costs while maintaining an improved level of service to users.

The solution

Using IOP, the helpdesk is no longer inundated with user calls, as IOP automatically redirects print jobs to devices that are able to print and notifies users accordingly. The helpdesk specialist is immediately alerted to incidents in the printer fleet and can quickly schedule visits from engineers – who now know what problem they need to fix before they get to the device. The helpdesk can proactively order replacement toner cartridges based on 'toner low' alerts received from the IOP system. The IT director is able to reduce her overall support costs, as the helpdesk is able to cope with an increased workload while improving the service to users.

Key features of Intelligent Office Printing

Cost accounting and reporting

- ▶ **Allows you to cross charge based on employee and departmental usage and generates statistics to help enforce printing policies and drive down waste**

Provides user, job and device level statistics for accounting, incident management and SLA reporting

Proactive incident and consumables management

- ▶ **Makes IT service desks more productive and reduces the cost of managing and servicing your output fleet**

Sends device level incident alerts and notifications to support personnel and integrates seamlessly with service desk applications and procurement systems

Zone printing

- ▶ **Helps you drive down costs, improve service levels and raise employee productivity using a range of controls and redirection options**

Supports least cost routing; automated rerouting and user notification in the event of a device failure and restricting use of color and single-sided printing

OnCall printing

- ▶ **Ensures complete confidentiality and security of printed output by only releasing documents for printing once an employee's identity has been verified**

Permits pull printing at the user's chosen device following authentication by security mechanisms such as swipe cards, proximity cards, biometrics, PIN and network ID

Roaming printing

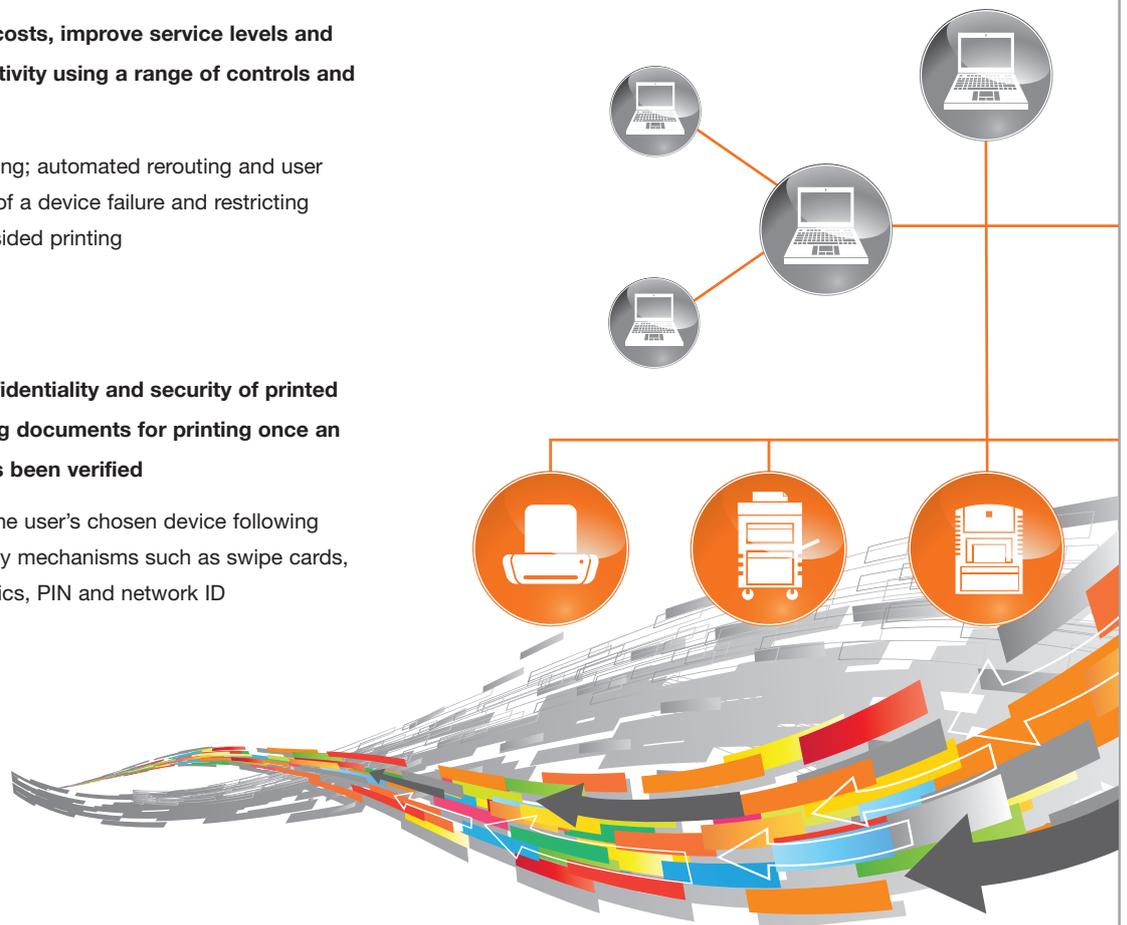
- ▶ **Increases the productivity of mobile workers by allowing them to print quickly and easily at any location within your organization**

Supports printing to a convenient local device without needing to install additional local print drivers

Enterprise output integration

- ▶ **Provides a single integrated print service to optimize use of enterprise printing resources, minimize running costs and speed up output delivery**

Redirects suitable office documents to low cost centralized print facilities and allows output from enterprise resource planning (ERP) and mainframe applications to be routed to office printers



Business challenge	How Intelligent Office Printing helps
▶ Gain greater control over printing, scanning and copying costs	▶ Provides detailed accounting and statistics for cross charging, billing and asset management
▶ Reduce the cost of managing and servicing your device fleet	▶ Increases efficiency through proactive incident management, using alerts and notifications
▶ Reduce consumables inventory	▶ Supports just-in-time consumables replenishment
▶ Eliminate wasteful printing practices	▶ Enforces corporate print policies and controls user behavior to drive down costs
▶ Reduce the downtime of printers and MFPs	▶ Maintains high print service availability through faster incident resolution and automated rerouting
▶ Increase confidentiality and security of the printed output within your enterprise	▶ Provides vendor independent user authentication and pull printing capabilities with optional print job encryption



Why Macro 4?

For over fifteen years Macro 4 has been helping major organizations worldwide to raise service standards and reduce their running costs by streamlining business-critical printing and output delivery. Designed for flexibility, durability and scalability, our solutions support many thousands of devices, printing millions of pages for some of the world's largest companies. Our team of professional services specialists works with customers in all industry sectors and with a range of business partners including managed print services providers, printer manufacturers and outsourcing companies.

For more information on Macro 4 products and services visit www.macro4.com.

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