

# CONTENT MANAGEMENT

## End-to-End Strategies From Printing to Shipping

Companies of all types and sizes have been trying to manage content for a long time. At last, new tools and processes are making enterprise content management a reality — and saving organizations plenty of money, too.

**H**ow much does your organization spend on document production and management? How much does it spend on hard copy and related expenses like supplies, hardware, maintenance and help-desk support?

According to research by IDC,<sup>1</sup> companies can achieve direct cost savings of 8% to 41% by remotely managing imaging and output assets. The savings come chiefly from reducing costs associated with hard copy devices, IT support, and maintenance and supplies.

### Beyond Cost Savings

Organizations that tackle the inefficiencies inherent in traditional imaging and output infrastructures get more, too. Some potential benefits are the ability to:

- Improve reporting capabilities so the mix of imaging and output assets can be optimized;
- Boost the efficiency of core business processes by finding better ways to integrate documents into traditional workflows;
- Centralize key functions;
- Heighten responsiveness to changing business priorities.

### How Multifunction Printing Devices Help

Although paper-based documents and the business processes that rely on them still play a major role in many corporate environments, new kinds of hardware and software as well as new legal requirements are triggering change.

As corporate document practices evolve, printers, copiers and fax machines are operating at just 5% of capacity, notes IDC, making them excessively costly to operate. Fortunately, the introduction of multifunction printers combining printing with scanning, copying and faxing is improving the utilization levels of hard copy devices, which need to be in the 12% to 25% range to optimize return on investment.<sup>2</sup>



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## SAVINGS FROM OPTIMIZING YOUR CORPORATE IMAGING AND OUTPUT ENVIRONMENT

Last year, IDC studied nine large enterprises in the U.S., Europe and Asia that have undertaken overhauls of their imaging and output infrastructures. By implementing a managed imaging and output environment, these organizations now enjoy:

- 37% cost savings from hard copy device equipment reductions;
- 28% savings due to lower IT support costs for printing/copying/faxing/scanning user issues (print-related help desk calls were reduced 51%, from 15% to 7% of all help desk calls);
- 17% savings attributable to shrinking consumables costs;
- 9% cost savings thanks to cuts in ordering and inventory management;
- 5% savings in spending on installing and upgrading hard copy devices;
- 4% cost savings in print/copy/fax/scan repairs.

According to IDC, a \$10 billion company with direct hard copy costs of \$10 million per year can save \$1.5 million per year. Over five years, that adds up to \$7.5 million.

Source: IDC White Paper, *Cutting Costs and Maximizing the Return on Your Imaging and Output Assets*, by Angèle Boyd, August 2005



## Scanning to Integrate Paper Documents

Scanning in particular is becoming more important as paper-based documents are scanned into alternative digital media that can be integrated into workflows and business processes to make them smoother and more efficient, as well as compliant with such regulations as HIPAA and Sarbanes-Oxley.

Once paper documents are thus integrated, they're not only easier to move through a process, they can also be secured with the kinds of encryption and authentication features required to achieve regulatory compliance.

## Managing Imaging and Output Resources Via The Network

As more functionality is packed into a single hard copy device, corporations are finding that, overall, they need fewer of them. This makes them more practical to network. And networking such devices enables a company to more efficiently and cost-effectively control all of its imaging and output assets and resources.

The right administration software, for instance, makes it possible for organizations to centralize and coordinate management of all their devices and applications — from multifunction printers to servers to client desktops to storage networks. The monitoring and reporting capabilities built into such administrative software not only make optimizing these resources practical, they make such optimization possible with fewer technical staff than ever before.

## Imaging and Output Resource Optimization: What It Takes

To get the most from a centrally managed imaging and output infrastructure, you'll need to start by getting

an assessment of your current imaging and output infrastructure with an eye to figuring out an optimal network infrastructure and deployment of devices. Based on this assessment, you'll undertake a multi-pronged implementation that may include:

- **Remote device management tools** that are network-connected and Web-enabled so device usage can be monitored, problems anticipated, etc.
- **Document, image and output management tools** that digitize information captured from paper documents and pass it on to the appropriate device or application
- **Outsourcing** elements of your imaging and output infrastructure — such as document production — to a managed services provider with appropriate expertise, either managed by the provider at your site (e.g., your copy center) or located at the provider's site (e.g., Internet fax services)

## Toward a Competitive Edge

Organizations that have optimized their imaging and output infrastructures using current best practices and information technologies are finding benefits beyond classic hard-dollar savings. They report that real-time usage data has improved decision making and that users are more satisfied and pay more attention to the resources they consume.

These "softer" benefits, while difficult to translate now into bottom-line results, point to a future in which corporate resources are better utilized and in which decisions are better informed and made more quickly — and that translates into a competitive edge. ■

<sup>1</sup>IDC White Paper, *Achieving the CXO's Agenda: Bottom-Line Benefits of the Optimized Imaging Infrastructure*, by Angèle Boyd, November 2005  
<sup>2</sup>Ibid.