

June 2018

## Cost-per-Page: How to Quantify Your Printing Costs

Despite the fact that much of the way we conduct business these days is done digitally, companies large and small still rely on printing. In fact, it's a bigger expense than you would imagine—research shows the average company spends one to three percent of its total annual revenue on print expenses. With this much of your budget going toward printing, it's important for companies to gain a better understanding of these costs to ensure this money is being spent wisely.

**How can you determine how much your business is spending on printing?**  
One of the simplest ways to quantify your printing costs is by calculating your device's cost-per-page. This figure is the average cost of every page your organization prints and will give you a clearer picture of the true cost of your printing. It's also easy to calculate, so any office can determine it with minimal effort.

The most basic way of calculating your printer's cost-per-page is by using manufacturer's usage standards. Each manufacturer provides a page yield for their ink and toner cartridges in accordance with the International Organization of Standardization (ISO). This page yield is the approximate number of pages that can be printed using one of these cartridges. Using this figure, your cost-per-page for black and white printing would be calculated by dividing the cost of your cartridge by the estimated page yield. For example, if your cartridge costs \$50 and the estimated page yield is 1,000 pages, this would come out to five cents per page. Complete your cost-per-page calculation by dividing the cost of your paper by the number of sheets, and add that total to the cost of your device's ink or toner.

Calculating the cost of color printing is a bit more complicated, as most color printers use four cartridges: black, cyan, magenta, and yellow. In this case, you would perform the same division for each individual cartridge, add up the totals, and then add the cost per sheet of paper to calculate your color printing's cost-per-page.

Calculating a more accurate cost-per-page requires a bit more work on your part. When adding new cartridges to your printer, write the date down in a log along with the cost of the cartridge(s) and the page count on the device. The next time you replace that cartridge, jot down the new page count to determine how many pages you printed with this cartridge and perform the calculation previously explained. Don't forget to include your cost-per-page for paper.

Calculating your cost-per-page is an easy way for you to gain an understanding of your printing costs and determine whether the devices you're currently using are cost-effective. To learn more about printing costs and how to lower them while maximizing efficiency in your office, contact us today!



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## **RECYCLE YOUR EMPTY CARTRIDGES TODAY!**

- > **FREE Pre-Paid Shipping Labels for Lexmark, HP & Brother empty inkjet and laser toner cartridges.**
- > **Website link for FREE Shipping Labels to RICOH for Ricoh, Savin & Lanier cartridge returns.**
- > **Website link for FREE Shipping Labels to CANON for cartridge returns.**

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## Cost-effective Strategies to Grow Your Business

One of the simplest ways to spread the word and expose potential customers to your product or service is by giving some of it away. It's a way of coercing someone to sample what you are offering without any risk. Once they try it and see there is value in it for them—i.e., they like your product or service—they're more likely to pay for it in the future. Consumers enjoy finding new businesses to patronize, and who doesn't love free stuff?!

The Yellow Pages used to provide small businesses with a way to be listed in directories where they could be found by consumers in need of what they were selling. Local directories still exist; they just do so online. Yelp, Google Places, Yahoo Local, and Bing Places are just a handful of the options businesses have to list themselves locally these days. They enable your company to be found with an online search, and the free cost makes utilizing them a no-brainer.

While it may be perhaps the oldest form of marketing for businesses, word-of-mouth still works wonders. Ask your existing clients or customers to spread the word about your business. A satisfied consumer is a powerful advocate for your product or service, and they usually are willing to refer your business to their friends and family after a positive experience.



### How Much is Outdated Technology Costing Your Business?

Here are some of the reasons why relying on outdated technology can cost your business.

#### Security

Outdated technology will ultimately result in security vulnerabilities that can be exploited by hackers, putting businesses at risk. Older systems are often unsupported, leaving updated security patches unavailable for them.

#### Productivity

Whether it's hardware or software, older applications and systems are more likely to fail than their modern counterparts. These failures result in increases in downtime—a bane for any company.

#### Money

According to the Samanage State of Workplace Survey, productivity lost due to outdated technology costs American businesses \$1.8 trillion per year. Outdated technology is also more expensive to maintain, resulting in additional costs over newer devices.

#### Reputation

According to Microsoft, 90 percent of consumers say they would take their business elsewhere if they believe an SMB was using outdated technology.

### The Deadly Sins of Networking

**Not asking for anything...or for too much.** It's impossible to reap any benefits if you don't ask. Additionally, it can backfire if you are greedy and ask for too much.

**Being ungrateful.** It's essential you acknowledge the help provided to you to show your gratitude.

**Abusing LinkedIn.** Some people abuse the platform by spamming users, asking strangers for introductions, and seeking endorsements from acquaintances.

**Failing to help others.** Be sure to offer to help others more than you ask others to help you.

**Dominating conversations.** Monopolizing conversations makes you look self important and uninterested in what others have to say.

**Empty Inkjet & Toner Cartridges Piling Up in Your Office? RECYCLE today with KDI!**

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## Prepare New Hires to Succeed by Onboarding Them Properly

Here are some steps you can take to onboard your new hires properly to help increase their odds of shining.

**Have them shadow existing employees.** Provide new hires with time to 'shadow' or watch over seasoned employees in a similar role within your organization to help familiarize them with how you expect their job to be done. This will also provide them with a great opportunity to ask questions relating to specific tasks and the tools they'll be using to complete them.

**Don't overwhelm them.** Ease new hires into their role. Allowing them to gain a solid understanding of everything they need to know at a reasonable pace will set them up for long-term success.

**Set goals for them to reach.** A clearly defined set of expectations and benchmarks lets new hires know exactly what is expected of them, enabling them to progress at the desired rate. Setting specific 30- and 90-day goals is a great way to integrate new employees into your operation at a reasonable pace.



## Managed IT Services: Providing Huge Value for SMBs

Companies of all sizes rely on IT to do business. Many outsource the management of their IT to a third-party provider through Managed IT services. But it's about much more than money—the benefits of partnering with a Managed IT services provider extend beyond your budget.

**Cybersecurity should be a priority for all companies, as it's a threat that grows by the year.** Outsourcing the management of your IT infrastructure enables you to partner with experts on the cutting edge of cybersecurity. These knowledgeable, trained experts will assess and monitor your IT environment for vulnerabilities, mitigating risks and keeping your data safe and sound.

Partnering with a team of top-notch IT experts will also reduce the amount of downtime your company experiences. **A Managed IT provider will take a proactive—rather than reactive—approach to managing your technology.** By monitoring your network in real-time, they can identify, address, and fix problems *before* they turn into issues that lead to failures that result in downtime.

Finally, Managed IT services provide businesses with flexibility that enables their IT to evolve along with their growth. More employees, expanded services, remote workers, additional locations—the scalability that comes from outsourcing your IT allows you to sustain this growth.



## Office Productivity Killers and How to Combat Them

Here are some of the most common office pitfalls and ways to overcome them for the sake of productivity.

**Unproductive or unnecessary meetings** – A survey by Upwork revealed 70 percent of professionals spend about a day each week in meetings. Before scheduling a meeting, ask yourself whether the meeting is actually necessary.

**Incessant emails** – The Radicati Group estimates the average professional will send and receive a total of 125 emails a day in 2018. Closing your email program and checking your inbox at regularly scheduled times will mitigate disruptions.

**Multitasking** – According to a study by psychologists, only 2 percent of employees are truly capable of effective multi-tasking, while juggling tasks cuts productivity by up to 40 percent.

**Strict office hours** – Not every employee is productive at the same time of the day. A flexible schedule allows staff members to harness their full potential by getting their work done at times they're operating optimally.



## Can Your SMB Afford to Pay a Ransom?

Odds are, your company is more likely than not to be targeted by cybercriminals, according to "The State of Endpoint Security Today," an independent study of 2,700 mid-sized companies in 10 countries sponsored by Sophos. According to this study, 54 percent of organizations polled were victims of ransomware in 2017. For many of those businesses, the damage can be debilitating.

**What are the costs of falling victim to ransomware?** The monetary value of a ransomware attack goes beyond the amount paid in ransom paid by companies victimized. The overall cost includes factors such as downtime, work hours, and lost opportunities. All of this adds up to a median cost of nearly \$133,000 per ransomware attack for businesses, according to the Sophos study.

**Are you protected against ransomware?** While there are ways to mitigate the likelihood of falling victim to ransomware, it's impossible to completely eliminate the risk. Therefore, it's essential for SMBs to employ the only surefire method of regaining access to your data: backup restoration. Is your company regularly backing up its data and records, in addition to ensuring the backed up files are quarantined and not connected to your network once updates are done to protect them from being encrypted as well? If not, your files are at risk of being compromised by ransomware.



### Hot Products

#### Lexmark XC6152

Save time with the Lexmark XC6152's integrated software and solutions. Stay productive with print and scanning speeds fast enough to keep work moving. Look sharp with gorgeous color and finishing options. Copier capabilities in an affordable, space-saving device.



- Print Speed: Up to 52 ppm B&W and color
- Print Resolution: Up to 1200 x 1200 dpi
- Monthly Duty Cycle: Up to 200,000 pages per month
- Network Ready
- Standard Duplexing



#### RICOH Pro C7110X

The RICOH Pro C7110X digital color production system is designed with industry-leading features and functions to help our customers create new business opportunities and meet demanding workloads. It delivers fast turn-around times, accommodate a wide range of media and offer professional finishing options.

The Pro C7110X offers best-in-class color printing technologies and robust monthly volumes, and is Ricoh's first 5-station digital color production print system with the ability to print Clear and White Toner. This advanced system changes the Ricoh playing field, expands the creative possibilities of digital printing and opens up new business opportunities for our customers with high-value applications.

- Print Speed: up to 90 PPM in Color and B&W
- Max Paper Weight: 360 gsm
- Max Paper Size: 13" x 27.5"
- Max Paper Capacity: 16,200 sheets
- ENERGY STAR Qualified

#### CANON imagePRESS C750

CANON imagePRESS C850/C750 digital color production presses offer end-users outstanding quality, productivity, and versatility in a compact, scalable footprint. Designed for small-to-medium commercial, franchise, in-plant, transactional and quick printers.



- Network Ready
- Print speed: up to 75 ipm
- Maximum paper size: 11" x 17"
- Maximum paper capacity: Up to 7,650 sheets
- Automatic Duplex