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## Why All Businesses Benefit from Managed Print Services

While we continue to await the arrival of the paperless office, printed documents remain an integral part of workflows in most companies. In fact, depending on who you ask, office printing volumes are not only failing to decline sharply but are actually increasing in certain vertical markets. With our continued reliance on printers in our business processes, it's no wonder outsourcing the management of our print fleets through Managed Print Services (MPS) is so popular. MPS offers valuable benefits to businesses of any size in any industry, including:

**Improved efficiency** – Odds are, your workflows are being adversely impacted by inefficient devices that are incapable of handling your workload or meeting your needs. A thorough assessment of your print fleet and business processes by your MPS partner will detect weak links in your operation, so they can be replaced with the right device(s) for the job and distributed properly throughout your workplace.

**Lower costs** – By consolidating your printers and eliminating obsolete, inefficient, or unreliable devices, your company will streamline its print fleet and save money through subtraction. Combine that with reduced print volumes and predictable monthly billing, and MPS enables you to control your printing costs.

**Reduced downtime** – Your employees aren't trained service technicians, and they do not have the time or expertise to keep your printers up and running. By outsourcing the management of your printing environment to a team of professionals, you'll also benefit from proactive monitoring, preventive maintenance, and auto-supply replenishment that will ensure your devices are always up for the challenge and your workflows don't grind to an unexpected halt.

**Better security** – Companies across all industries work with confidential data that needs to be protected. However, one vulnerability that is rarely considered is a networked printer. Your MPS provider will help you protect sensitive information through measures such as regular firmware updates, encryption, and pull or follow-me printing, not to mention wiping printer hard drives at the end of your lease.

**Increased sustainability** – Corporate stewardship has become a priority for many businesses, and your printing practices are a great place to start greening your workplace. MPS enables you to identify usage patterns and print volumes through print monitoring software to eliminate wasteful printing and lower overall print volumes via rules-based printing, as well as replace energy-inefficient devices with more eco-friendly models.

If your business isn't taking advantage of the benefits provided by an MPS solution, contact us today to schedule a free initial assessment of your print environment.



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### 3 Steps to Better Decision Making

In business, we're faced with decisions every day. Thankfully, there are a number of tactics you can employ to improve your decision-making skills.

**Distance yourself** – The concept of "sleeping on it" carries weight. By even taking merely minutes more to make a decision, you can improve the quality of your choices. This extra time of consideration enables our brains to focus on information most relevant to our decision, while tuning out irrelevant distractors. Delay your decision to increase your odds of a better outcome.

**Make a list** – Rather than keeping all of the facts in your head, jot them down digitally or on paper to provide you with a clearer picture. Write down the pros, cons, and anything else that comes to mind regarding your decision. Seeing all of the data laid out before you will provide much-needed clarity.

**Consider the worst** – "Negative visualization" involves dreaming up the worst-case scenario that could result from your decision. By visualizing the potential costs of your options, you'll be in a better position to weigh the risks involved and make a more educated decision.

Making decisions is unavoidable. Utilizing these strategies can help you make better choices for your business.



### Getting the Most out of Your Document Management Solution

While all document management solutions are not the same, there are best practices you can apply to each of them to help get the most out of the one you choose.

**Know your documents, processes, and workflows** – To ensure your document management solution is properly configured and meets your needs, it's essential that you know your documents and how they are utilized within your processes and workflows. The average company has a wide variety of documents stored in different places, so it's important to have a solid understanding of your files and forms.

**Carefully classify your content** – How should your documents be organized and what sort of permissions should be applied to them? Which employees and departments should have access to particular documents? Should they be classified by client, department, project, date, or another variable?

**Have access to the right tools** – To accommodate the large volume of paper documents that must be digitized, you'll need a document imaging device that can handle this workload, be it a scanner or a multifunction printer fast enough to scan thousands of pages in a reasonable amount of time.

Once you've decided it's time for your organization to go digital, take these steps to help you get the most out of your new solution.

### 4 Things to Say to an Angry Customer

**"You have a right to be upset."** Expressing sympathy towards an upset customer validates their grievance. This statement of understanding on your part is key to making things right for them.

**"We're going work together to find a solution."** By letting them know up front you will right their perceived wrong, they're more likely to listen to what you have to say. In addition, stating that you will work together turns you from an adversary into an advocate.

**"What can we do to resolve this now?"** Ask what they think would be a satisfactory resolution to have them set a starting place and reasonable expectation for a resolution. Once you know what it will take to make them happy, you're better prepared to provide it to them.

**"Are you satisfied with this solution?"** This gives you one last chance to make sure they are satisfied with the outcome and to go to greater lengths to ensure their continued business.

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## Effectively Resolving Conflict in the Workplace

Here are a few strategies you can use to resolve conflict between co-workers.

**Set clear expectations** – Make it clear that you expect a culture of respect in your workplace, where behavior such as shouting, rudeness, and name-calling is unacceptable. When your employees know in advance this behavior will not be tolerated, they are more likely to work out disagreements in a constructive manner.

**Employ 'active listening'** – Prior to sitting the employees down to hash out their dispute, stress the importance of 'active listening' to each of them. Insist they actually listen when the other party is speaking, rather than formulating a rebuttal in their head, and repeat back the opposition's main points to ensure they hear and understand their side of things.

**Get a change of scenery** – A great way to diffuse a tense situation is to leave the scene of the crime. Take both of your employees to a neutral location to work things out. An off-site lunch on the company dime is a much more informal backdrop that is often better suited for resolving a conflict.

Conflict in the workplace may be unavoidable, but failing to effectively resolve it is an impediment to productivity and staff morale.



### Laser vs. Inkjet: Which Printer Is Best for Your Needs?

Selecting a new printer for your office requires some homework on your part, as there are a number of factors that need to be taken into consideration. First and foremost is the decision whether to opt for a laser printer or an inkjet printer.

Laser printers rely on a powder called toner that is electrically charged and heated to bind it to paper with the help of a drum and a fuser. Better suited for larger workplaces that need to print high volumes of documents at a high rate of speed, laser printers shine when it comes to high-quality black text and color graphics.

Inkjet printers, as their name implies, print using liquid ink that is heated and distributed in droplets through nozzles. They are a good fit for small businesses or home offices that won't be printing large quantities of documents. Inkjet printers are best suited for printing low- to medium-volume black and white documents and high-quality images or photographs.

If you're going to do a lot of printing, print multi-page documents, and want a durable device that will last and provide you with a lower total cost of ownership, a laser printer is the better option for you. However, if you're going to be printing documents with images or high-quality graphics, don't require crisp text, or are looking for a lower initial cost, an inkjet printer would better suit your needs.



### Turn Clients Into Advocates through Online Reviews

Word-of-mouth is one of the most powerful forms of advertising at the disposal of small businesses. Online reviews serve as digital 'word-of-mouth,' providing customers a way of passing along their opinion of a business they have patronized to a vast amount of prospective new clients. Being proactive and asking your clients to leave a review for your business is an excellent way to develop and shape a positive online reputation.

The easiest way to have customers review your business is by simply asking them. Employees that interact with clients can encourage those they have good relationships with to do them a solid and leave a review. In most instances, a satisfied client that enjoys working with you will be happy to do so.

While your customers may be thrilled with your products or services and love doing business with you, leaving a positive review takes time. As anyone in business knows, time is money. A great way to increase the likelihood of a review is to reward people for their time by providing incentives. A \$10 Starbucks gift card or a discount on their next purchase will help grease the wheels.

Be proactive and encourage customers to share their positive experience to help you create digital word-of-mouth.

## Office Technology: Should You Buy or Lease?

Should you buy or lease your next printer? Which option makes more sense for your company comes down to a number of factors.

Purchasing a new printer outright requires a significant capital investment up front that many small businesses are not in a position to make. However, by doing so you'll realize lower yearly costs compared to leasing when you factor in interest and finance charges, as well as be free of debt and monthly lease payments. That said, when you own a printer any maintenance issues are your responsibility unless you have a warranty or sign up for a maintenance plan upon purchase.

Many small- to medium-sized businesses opt instead to lease their office technology devices because of the low up-front costs. They may lack the capital or credit history to purchase a printer, but a lease enables them to have access to these devices at an affordable monthly rate that provides cash flow flexibility. Leasing also eliminates service hassles, as the maintenance of your device will be the responsibility of the lessor. Leasing also prevents you from being stuck with outdated technology or a device that no longer meets your needs.

Contact us today, and we'll thoroughly walk you through both options to help simplify your decision making.



### 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 200000 pages per month
- Network Ready
- Standard Duplexing

#### 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



#### RICOH C7210X

Go beyond CMYK with Ricoh's 5th Color Digital Production Systems to produce high-value, premium applications that stand out from the competition with the ability to print clear, white, neon yellow, neon pink and invisible red toner.

This advanced system expands the creative possibilities of digital printing and opens up the door to new opportunities. Take advantage of oversized sheet options and proactively offer customers new creative ways to tell their story while expanding your base and increasing your bottom line. Benefit from next generation technologies, including a 17" Smart Operation Panel with remote capabilities, white plus CMYK in a single pass and inline sensors that maximize uptime and enhance output quality.

- Print Speed: up to 95 ppm in Color and B&W
- Network Ready
- Standard Duplexing
- Max Paper Size: 13" x 49.6"
- Max Paper Capacity: 16,200 sheets