

**LaserCare**<sup>™</sup>  
PRINTER & MFP EXPERTS

Elite Partner



Office Printing Solutions



Print more  
for less...

# Controlling a Growing Cost



Controlling growing costs (and reducing them when possible) presents challenges for financial executives tasked with maximizing profitability. Every so often a meaningful cost reduction strategy emerges that presents proven results in both overhead expense reduction and productivity improvements.

## The Cost of Printing

If you had an expense that was growing at over 10% per year, you would want to know about it. One often-overlooked growing expense may be sitting just outside your office door—your network printer. Not only are print volumes rising with the growth of email and the internet, costly color print usage expands at up to 33% per year.

## Our Value Proposition

We help companies manage their printing costs with the goal of controlling rising expenses and improving productivity. In this brochure we will present the facts, share how other companies are benefiting and explore how we can help your organization.

## The Gold Mine of Savings

Company Size - Annual Revenue (\$ in Millions)	Annual Print Spending (\$ in Millions)	Savings Opportunity - From 10% to 30% Annually (\$ in Millions)
\$100	\$1 to \$3	\$0.1 to \$0.9
\$500	\$5 to \$15	\$0.5 to \$4.5
\$2,000	\$20 to \$60	\$2 to \$18
\$5,000	\$50 to \$150	\$5 to \$45

\* Source: Gartner Research (August 2003)

## The Facts

- » Color printer usage is growing by an average of 33% per year.<sup>1</sup>
- » Paper use is increasing 6-8% each year and is expected to grow for the next 20 years.<sup>2</sup>
- » Workgroup and desktop printing volumes are growing as more information is distributed by email and the web.
- » Office printing accounts for 2% of a company's total revenues.<sup>3</sup>
- » Companies that optimized their printing infrastructure realized savings of 8% to 41%.<sup>4</sup>
- » Undermanaged output fleets represent a hidden gold mine of savings.<sup>5</sup>

<sup>1</sup> Lyra Research

<sup>2</sup> Xplor

<sup>3</sup> Moving Toward More Effective Print Management, InfoTrends, June 2007

<sup>4</sup> Cutting Costs and Maximizing the Return on Imaging and Output Assets

# A Practical Solution:



LaserCare's PrintSmart Managed Print Services presents a new approach to acquiring and maintaining office equipment. Instead of buying printers, service, supplies and parts, we let you purchase pages.

You simply pay for the pages you print in a usage-based model. We take care of the rest. We provide hardware, service and supplies to keep your fleet of printers running.

## Managed Print Services Benefits

PrintSmart clients save money and enjoy many other benefits:

### Reduce Your Costs

We help you save money by first determining your current Total Cost of Ownership. Then, we optimize your print fleet to create savings.

### Streamline Your Payables

Instead of multiple invoices for print cartridges, service and hardware, you receive one invoice for your printing based on your usage.

### Restock Your Supplies

We automatically restock your supplies to ensure your users are always able to print.

### Liberate Your IT Department

We liberate your IT department from the distraction of printer hassles by providing on-site service and preventative maintenance for your printer fleet.

### Preserve Your Capital

We provide service for your existing printer fleet. As new devices are needed, we can bundle the hardware cost into your cost per page, preserving your capital.



## Based on HP's Proven 3-Step Process

### »Optimize Infrastructure

Gain visibility and control. Create a cost effective, reliable and secure printing and imaging environment.

- Assess your current environment
- Create reliable, cost-effective infrastructure
- Reduce energy costs and unnecessary waste

### »Manage Environment

Free up your IT resources with efficient printing and imaging management tools and services.

- Introduce network management tools
- Manage a secure, reliable network operation
- Reallocate resources and prepare growth

### »Improve Workflow

Transform document-intensive workflow's and information management with end-to-end solutions and services.

- Reduce paper intensive processes
- Enhance security and compliance to reduce risk
- Partner with an expert like HP to see through the process

# About Us

LaserCare is dedicated to helping organizations manage their printing and copying infrastructure. Responsible for over 3 billion printed pages, we are the largest HP authorized printer dealer and service center in Los Angeles and Orange counties, celebrating 22 years in business.

We are a Hewlett-Packard Office Printing Solutions Partner, HP's highest level of authorization. We are equipped to add value to your company by improving your printing infrastructure, managing your printer fleet and streamlining the flow of information through your processes. Our partnership with HP gives us access to the highest levels of support.

To learn more about how you could benefit from our PrintSmart solution, contact us today.

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