



BUSINESS IMPROVEMENT IDEAS FROM LASERCARE,  
YOUR LOCAL HP ELITE SVIP PARTNER

## Leverage a Proven Overhead Expense Reduction Strategy

When it comes to overhead expense reduction you need more than a promise of savings. You need a strategy that immediately impacts your bottom line.

One of the fastest ways to extract savings from your budget may be found in your office printing. Studies reveal that 1-3% of an organization's annual revenue is consumed with office printing and copying expenses. Companies that optimized their printing infrastructure realized savings of 8% to 42%.

### An Unmanaged Environment

Most company's printing and copying environments have evolved over the years. Copiers were purchased through the facilities budget while laser printers were purchased through the Information Technology budget. Expensive cartridges to supply these printers may be nested in an office supplies budget.

In this unmanaged environment, it is easy to see how costs can escalate. Given the increased use of local

laser printing driven by email and the internet, it is likely that your expenses will continue to rise.

### A Strategic Expense Reduction Plan

Fortunately you can get control over these expenses. Our print cost reduction strategy begins by determining your Total Cost of Ownership for printing. We will uncover your current expenses and present you with a comprehensive report on your current costs. Next, we work with you to develop a strategy that maximizes your workgroup productivity and reduces your costs. Finally, we'll manage all of it for you with a usage-based agreement that ensures you only pay for the prints that you use.

### Learn More Online

To learn more about how other companies are leveraging this strategy to save money and to download valuable resources, visit us online now at:

<http://mps.cfoinsights.com>

## Consolidate Print and Copy and Save Money

Many organizations are realizing benefits from consolidating vendors. However, one often-overlooked vendor consolidation opportunity may be sitting just down the hall from you in your mailroom: your printers and copiers.

### Consolidate Print and Copy

The recent convergence of printing and copying technology has created a vendor consolidation opportunity that has the potential to deliver promising benefits, including increased simplicity and end user productivity, as well as significant cost-reduction.

Rather than manage two separate contracts for printers and copiers, you can now consolidate your relationships to save money, reduce the IT burden, and improve the end-user experience.

### Printer-Centric or Copier-Centric

When it comes to vendor consolidation for your document output devices you have two options: printer-centric systems from companies like Hewlett-Packard or copier-centric devices from Japanese

manufacturers. Typically printer-centric devices have been purchased by IT departments, whereas copier-centric devices have usually been acquired through purchasing.

### Factors to Consider

When deciding on a printer-centric or copier-centric strategy, there are several factors to consider:

- Network Friendliness. Critical infrastructure solutions like printers and multifunction systems should integrate easily with your network.
- Balanced Deployment. Different business applications require different devices. A vendor should carry a portfolio of products that span both printing and multifunction systems.
- Reliability. System uptime is critical to the smooth operation of any business. In most cases, printer-based technologies have performed more reliably than copier-based technologies.

*(Continued on Reverse)*

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### Spotlight: HP M4345 MFP

Introducing the HP LaserJet M4345 Multifunction Printer.

- Print, Copy, Fax, and Scan
- 45 Pages per Minute

HP offers a full portfolio of multifunction printers to facilitate a balanced deployment. Contact us today to learn more!

### Resources

IDC White Paper:  
*Moving Toward  
More Effective  
Print  
Management*



Companies that optimize their printing and imaging environment can realize significant cost savings. Visit us online today to learn more.

CFO Insights is a publication of LaserCare, a Los Angeles based Hewlett-Packard Elite SVIP Partner. Our goal is to bring you practical information on technologies that can be applied to make your business more profitable. You can benefit from a suite of HP solutions, including printers, multifunction systems, and document management software. All of this is backed with professional local service. Learn more at [www.lasercare.com](http://www.lasercare.com).

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## Consolidate Print and Copy (Continued)

- Total Cost of Ownership (TCO). Printer-based MFP's typically have lower acquisition costs. Consider the HP LaserJet 4345mfp, a 45 page per minute system that prints, copies, faxes and scans. The system retails for \$2,495. A similar copier-based system retails for \$8,000 to \$14,000. These high acquisition costs are hidden in long-term 60 month leases that cost \$200 to \$300 per month before you print or copy a single page!

### A Printer-Centric Solution

Vendor consolidation goals are leading companies to choose Hewlett-Packard as their standard. HP has the most experience in the network environment, and they can facilitate a balanced deployment that includes both printers and multifunction systems. And, the acquisition costs of HP printer-based MFP's are substantially lower than the cost of similar copier-based MFP's.

Our close alliance with Hewlett-Packard as a Solutions VIP Elite partner allows us to deliver vendor consolidation with a balanced deployment strategy that includes both printers and multifunction systems. All of this is backed by responsive local service.

To learn how a vendor consolidation strategy can save your organization money, visit:

<http://mps.cfoinsights.com>

LaserCare is a Hewlett-Packard SVIP Elite partner specializing in print and imaging solutions. Learn more at [www.lasercare.com](http://www.lasercare.com).

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## CFO Insights: Strategic Cost Reduction Ideas



Leverage a Proven Cost  
Reduction Strategy. Visit

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