Where is Your Print Strategy?

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Organizations have the opportunity to reduce costs, increase productivity, increase security and compliance, and mitigate risk by developing, acquiring, or partnering for new competencies related to both print and electronic document workflows. The most sophisticated among them can reengineer print and document workflows to align with business goals, driving new business models, business transformation, and better business outcomes.

See where you stand on the following four key questions that will help you explore your print technology knowledge and expertise and where you can improve.
How would your characterize your organization’s knowledge of the costs related to print infrastructure and print management?

A. There is little-to-no visibility into the overall cost.
B. We have started to get our arms around cost, at least for some departments or business units, but we have no formal program to reduce these costs.
C. Our organization has created specific programs to optimize printing and print management resources for best device utilization, in more or more departments or business units.
D. We have established an enterprise-wide program to track, optimize and reduce the cost of printing and print management resources including home, mobile, and branch workers.
E. In addition to optimizing all printing and print management resources, we have specific programs to optimize document-intensive workflows for additional cost savings and other business benefits.
Which statement below best describes your organization’s printing technology?

A. We have many different brands of printers and/or multi-function peripherals and a large number of single-user desktop devices.

B. We have started to reduce the number of brands of printers and/or multi-function peripherals and single-user devices deployed at some corporate facilities, but further consolidation is possible.

C. We have fully optimized the number of brands of printers and/or multi-function peripherals deployed, and we’ve eliminated some single user devices – at least for some departments or business units.

D. We have fully optimized the number of brands of printers and/or multi-function peripherals deployed, and eliminated most single-user devices (except where necessary) throughout all locations.

E. We have optimized the number of brands of printers and/or multi-function peripherals deployed throughout all locations and are utilizing those devices as hubs for critical document intensive workflows.
Which of the following statements best applies to your organization’s print policies?

A. We have no established print policies at our organization and business rules related to print are not coordinated or enforced.

B. Some departments or business units have established policies related to print, but there are no established print management goals or ongoing governance.

C. There are well-articulated print management goals, business rules, established print policies and governance, but only for some departments or business units.

D. There are enterprise-wide print management goals, business rules and established print policies and ongoing governance.

E. Optimization of print and document-intensive processes is an executive priority.

* Print and Document Management MaturityScape Survey, 2014, IDC
What is your organization’s strategy for monitoring, reporting and analyzing activity related to print management and related processes?

A. This is not applicable to our organization, as no data is collected and/or maintained.

B. We have is some device tracking but no data analysis or decision support processes.

C. We have established some processes for monitoring and documenting decision processes and decision outcomes related to print and documents, but only at the department or business unit level.

D. Analysis extends to one or more of the following: remote/home/branch workers; mobile devices, including BYOD devices; centralized staffed print facilities.

E. Decision management techniques enable continuous improvement of business processes.
What you can learn from your answers

If you answered mostly A’s...

Your primary goal should be to explore your print management options as well as their potential contribution to cost savings and employee productivity. Specifically:

• Research data available in industry and mainstream media, and from your vendors, to establish the preliminary business case
• Establish a cross-functional team to begin to develop a print and document management strategy; include representatives from IT, procurement, and lines of business
• Launch a proof-of-concept or pilot project using available resources
• Investigate print and device management software options; deploy software within the pilot/proof-of-concept initiative
• Focus on opportunities to consolidate brands and reduce the total number of devices
If you answered mostly B’s ...

Your primary goal should be to increase the visibility and control of your print and document infrastructure and processes. Promote buy-in for a collaborative approach across the organization. Start to track and analyze data for proven cost savings and productivity benefits. Specifically:

- Establish a cross-functional team to develop, deploy, and govern a print strategy for a department, business unit, site, or division
- Establish specific goals for cost savings, productivity, sustainability, and security
- Establish a print policy, including business rules and a governance structure with management support; deploy a change management program to educate, inform, and motivate participation from all end users, including clearly articulated goals and business rules
- Seek further brand/device consolidation opportunities while ensuring no impact to end-user productivity
- Deploy print management and job accounting software to track and report on device usage; develop a regular data reporting program
- Design your future state based on current state information and cost savings, sustainability, and security goals
- Establish methodology for data analysis and ongoing optimization.
If you answered mostly C’s…

Your primary goal should be to create a robust program that demonstrates that cost savings, productivity enhancements, and other goals are realized and to prepare a foundation for company-wide deployment. Specifically:

• Assign an executive-level leader to coordinate the development and implementation of an enterprise-wide print and document management strategy

• Extend the print management infrastructure to support and track remote, home, branch, and mobile workers

• Enable document workflows from mobile devices (smartphones, tablets) including both the technology infrastructure and the governance to ensure adherence to corporate security standards

• Incorporate all print environments – including centralized, production print facilities and print purchased externally – into your overall print and document initiative

• Begin to explore opportunities to convert paper-based workflows to digital; leverage the scanning capabilities of your MFPs
If you answered mostly D’s...

Your primary goal should be to extend the benefits of your print and document initiative throughout the organization and beyond the enterprise walls. Specifically:

- Develop cross-functional teams to evaluate and assess document-intensive business processes for bottlenecks, inefficient interfaces, error rates, highly manual tasks, and so forth
- Leverage new cloud and mobile technologies, as well as solutions to streamline and optimize workflow, including intelligent capture, enterprise content management and business process/case management
- Consider reengineering efforts that go beyond paper-to-digital conversion; pilot redesigned processes that incorporate new technologies for new ways to conduct business.
If you answered mostly E’s...

Your primary goal should be to develop new business value and sustain competitive advantage. Specifically:

• Seek the opportunity to further optimize core business processes
• Ensure that processes are in place for business case development and ROI measurement
• Use decision management techniques to enable continuous improvement of business processes
• Develop new systems of engagement for stakeholders and tighter integration with enterprise systems

Regardless of your organization’s current stage, consider engaging with a print and document management provider to access document domain expertise as well as state-of-the-art assessment and design technologies. Organizations should collaborate with these industry experts as well as line-of-business management to develop transformative print and document management solutions that consider people and processes as well as output devices and associated technology.

For more information on document solutions click here: www.hp.com/go/jetadvantage
For more information on managed services click here: www.hp.com/go/mps