

Balanced Deployment

Brother Business Solutions



In today's technology environment, IT leaders are navigating a churning sea of change – from evolving network infrastructure requirements, the cloud, BYOD (bring your own device) policies, wireless requirements and information security.

Among these many challenges are also opportunities to re-imagine their output infrastructure and make more efficient use of technology.

A recent study by InfoTrends™ suggests that many small to medium-sized businesses (SMBs) may be under utilizing their print devices or placing these devices ineffectively throughout their organization*. Often overlooked, this has a number of cost and productivity implications to many organizations.

Market Trends

It is commonly understood in many businesses that print volumes are decreasing.

While there are a number of explanations, they revolve around two key areas – technology and generational shifts. The reality is that today's workers are more comfortable creating and sharing documents electronically than ever before. Simply they no longer feel the need to print as often.

Another significant shift has been the introduction and now near ubiquity of smartphones and tablets. Many workers are viewing and sharing documents electronically, further reducing the need for high-volume printers and copiers.



Businesses Today

The shift in print volumes to smaller, more efficient and less costly devices has left many businesses with “big iron” devices designed for specialty paper sizes or with finishing options that are often underutilized.

Compounding this inefficiency, these centralized devices are often located far from the workgroups who use them, impacting not only their productivity but their satisfaction as well.

These organizations may also have device fleets with a poor employee-to-device ratio or too many devices with different supply types that present a challenge to manage and support.



Businesses may also be in long-term managed services agreements that may have significant hidden costs or are written to support print volumes that these organizations are paying for but no longer producing.



* Device Underuse and Unbalanced Fleets. Key Printing Trends and Their SMB Impact. InfoTrends, September 2014



Other Factors

Many businesses may have overlooked recent changes in their own organizations. In the crush of a regular business day, it is easy to miss how changes in workforce composition or outmoded workflows may be contributing to an inefficient output infrastructure.

Another area is the ongoing responsibility for the print and output infrastructure environment. Often shared between IT and Facilities, this can also present an opportunity to review the current hardware platform and whether it requires a makeover.

A Balanced Approach

To address these issues, Brother™ proposes an approach called "Balanced Deployment". Quite simply, this approach seeks to right-size an organization's output environment to deliver the appropriate number of devices to workgroups and departments.

We recommend smaller, flexible print "pods" made up of a number of commercial-grade Brother printers, all-in-ones and scanners coupled with intelligent print management software. This software redirects print jobs to the most cost-effective devices that may also be part of the solution. Easy to purchase, own and operate, these "pods" are scalable and can supplement or even replace existing centralized copiers and large workgroup printers.

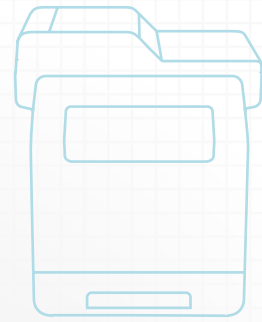
In short, a Brother Balanced Deployment solution means putting printing and imaging technology within close proximity to everyone who needs to use it.



Questions to Ask

Market trends, the business environment and a variety of other factors could be impacting a business. Asking questions can help illuminate inefficiencies and opportunities for cost savings, including:

- ☒ When was the last time print volume and print fleet was evaluated and measured?
- ☒ Is the current fleet managed actively?
- ☒ Have there been recent changes in size – up or down – in the workforce?
- ☒ Is there a managed services contract? How satisfactory are the results?
- ☒ When was the last time business processes and workflows were evaluated?
- ☒ Is an assessment of the output environment to ensure best industry practices warranted?
- ☒ Are there any plans to support environmental and sustainability initiatives?
- ☒ Are any actions to enhance employee satisfaction and increase productivity in regard to imaging (print/scan/copy) being considered?



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We are ready to help. Let us begin a conversation that identifies your specific issues and how Brother can work with you and your preferred reseller to assess your business' output environment, identify opportunities to help increase productivity, improve workflow, and increase organizational efficiency, all while helping to reduce costs.