
SAVING IN OFFICE PRINTING – CHIMERAS AND REALITY

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The questions of economy in modern business are being raised increasingly. The competition growth decreases revenues. This is the reason why the profit increasing requires not only the enlargement of business but the continuous working on cost decreasing. In any modern office (even taking into consideration the growth of electronic document workflow) paper printing constitutes the considerable part of spending budget. Only a few can really imaging its scale. And even fewer executives do really understand that there are ways (and quite simple ways) to substantially cut the printing costs. These ways are not always clear, and those seemingly the simplest can contain hidden extra costs.

Cutting the future costs is already possible during the stage of equipment purchase planning by choosing the correct machines in accordance with the tasks. Just for example, several dozens of small personal printing devices in the large office can lead to enormous unnecessary spending on supplies, and a large industrial-type MFP in a small office will be financially unconventional, because with a small volume of everyday printing it will repay itself only in ten years' time.

It is not a secret anymore that the cost of a printing machine – be it printer or MFP – is only a tip of an iceberg that represents the full ownership cost, the compilation of all expenses connected with the usage of this equipment during its whole lifecycle. Full ownership cost can be provisionally divided into two parts – direct and indirect expenses. The direct ones include the cost of the machine itself, cartridge costs, spare parts costs; the indirect ones include the managing costs (maintenance, repair, service) and power consumption. The direct expenses (as we have seen earlier) can be divided into initial investments (which include the cost of the machine and the cost of its delivery and setup) and long-term investments (cartridges and parts, which are replaced during planned maintenance through the whole life of the machine). The second part can be tens of times larger than the first part. And the cheaper the machine is the bigger this gap gets. If we divide full ownership cost by the number of the prints, we can get a cost per copy, the parameter, which is quite characteristic of the machine's economic effectiveness.

The main problem in full ownership cost calculation is that quite often during the usage of the equipment the so-called "hidden costs" pop up. Examples are the necessity for drum, developing unit, fuser, feeding rollers replacement undeclared during purchase; or the necessity for frequent maintenance; or frequent break-downs; or enormous power-bill. The hidden costs can include even frequent paper loading due to insufficient tray capacity or frequent change of cartridges due to their mismatch with task loads. The working time of employees doing those simple processes also costs money. That is why hidden costs may incorporate the spending on employees health care if the printing machine, for instance, emits enough ozone to be health-damaging.

The KYOCERA full ownership cost approach to its equipment is the most simple and honest in relation to the customer needs. All the expenses are known beforehand and absolutely transparent for anyone even before the purchase. The branded ECOSYS technology suggests the use of the only supply during the life of the machine – toner. Drums and developing units are long-lasting and are changed only once or twice during the whole life-cycle of the equipment. More than that, in case of the biggest and the most long-lived machines, rated for 4-5 million copies, the drums are made from very sustainable material, amorphous silicon (only diamonds and sapphires are tougher) that allows to achieve incredible durability results – from 100,000

to 600,000 copies. This doesn't only simplify the calculation of the cost per page, but also allows users to reduce it, since the cost of the toner-cartridge is very low, because it doesn't contain any costly components. The maintenance costs are minimal due to very long maintenance intervals. The cartridges are very voluminous (in relation to corresponding market segment). This allows for the shortening of downtime and maintenance costs.

Taking into consideration low pricing and reliability of the original KYOCERA supplies, the question of using compatibles doesn't arise at all for the most part. Theoretically a home-user can afford risking print quality, warranty, and the stable work of long-lasting components for the momentary saving on toner-cartridge cost. But this is completely unacceptable within the office work-flow environment, especially within large companies. Any downtime minute, any breakdown, any low-quality print can cause serious material damage for the company. There are no self-respecting IT specialists responsible for office printing, which will accept such risks or place them on manufacturer's shoulders.

There are always risks with compatible products. No-one of the sellers will ever accept the warranty maintenance of the equipment using consumables. The task of such sellers is to sell the product of unknown origin (also delivered and stored in an unknown way) to the customer and forget both the product and the customer. And it is evident that they won't guarantee printing quality.

Quality issues are especially important in the color office printing sphere, which is still in its infancy on the Russian market. In 2012 only 5.4% of printing devices sold were color machines. Meanwhile in Europe this part of the market constitutes almost 50%. We are sure that this segment will be actively growing in the nearest future. Anyway, color is the future of office printing. Already it becomes a common practice in our country to use printed forms with company's logo in color. It is a question of time, when the color printing won't be separated from monochrome at all.

Low-price and reliability of supplies are far from being the only characteristics of KYOCERA printing equipment that influence the savings. Another important parameter, to which KYOCERA pays special attention, is minimal power consumption. Being put in a sleep mode, KYOCERA machines consume no more than 1 Watt allowing minimizing electricity costs. Special security and printing control features allow companies to reduce unsanctioned printing and confidential information leaking damage to its minimum. The health of those near the machines is also protected. All new KYOCERA printing machines use positively charged PCRs, thus practically emitting zero ozone.

If we look at all the aspects of printing savings we can say that in the large office environment it is sometimes extremely difficult to evaluate the effectiveness of the whole paper workflow system. The printing devices can be used ineffectively creating huge losses out of nothing – frequent repairs of the equipment due to the overloads, downtime due to the lack of toner or paper, ineffective use of large capacity devices, holes in the printing security system, uncontrolled printing finally. Do you know that even running a





basic system of printing control and registering allows cutting costs up to 30% and sometimes up to 50%. It is evident that analyzing the workflow situation, offering methods of its optimization, and evaluating its potential profitability are no easy tasks. That is why KYOCERA company started (following market requirements) offering Managed Document Services through its authorized partners. All the procedures described above will be taken by certified engineers, who will offer you a plan of actions for providing maximum effectiveness of existing or planned-to-be document managing system, while keeping total ownership cost at its minimum for every device included in the system.

All new KYOCERA models are released onto market with a prospect of offering minimal total ownership cost for customers. Buying KYOCERA equipment you can be sure that no extra money will be spent during its usage and you will receive what you really want. Good business!