

---

## **STANDARDIZING THE QUALITY EVALUATION OF PRINTING OUTSOURCING – FROM NECESSITY TO ACTUAL IMPLEMENTATION**

*Gribanov Yuri (UNIT-Orgtekhnika, Russia)*

The printing outsourcing market annually demonstrates considerable growth all across the World. The demand for this type of service becomes more and more evident on the Russian market. More and more commercial and state companies prefer to turn the supervision of the smooth printing workflow over to side-companies – professionals in their field – instead of solving everyday working problems with printers, copiers, engineering systems, faxes, MFPs by themselves. Equipment service planning, procurement of supplies, replacement of malfunctioning printing machines, new cartridges printing quality evaluation, choice of equipment and consumables suppliers – these are just parts of a huge task range being handled over from the client company to the service provider. The effectiveness of such collaboration is evident. There is only one problem that prevents the quick growth of this market in Russia – the lack of universal standard (system of standards) for quality evaluation of this type of service.



**The necessity of the all-Russian standard development for evaluation of outsourcing quality is evident for companies that buy this type of services and for those who sell them.** The customer-companies need unified (universal) set of characteristics that will allow them to evaluate the completeness and quality of printing outsourcing services, to compare competing offers of potential service providers, adequately set the requirements while inviting bids for printing outsourcing and summarizing tender results. Service providers also require this service evaluating standard, because only the legitimized set of characteristics will allow impartial assessment of the current level and dynamics for provided services and of the place that the company occupies on the Russian market. It will give the opportunity to formalize dealings with customers and avoid unjustified claims and demands from them during servicing.

As we said before, the necessity of the all-Russian standard development for printing outsourcing field is evident. That is why the efforts of specialists from UNIT-Orgtekhnika company (one of the leaders on the Russian printing outsourcing market), who are working in this field, are highly interesting. Being highly experienced in servicing various types of printing fleets in different parts of Russia allowed the company to create the corporate standard of controlling the outsourcing services quality, and then switch over to creating the analogous all-Russian standard. The result of the efforts – the project of “Russian Electronic Equipment Repair and Maintenance Service Quality Control System” – is now ready and in the state of discussion. This standard sets the requirements for electronic equipment repair and maintenance service quality control system, as well as for the system of voluntary certification for this type of services during the stage of companies/businesses-informational-systems-complex-service-maintenance project execution, as well as during direct electronic-equipment service.

---

This standard is fully accordant with the Russian "ГОСТ Р ИСО/МЭК 20000" state standard and includes the requirements of "ГОСТ Р ИСО/МЭК 9000" standard specification series. The new standard includes the expertise of previously developed and implemented UNIT-Orgtekhnika corporate standards, as well as local distinctive features of the Russian outsourcing market.



**Among expected results of standard's implementation are:**

- Less money and time will be spent by commercial and state companies for preparation of tenders and tendering itself, when choosing the provider of electronic equipment repair and maintenance services, due to shortening of the procedures.
- Russian service providers will raise the quality of electronic equipment repair and maintenance services.
- Investment protection and stabilization of functioning for Russian companies and organizations will be raised due to better effectiveness of businesses' informational systems, at the same time electronic equipment usage costs will be lowered.
- The effectiveness of work and discipline of the Russian corporate staff will be improved due to the reducing of down-time usually caused by unavailability of services needed for informational systems.
- The dependency of electronic-equipment-repair-and-maintenance-services' quality on the peculiarities of outsourcing companies, which provide those services, will be reduced, not in the least due to the effective controlling of the provider's personnel expertise.
- The overall culture and quality of electronic equipment repair and maintenance services performed by outsourcing companies on the local market will be taken to a whole new level.
- There will be a possibility for impartial and precise evaluation of the service quality.

The official publication of the standard is planned for May 2013. Specialists in electronic equipment repair and maintenance services can view and discuss the documentation in the office of UNIT-Orgtekhnika company (Moscow, Turgenevskaya sq. 2, tel.: +7 800-700-12-57) or at the International Office Equipment and Supplies Expo BUSINESS-INFORM 2013 (21-23 of May 2013, Moscow, All-Russia Exhibition Center, pavilion #20).