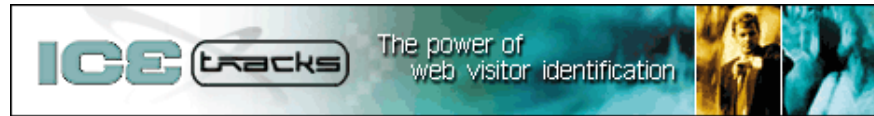


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## Solving the problem of exorbitant printing costs

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Blue Label Technology, sub-Saharan distributor of Pharos Systems, has announced availability of an easy-to-implement software management solution that allows businesses to take control of their distributed printing environments - Pharos Blueprint.

Blueprint is a print tracking and analysis tool that maps and reports on printing volumes and characteristics in a Windows environment, with no intervention in the printing process.

According to Tito Pereira, MD of Blue Label Technology, with the implementation of Blueprint, organisations have the capacity to rapidly analyse and optimise their print environment, and can track and report on all print activity, including who, what, and where.

Pereira draws attention to what he calls 'a myth of our time' - the so-called paperless office. "Back in the early 1990s when the promises of computer technology included a reduced need for paper copies thanks to electronic communication and storage, tight management of printer and copier use did not seem to be an essential consideration for the long term. However - ironically - demand for paper printing is rising dramatically. Instead of slowing demand for paper, the Internet, digital imaging and even e-mail are resulting in more pages being printed than ever before," he says.

"It is not the use of paper in the office that Blueprint sets out to control - but rather to increase manageability and accountability of printed output. Most workers believe that printing is free - however, the cost of paper, consumables and the printers themselves can have a significant impact on the bottom line," he notes.

In addition to introducing cost-control, Blueprint also brings manageability to printing environments. "Printers have often been positioned to achieve a geographical rather than a strategic spread, or to cater for the convenience of the most senior user. User patterns might suggest different positioning - but accurately measuring these patterns is the challenge, solved by Blueprint," says Pereira.

The type of hardware purchased often has more to do with purchase price, opportunity or the attractiveness of latest features, than with accurate utilisation assessments. "Independent purchase decisions do little to optimise the printing environment. Different manufacturers, different brands, different models all co-exist on the corporate floor - an inefficient and costly scenario requiring management of several lines of spares, consumables and support," Pereira explains.

Printers purchased for less than a specified minimum asset cost are not listed in a company's asset register so few corporates know how many printers the company actually owns. Cheap little machines are probably sitting on tens or hundreds of desks - they did not cost much to buy but they are expensive to run and are a major cause of escalating printing costs. Obsolescence and under-utilisation are associated problems.

Blueprint makes it easy to map the complete print systems of a company, regardless of how big or how complex. The technology is available in a modular format; Blueprint Assessment discovers local and network printers for the purposes of tracking and reporting, while Blueprint Enterprise introduces options for per-transaction (print job) cost, per device cost, advanced accounting and print management, the capacity to route print jobs to specific machines, load balancing and other features.

An automated solution, Blueprint automatically configures and installs itself on each computer on the network. Each Blueprint Tracker gathers print job information throughout the enterprise without interfering with the network's normal operation.

"Whether printing is generated online or offline, Blueprint identifies all output devices and captures the entire print activity throughout an organisation. With such a complete picture, technical staff can begin to deploy printers more appropriately in the organisation, manage output and reduce excessive printing activity," Pereira concludes.

For more information contact [www.bluelabeltech.com](http://www.bluelabeltech.com).

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