



Effective Print Management for your Business





You Have a Print Solution \ **Now What?**

Whether you've recently replaced your organisation's legacy infrastructure or have acquired your first print solution, you now need a way to manage printing as effectively as possible.

In other words, it's time to start fine tuning printing habits to cut down on waste and make sure your business is using its resources in a secure, efficient and sustainable manner. If you're new to print management or are unfamiliar with the latest capabilities, this might seem like a challenge.

Fortunately, there are accessible ways to influence printing and mitigate inefficiencies across your company. In this eBook, we'll guide you through the nuts and bolts of effective print management and leave you with tangible next steps for improving the way your business handles print workflows.

Modern Print Management \ The Challenges

Before you can start improving your print management skills, you need to understand where the vulnerabilities typically occur in your print infrastructure.

Generally, modern organisations need to be focused on managing three areas of their print landscape:

1 \ Total Cost of Ownership (TCO)



Ensuring devices, paper and consumables are used appropriately, sustainably and as cost-effectively as possible comes down to preventing unnecessary or wasteful print jobs.

2 \ Security



Monitoring access to your print infrastructure and enforcing print security and document handling policies is a major component of meeting compliance and corporate governance requirements.

3 \ Efficiency



Maintaining productivity across your print environment is about keeping hardware up and running, supplies replenished on time and confirming that your print processes are maximising output and matching your workflow for optimal results.



\ Managing your Print Infrastructure at the Hardware Level

The good news is that modern printing technologies are brimming with built-in capabilities that support many print management processes, including those outlined above. For example, Brother's fleet of [printers and Multi-Function Centres](#) include the following features:



Toner Save Mode:
Save money by using less toner per print to reduce wasted consumables



Mono Default:
Print in black and white by default to reduce colour pages produced



Sleep Mode:
Automatically shuts down the device and saves energy



Duplex Default:
Printing both sides of the paper reduces pages required for each document




Screen Lock:
Prevents unauthorised access to device settings

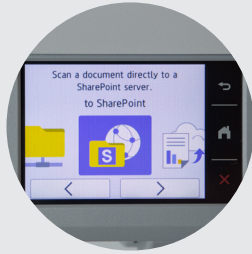


Active Directory Authentication:
Allows you to verify users and restricts access to certain features





USB drive and NFC device printing:
Enables fast and simple print jobs without the requirement of network connectivity



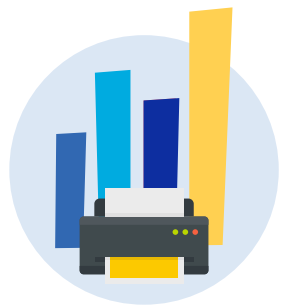
Workflows:
Customisable touchscreens allow you to create shortcuts for your specific needs

Print Management in your Pocket

\ Mobile Applications

There's no mobile app that can replace the versatility and performance of a true print solution, but the right applications can be a convenient and useful complement to your print environment. Mobile apps like Brother Mobile Connect are free to use and connect seamlessly to their compatible devices.

And best of all, they empower your employees to take ownership of their own printing habits and generate efficiencies throughout their workday. Here are three benefits of printing apps and how they can be leveraged by your business:



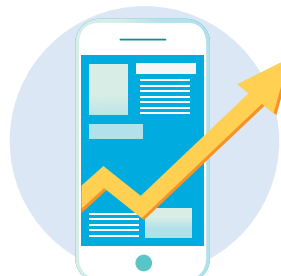
Visibility

You can see your device's supply levels and order replenishment all from within your mobile app interface.



Productivity

Rapidly scan and print documents from your device without leaving your desk, or share them with coworkers from another location. You can also see available printers and print on the most accessible one.



Accessibility

Mobile apps are easily deployed and highly scalable because they're easily downloaded or pushed to your device.





\ Optimise Costs with Cloud Print Management

Cloud-based solutions like [PaperCut](#) are the bread and butter of print management. They're the connective component that allows you to integrate your compatible devices and track their use across the entire print environment — remote and in-office locations included.

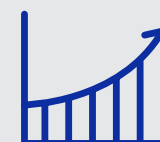
In turn, you can monitor devices and eliminate cost-draining printing habits across the board. With this expanded visibility, you're able to optimise processes and return employees back to value-added productivity. With a cloud-based solution like PaperCut, you can:



Enforce print policies and quotas to reduce on waste



Bill and track account usage by user



Access robust reports and print analytics



Restrict or limit access to colour-copying capabilities based on user



Reduce bottlenecks using Find-Me-Print



Use chargeback features to recover your billable print jobs

\ Securing your Environment for Maximum Productivity

According to research from Quocirca, [only 18% of organisations](#) can be classified as leaders in print security. In an age where data loss threatens to curtail productivity and expose you to risk and financial loss, print security is a mission-critical business imperative.

One of the technologies that can help you secure your print environment is a cloud print management system. PaperCut can do more than cut costs and reduce waste — it's a must-have tool for protecting your corporate assets. Here are a few ways cloud print management can increase print security in your organisation:



Centralised Dashboards

Break down the print landscape into one consolidated view.



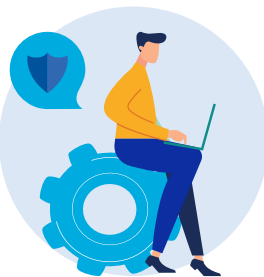
Pull Printing

Secure print release with NFC cards or authentication codes to ensure confidential information is protected from prying eyes.



No Pages Left Behind

Your print job will only print when you're at the printer. If you don't collect your job, it's auto deleted within a preset time frame.



Access Controls

Restrict who can access which devices and how they can use them.



Reports

Run standard reports to gain usage visibility and make informed decisions on security risks.



Print Logs

Record a history of print jobs so you can track and prevent sensitive document printing.



5 Best Practices for Effective Print Management

Even with the right set of solutions in hand, effective print management is easier said than done. To truly optimise your print environment as best you can, it's important to have a few tricks up your sleeve.

Here are five best practices that can help you manage the way your company prints:



1 \ Default two-sided (duplex) printing



Printing on double-sided paper by default encourages employees to dial back on paper waste and also cuts printing time in half.

2 \ Use narrow margins



This will maximise the amount of words you print per page, thus reducing the amount of paper needed to complete a print job.

3 \ Create custom alerts



Cloud print management systems can notify you if someone has mistakenly printed a large job, allowing you to cancel the process and reduce waste.

4 \ Locate printers where they're most needed



Location matters when your employees are wasting precious time walking to and from their device to collect a document.

5 \ Print only what's necessary



If you don't print it, you can't waste it. If you only print documents that are critical to your workflow, you'll save on consumables and prevent excessive use of your device.



Next Steps \ In Your Print Management Journey

Printing is an absolutely essential part of your business — that much you know is true.

But if you're not careful, you could unknowingly be letting critical processes slip through the cracks, derailing productivity and costing your business time and money. Even worse, your sensitive corporate assets could be at risk.

Luckily, Brother is at your side to put tangible, impactful print management solutions in the hands of you and your workforce. Whether they be as small as mobile applications, as handy as hardware

devices or an integrated print and scan cloud-based solution, each and every technology can help you drive efficiencies across your business.

That's the power of effective print management.

[Reach out to our team](#) to learn more about how we can support your organisation's print initiatives through our wide array of accessible solutions.



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