



**Greig Ross Associates**  
*Helping Organisations Tame the Paper Tiger*



## Welcome to the January edition of PrintCut

***Helping organisations to significantly reduce their print costs, consumption and waste.***

By the tail.....

Through IT research companies such as Gartner, Forrester and IDC, many commercial and public sector organizations are becoming increasingly aware of the substantial hidden cost associated with internal printing and are taking steps to reduce their costs. Increasingly the major focus is based on financial and managerial information not technology. We therefore hope that Print Cost Reduction has featured on your business's New Year's resolutions.

This month's first article, **["Don't Print,](#)** attempts to refocus the corporate mind on what these expensive printers are there for. For some people it is just like trying to stop smoking. Dik McFarlane, GRA senior consultant, tries to give practical advice on how to stop printing costs.

As some organizations begin to question what is core and what is not, Managed Print Services is being increasingly considered as a means to reduce capital expenditure and outsource the responsibility for this function.

In our second feature, **[Considering Managed Print Services? – View Gartner's Magic Quadrant,](#)** we explore the good work which Gartner has completed recently to help guide companies, particularly multi-nationals on what to consider when undertaking such an exercise.

'**[Green Corner](#)**' this month touches on the government's increasing concern at the scale of cartridge dumping. Our simple, practical and relevant suggestion is not new but is increasingly being accepted as the

## Hold The Front Page!

Why not Hold All the Pages and Reduce the Volume and Cost of Printed Material

"I'll print this document and file it; I might need it at some point".

How many of us have done this but then never needed to use the printed item. Indeed most of us would have probably have forgotten that we had printed and filed it in the first place. The on the extremely rare occasion when we might need to refer to it, we print it again, incurring twice the cost.

If organisations are to reduce the overall volume of printed material and associated costs then it is important to understand these human behaviours. There are times when we all like to have our safety blanket and to take the "belt and braces" approach but the cost of this behaviour to the organisation can be huge in terms of the cost of printing, the cost of storage for documents that will never be used and the time taken to undertake these needless activities. reducing costs.

This month we cover why we incur these costs and the steps that organisations can take to tackle and reduce this unnecessary expense. personal ownership of costs.

**[Click here to read the full article.](#)**

## Considering Managed Print Services? - View Gartner's Magic Quadrant'

Managed print services are a cost-effective alternative to the traditional purchase and leasing arrangements under which organizations acquire their printers and multifunctional devices. In order to get the best service, deal and value for money, buyers must understand who sells MPS and how the service compares with one another.

Gartner's Managed Print Services Magic Quadrant is a useful starting point for identifying and evaluating managed print services (MPS) providers. It is intended for Gartner's client base of mainly midsize and large organizations, many of which operate throughout one or more countries or regions, and some of which are truly global. Although not all MPS projects are multiregional or global at the outset, customers often choose to scale up one region at a time. In this way they can manage their office printing in a unified manner globally. The providers in this Magic Quadrant have the geographical scale to attend to your office printing needs across world regions in a coordinated way.

**[Click here to read the full article.](#)**

norm either to reduce costs or to help with companies' local community projects.

If you've any feedback on how things are shaping up for 2009 or any aspects of Reducing Print Costs we would be very interested to hear from you - and may circulate a summary of feedback in future editions of PrintCut.

**PrintCut** from Greig Ross Associates providing the latest case studies and best practice.

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## Green Corner

### **Do not Throw away Empty Cartridges**

Unfortunately toner and cartridges litter our landfill sites up and down the country. When the ink or toner in your cartridge runs out you should avoid throwing it away which is not very environmentally friendly. Ask your local office-supply stores if they recycle cartridges. If they do, they may offer you a discount on a new cartridge just for bringing in an old one that they can recycle. Alternatively there are many local and online stores that refill cartridges in your area where you can purchase a refilled cartridge for a fraction of the cost of a new one. Some companies prefer to always use new cartridges and others have initiatives to help local schools and charities. Such companies should seek out charities such as Barnardos which often take empty cartridges to return the old ink cartridges to the manufacturer for money or credit on office supplies for their organization. Always ensure that the cartridge is disposed of properly ensuring the old ink cartridge is wrapped and that the copper connectors are not damaged.

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