



Greig Ross Associates
Helping Organisations Tame the Paper Tiger



Welcome to the December edition of PrintCut

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

By the tail.....

With 2008 drawing to a close, we hope you'll indulge us in taking this chance to promote our **services** and outlining the ways that we work, to help with your 2009 planning.

At this time of year we would like to wish you an enjoyable Christmas break and a 'Less Paper' (not paperless) 2009.

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

This month's first article, "**Analyse, Reduce, Recover**" summaries the three straightforward steps that you need to take to provide focus and clarity to start reducing printing costs. The software discussed can be used to introduce management and rules to printing within the organization.

In our second feature this month "**Cutting Print Costs 'Down Under'**" we present an IDC investigation into the growing trend of Australian businesses' to use Managed Print Services to reduce print costs, a trend that we may see being adopted in the UK.

"**Green Corner**" this month touches on a simple, practical and relevant example that practises what we preach at this festive time of year. Reducing costs while still wishing customers, suppliers and colleagues seasons greetings as well as helping others through ecards.

Analyse-Reduce-Recover

The three Steps to a More Cost Effective Printing Environment.

Starting on the road to reducing printing costs within organisations can be daunting so it is extremely valuable to have a guiding framework to help steer through the whole process.

This framework is supported by the print audit software utilised by Greig Ross Associates.

Analysing the current printing set up to obtain an accurate view of what is being printed, how much and by whom is the first step to reducing costs.

Once the information has been analysed the next step is to implement changes to reduce the total volume of printed output and thereby the total cost.

The third step allows organisations to charge printing costs to the different divisions within the company and can be a valuable tool in implementing a culture change through assigning personal ownership of costs.

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

Cutting Print Costs 'Down Under'

Businesses are constantly looking for lower cost methods of managing their printing and some organizations come to the conclusion that printing is non-core and should be managed externally.

This is referred to as the Managed Print Services Industry.

Some countries are more advanced with this than others and this IDC article looks at the current impact on Australian businesses. The report is entitled Managed Print Services: What Australia End Users Want.

Even though the majority of Australian businesses manage their printing and imaging environments themselves, they indicate no strong inhibitors to the future adoption of managed print services.

IDC expect vendors equipped with compelling marketing tools. Especially those focused on educating customers and demonstrating benefits clearly and strongly to achieve an encouraging success rate in winning customers over a period of time.

[PrintCut](#) from Greig Ross Associates providing the latest case studies and best practice.

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Green Corner

It's a double dilemma at this time of year and 2008 in particular. Keeping costs down while still wishing clients, supplier and colleagues festive greetings.

Perhaps this is what the Internet was for all along, ecards. Electronic Christmas greetings, with little carbon footprint and no postage. Kinder to the environment, your budget and your hand (no writers cramp).

Not forgetting of course the real Christmas message of helping others.

Click [here](#) for more information on charity eCards.

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