



# THE IMPORTANCE OF UNDERSTANDING PRINT COSTS

## WHAT ARE YOU SPENDING?

Unmanaged printing expenses can cost:

**1% - 3%**

of a company's total revenue.

## AND YET...

According to Buyer's Laboratory:

**90%**

of companies fail to track their complete printing costs.

## WHAT CAN YOU DO?

The Gartner Group found that companies could save

**10% - 30%**

on their printing costs if they take action.



## CALCULATE YOUR COST-PER-PRINT

Calculating your current cost-per-print will provide a snapshot of how much it costs you to print on each device.

## COMBINE THE RESULTS

By collecting all data related to your print costs, you'll have a baseline understanding of how much your company pays to print on a daily, weekly, monthly or annual basis.



## HOW DO YOU CALCULATE?

The easiest and most accurate way to determine your cost-per-print is to work with a print provider and install software on your network to track prints, real-time.

## ARE THERE OTHER OPTIONS?

The alternative option is to manually gather the information needed and do the math.



## UNDERSTAND ALL EXPENSES THAT AFFECT PRINT COSTS

You may think these expenses are obvious, but there are a few costs many forget to consider. For a true snapshot of your total print costs, all of the following must be included in your calculation:



### EQUIPMENT

Cost of acquisition, which may be a purchase price, lease or cost-per-page agreement.



### BURDEN RATES

Time spent for employees to fix equipment, order supplies, schedule maintenance, etc.



### SUPPLIES

Ongoing expenses that includes toner, developer, paper and other print media, staples and more.



### SERVICE

Monthly service agreements or one-time maintenance charges.



### LIFE CYCLE

Device depreciation, plus the availability of new technology.