

Analytics: Your documents have so much to tell you. Are you listening?

Five ways that data from your documents and printer fleet unlocks hidden business intelligence



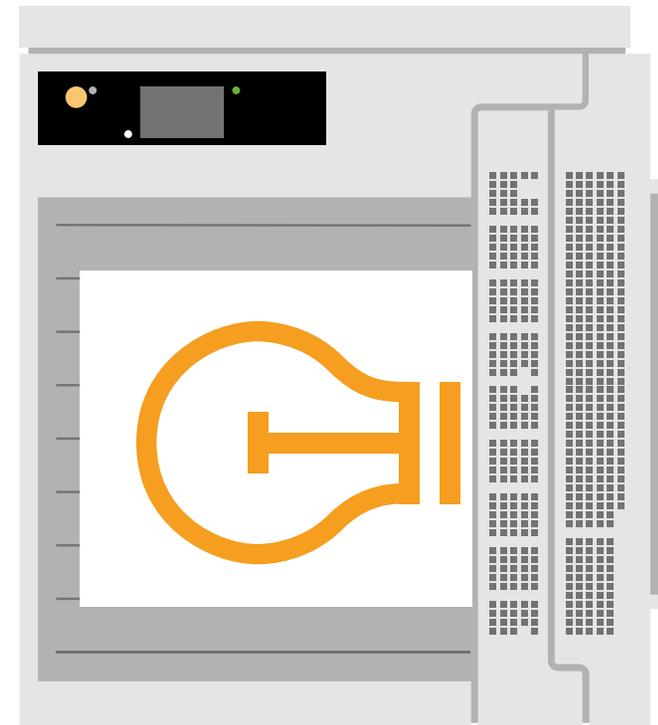
How your office printers can help you run a better business

Companies that use Managed Print Services (MPS), or are thinking about using them, usually have two main goals.

1. Save money. By outsourcing print services to a supplier, they can free up internal resources, make their spending patterns more predictable and shift capital expenditure to operational expenditure.
2. Remove the burden of managing printers from their IT department. After all, they have plenty of more important things to think about.

However, MPS isn't just about solving problems. It can also unlock new insights that you can use to make big, positive changes. And it all starts with **analytics**: understanding how documents move through your organization, the processes that carry them and how your workers use them.

More and more businesses use sophisticated analyses to tell them more about their customers, their products, their activities and their finances, so they can plan for the future and make better decisions.



How your office printers can help you run a better business

Admittedly, documents and printing may not be as sexy as cash and customers. They're everyday tools of the workplace that are easy to take for granted. But they're also the lifeblood of every business.

Look at any big business improvement initiative, and you'll see documents playing an essential role – whether the aim is security, mobility, collaboration, sustainability or digital transformation.

What's more, documents are an incredibly rich source of insight, just waiting to be mined. Sophisticated MPS analytics collect vital data about the way your business currently operates: how people handle the documents they need to do their jobs, and how processes are structured.

That data can show you what needs to change, where you should focus your effort and how you can make better decisions.

Analytics isn't the same thing as reporting. Reporting simply tells you what's going on, while analytics looks at the trends and causes behind events. For example, some firms use threshold reporting, which alerts them when a metric exceeds a certain limit. That's fine as far as it goes – but how often are you coming close to the threshold *without* going over it? Is the exception a one-off, or a warning of what's to come?

About this guide

This guide explains the insights you can gain from analyzing your documents, their users, and their processes. It shows you how you can use those insights to become more efficient and waste fewer resources, but also how to become better informed, so you can make better management decisions and embark on some smart improvement initiatives.

In the following sections, we'll work through the five levels of the analytics value chain to look at the insights available at each one, and how you can use them to improve the way you work.

Document management analytics value chain

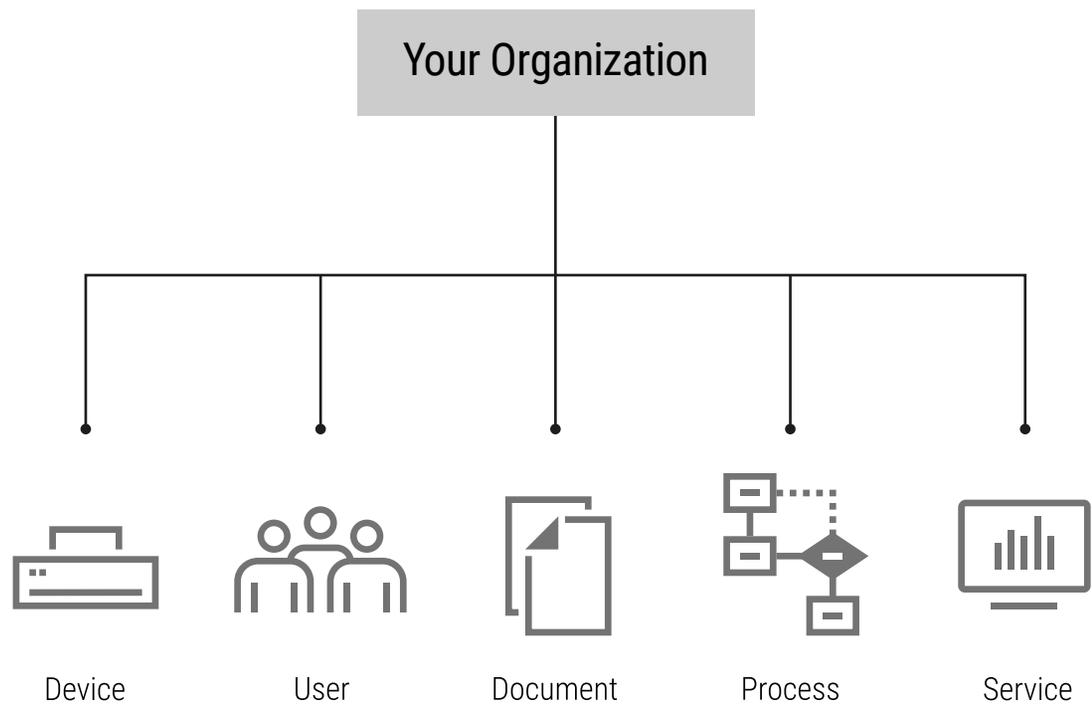
Document management analytics focuses on five levels within your organization: **device, user, document, process and service.**

Each offers a different type of analysis, and builds on the previous levels to offer progressively more sophisticated insights.

By being flexible over the sequence of analytics, you have the scope to explore different areas of the business in different ways.

The rest of this eBook explains how analytics can help you, then looks at the five links in the chain in turn.

Five kinds of analytics



How can analytics help you?

You want to consider analytics if:

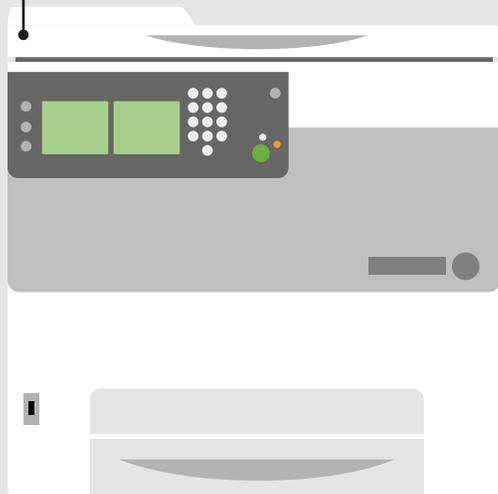
- You want to get a grip on the **rising costs of printing**. (Or just cut costs in general.)
- You want to **track and measure** what, where and why people are printing within your organization.
- You have a lot of **paper-intensive processes** that you believe could be a lot more effective and cost-efficient.
- You don't really know **how printed documents get used** in your organization, and feel that your print infrastructure probably isn't aligned with business needs.
- You're concerned about the **security of printed information** – particularly if you work in a highly regulated, document-intensive industry such as finance or healthcare.
- You want to **make the case for change** based on hard evidence, rather than anecdotes or hunches.

Start

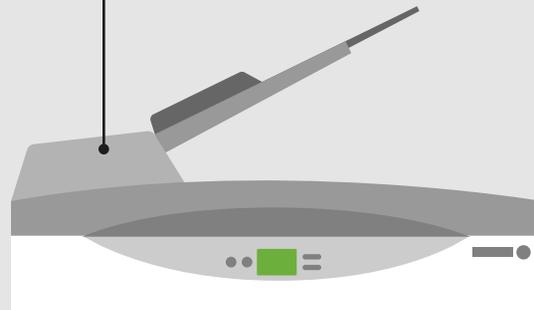
1. Device analytics



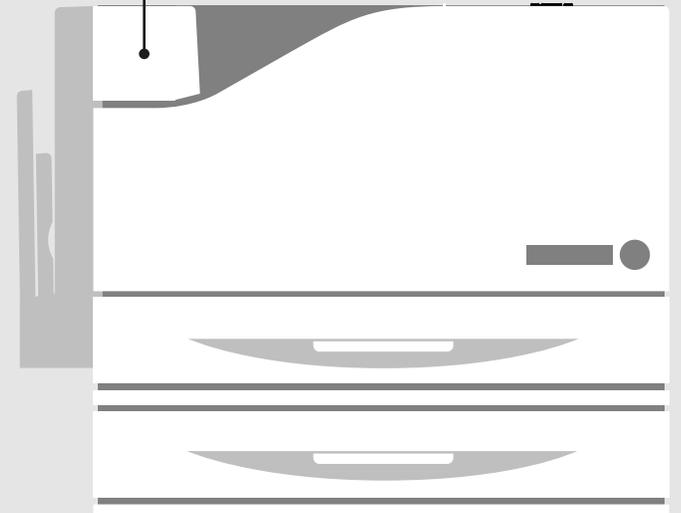
Print Volume



Device Uptime



Page Cost



1. Device analytics

What can device analytics tell you?

Device data is mainly about print volumes and costs: how much you're printing, and how much you're paying to print it.

It helps you understand the total cost of ownership of your print services, as well as their environmental impact.

Device analytics may be basic, but it can generate some eye-opening insights. For example, many organizations generate far larger print volumes than they think. That's a big cost to be unaware of.

How can device analytics help?

Device analytics helps you make an informed decision about the devices you really need across your business, where you need them and whether you should allocate your high print volumes to multifunction printers or a centralized print room.

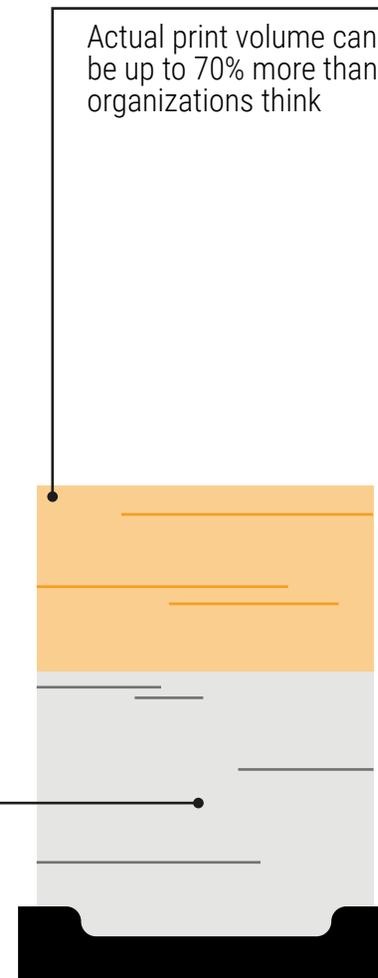
You can also optimize the way you use your devices, to make sure none of them are over- or under-utilized. It may be that you can drastically cut the number of devices you use and still print what you need.



Actual print volume can be up to 70% more than organizations think



Estimated print volume



1. Device analytics

Building a solid foundation

Analytics doesn't start when your MPS contract begins. It starts beforehand, as you and your MPS partner work out your baseline. Unless you know where you are today, you can't plan the journey you want to make tomorrow.

Actions to take to establish your benchmark include:

- **Determine your printer fleet.**
Your MPS provider will count the devices you have and record where they are. One way to approach this is to visit each area of your premises, map devices with software tools, and get as much information on each device – such as make, model, page count and serial number. Alternatively (or in addition), you could conduct a self-assessment where you collect the data yourself and send it to expert consultants for analysis.
- **Establish a cost baseline** such as a current cost per page or total cost of ownership.
- **Evaluate the environmental impact** for devices and printed paper volumes.

Starting from this base, it's possible to use predictive analytics to model "what if" scenarios and evaluate different options for improvement. This modeling phase is crucial to optimization planning.

1. Device analytics

What will success look like?

Once you have a sense of where you are now, you need to define where you want to be. That means defining the goals you want to achieve with MPS, and perhaps also the targets that might be included in the service level agreements with your supplier.

At Xerox, we've developed a maturity assessment tool to help our clients come to grips with where they are in terms of MPS right now. It uses a simple Q&A format to gather and analyze responses in real time.

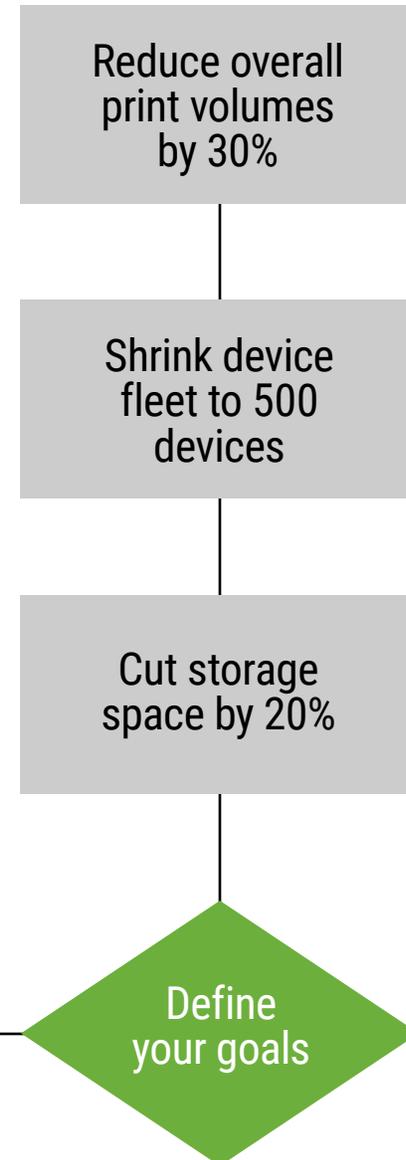
The maturity assessment tool gauges both your organization's current state and its desired future state, and it benchmarks how your results stack up against the market.

It can also help you build out a print policy for your organization.

It assesses maturity in six dimensions: insight, security, mobility, sustainability, cost and productivity. It also measures against the three steps of the Xerox® Next Generation MPS Journey: Assess & Optimize, Secure & Integrate and Automate & Simplify.

Finally, we use our expertise to develop a roadmap for the future, with a set of recommendations that your service partner can put into action on your behalf.

Learn more about the maturity assessment tool at mat.mps-drivechange.com



2. User analytics



The Obsessive Printer



The Power User



The Technician



2. User analytics

How can user analytics help?

User analytics offers a wide range of benefits.

You can:

- See where you can make **cost savings** on your printing.
 - Gain insights that will unlock new ways to **share or allocate costs**, such as chargebacks at departmental level or individual level.
 - Fully understand the **security** implications of printing – such as when, where and by whom confidential records could be printed – and make sure your security policies are followed.
- Explore the potential of **automation** to optimize the way people print.
 - **Educate** your people, teams and business functions about printing best practices.
 - **Continuously monitor** your printing to make sure your savings, safeguards, processes and teachings have taken root.

User analytics
benefits

Identify cost
savings

Understand security
implications

Explore automation
potential

Educate with
best practices

2. User analytics

Doing things differently

Simply knowing what print devices you have, and their usage levels, is incredibly valuable. But at the end of the day, devices are just tools in people's hands. What you really need to know is how they're using those tools, and why.

That's where user analytics comes in. It can help you understand:

- **Behaviors:** Who prints what? Where do they print it? And when?
- **Volumes:** How much are people printing, either individually or at team/group level?
- **Content:** Which documents are people printing? What types of content are typically printed? Are people printing things they shouldn't?
- **Waste:** Do people use paper and toner wisely? Could they use less paper, or make better choices about how and what they print? Are they printing in high-resolution color when a black and white draft would work just as well?
- **Trends:** How do all these factors change over time? Are there usually peaks or troughs in a given day, week, month or year?

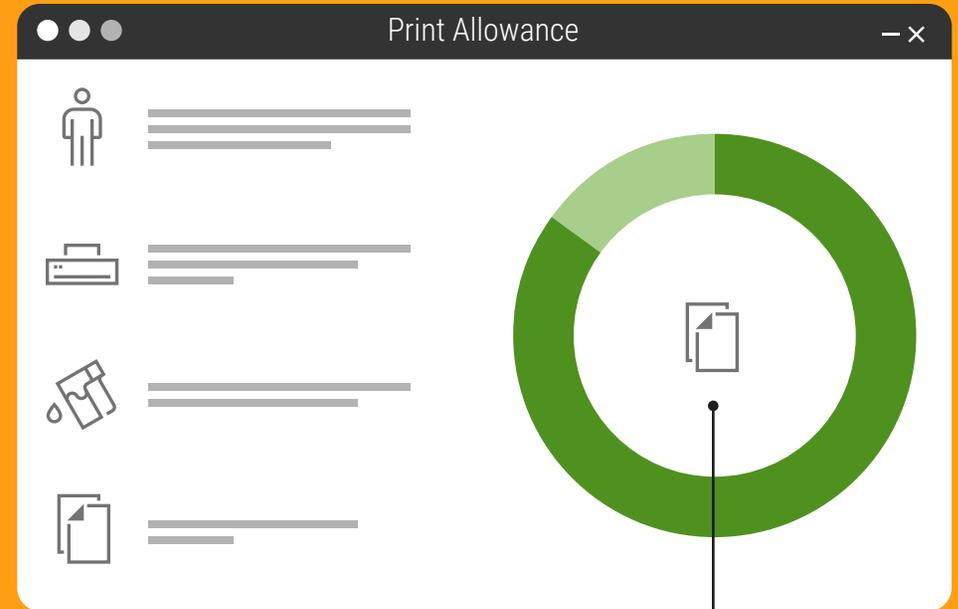
At Xerox, we offer analyses of data generated by our suite of print management applications. They track a range of information including what document was printed, by whom, when, on which devices and more. They also show print volumes and costs for monochrome versus color printing; volumes and costs by document type or file extension and print volumes and costs by user/department.

User analytics presents the data gathered in interactive dashboards, which makes data analysis much faster and more accurate.

Proof point

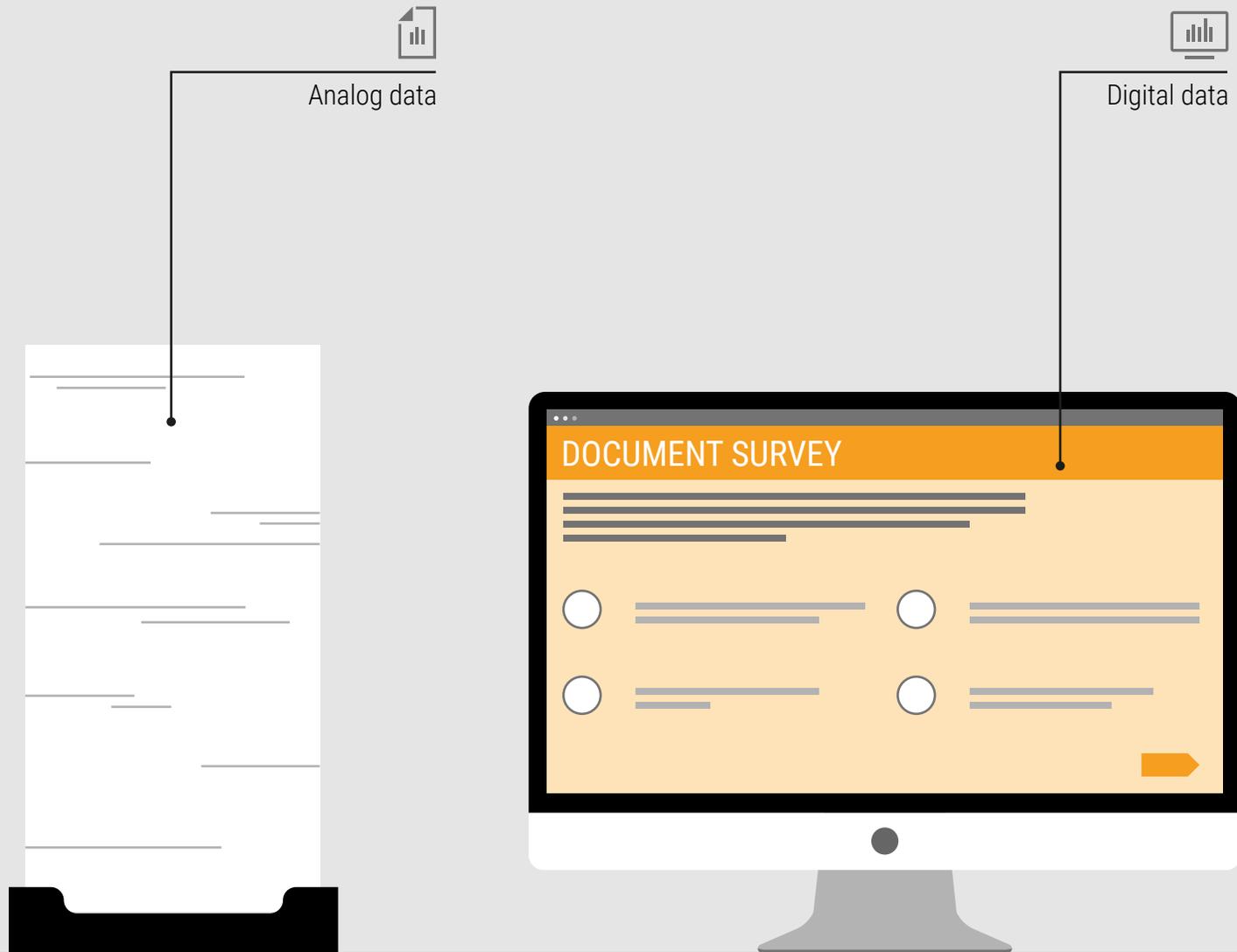
NewField IT spreads the paperless gospel

As a paperless office, NewField deploys User Analytics to make sure printing is kept to a minimum and identify users who are printing too much. They can then identify which users need a little extra assistance with their vision of the paperless office. At the same time, the Xerox® Print Awareness Tool is installed on these users' PCs, so they always know how much they're printing.



Almost at full usage capacity

3. Document analytics



3. Document analytics

What can document analytics tell you?

Document analytics illustrates the role that printed documents, and their associated processes, play in your organization. It encompasses two types of data:

- **Quantitative:** for example, user-based printing and filing data.
- **Qualitative:** such as online surveys, phone interviews and face-to-face workshops.

You can look at the data at the organizational level, or drill down to individual departments or business processes, to understand how you use printing in each of your workflows.

How can document analytics help?

Document analytics helps you identify manual, paper-intensive processes that could be simplified or automated to reduce costs, conserve resources and save time. It shows you the difference between “good paper” – essential printing – and “bad paper,” which should be avoided. It reveals what becomes of printed documents at the end of their useful life, and how much of your print output ends up being filed, archived or recycled.

3. Document analytics

Paper may be a symptom of inefficiency. So what's the cure?

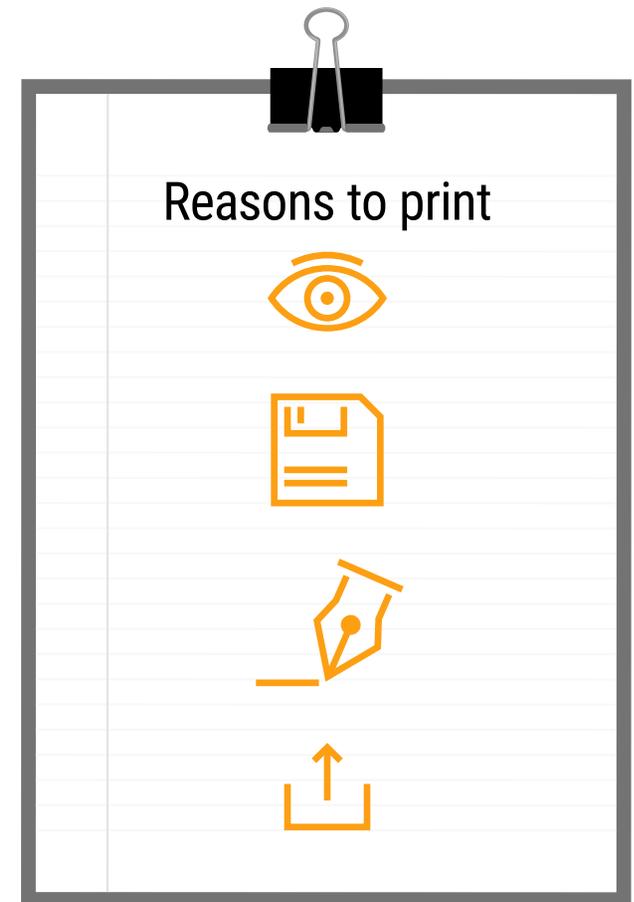
Every document that's printed potentially represents a task that could have been done in a different, cheaper way. But unless you understand your documents, and the processes they support, it's difficult to identify what those alternate approaches might be, or how to unlock savings by reducing print volumes overall.

This is where document and process analytics come in. Looking at device and user analytics showed you the "what" and the "who" of your printing. Now it's time to get to the "why," identify the reasons behind your printing, and the baked-in inefficiencies in your business processes that lead people to print things they don't really need.

To explore that, you need to link knowledge about which documents are being printed and by whom (individuals, teams or departments) to the stages of your business processes.

There are four main reasons why people print:

1. To **read** a document.
2. To **save** a document so they can transport or store it more easily.
3. To **annotate** a document – such as handwritten comments, amendments, signatures or sticky notes.
4. To **share** a document – for example, by mail or in person.

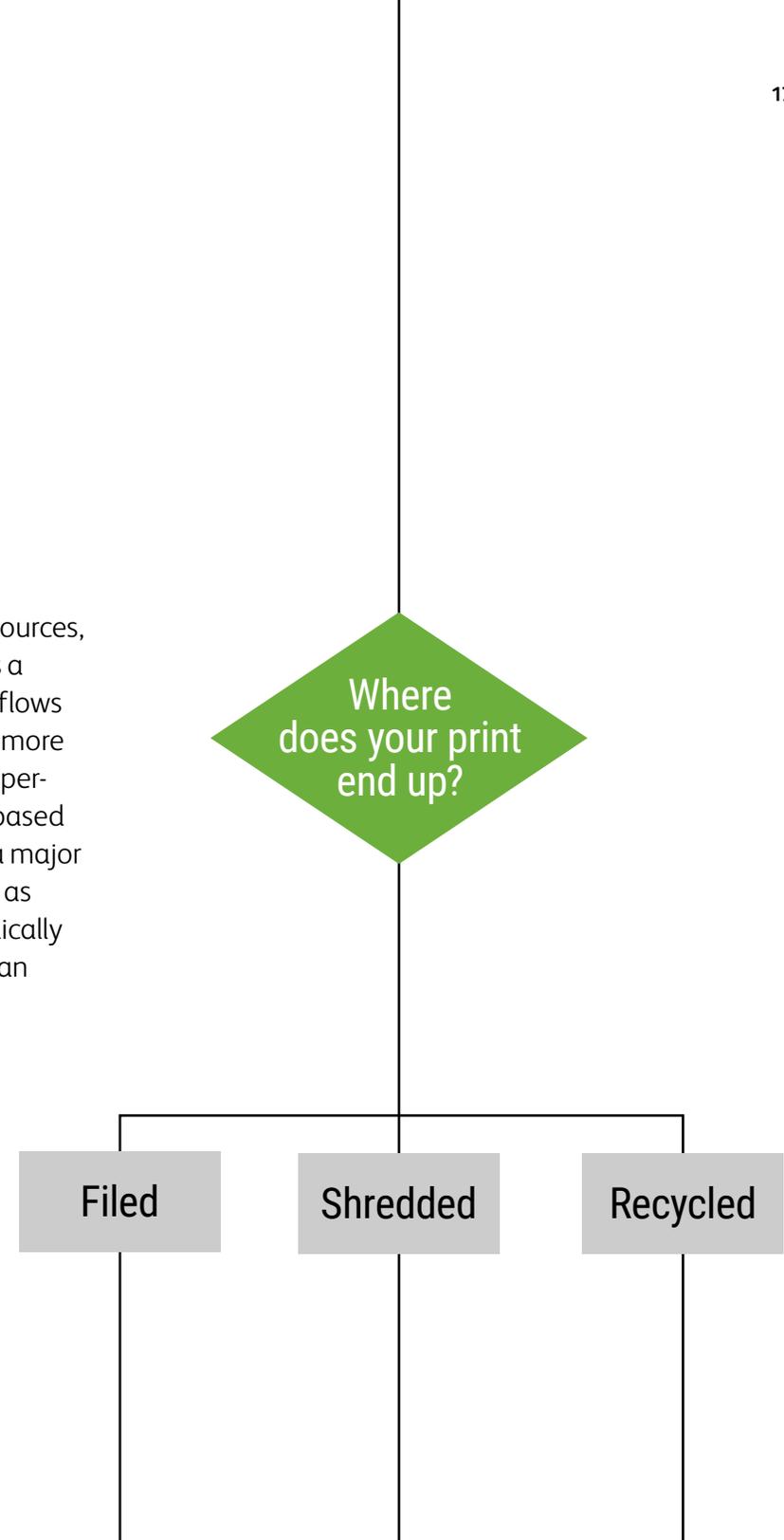


3. Document analytics

It also helps to know where the printed document ends up. For example, is it filed, or just recycled/shredded?

Every paper-intensive process indicates the potential for improvement. Document and process analytics give you hard data on processes that you suspect are probably inefficient, but need proof. It also provides evidence on the benefits of improving them. With that insight, you can look at ways to digitally transform your business processes or automate your workflows.

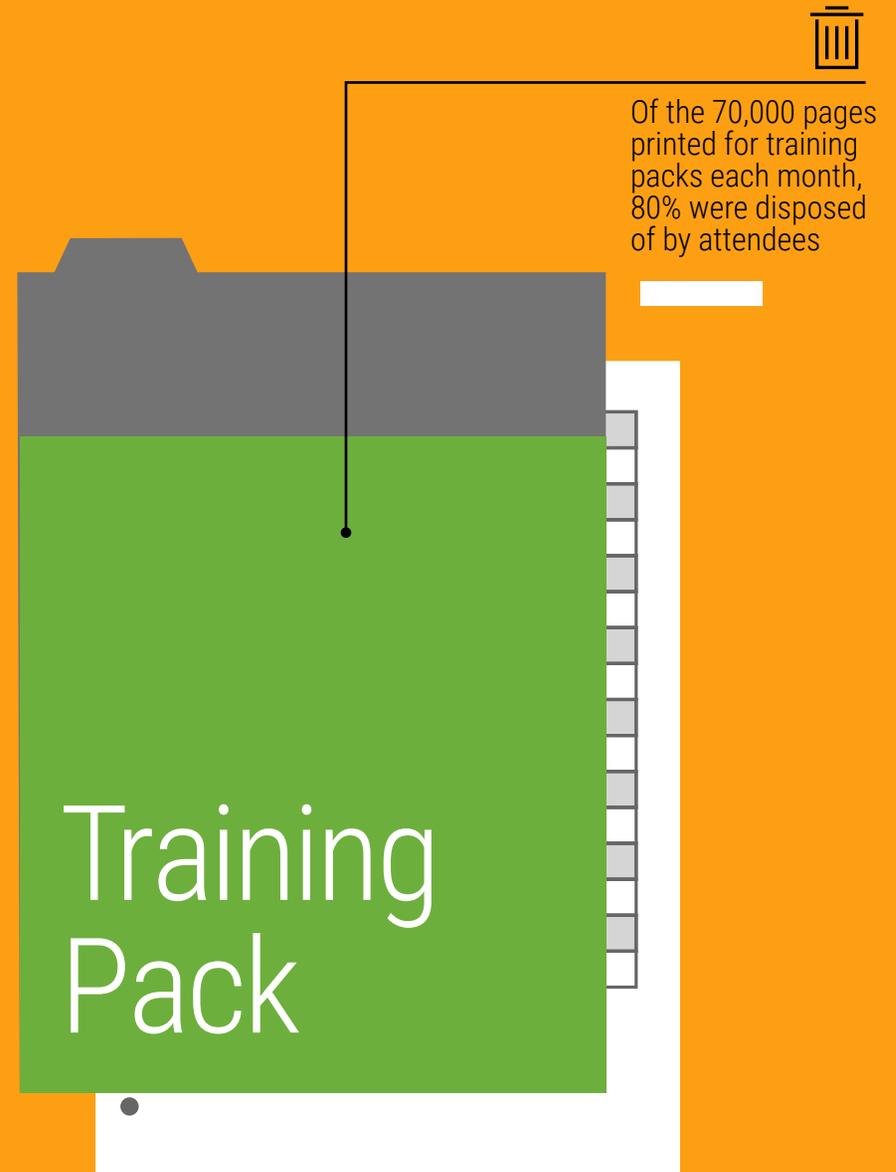
If you want to save money and resources, weaning your business off paper is a no-brainer. Digital document workflows can be cheaper, more sustainable, more efficient, and more secure than paper-based workflows. Replacing print-based workflows with digital needn't be a major undertaking. Something as simple as a digital signature solution can radically change print behavior and deliver an immediate "quick win."



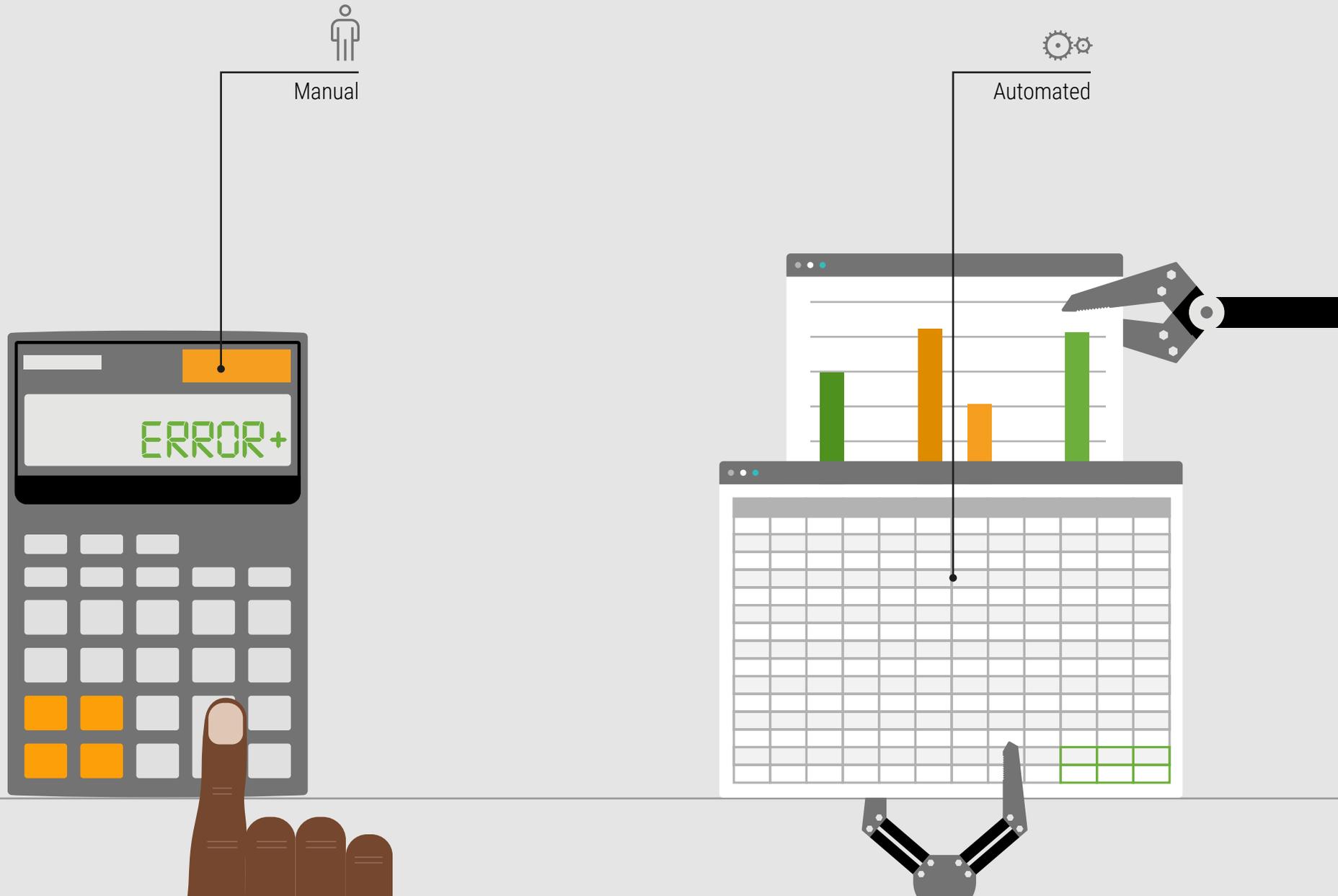
Proof point

Cutting out the waste

A professional services company found that 60% of the pages they printed went into training packs. Of the 70,000 pages printed each month, **80%** were disposed of by training attendees and 20% were stored. Proposed changes will halve the number of printed pages by only printing those required for the actual training session. Reference materials will be provided electronically.



4. Process analytics



4. Process analytics

Why you should analyze your processes

Process analytics breaks down the steps that make up your business processes, giving you a clearer view of what happens when, and who does what, at each stage. From there, it's possible to identify steps that don't add value, (to you or your customers) and are therefore expensive in terms of cost, resources, time or customer satisfaction.

It's a method that gives you mainly qualitative data. You get to these insights by speaking with the process experts or owners. They understand the processes in detail, and can provide the granular data you need to help identify opportunities for improvement.

How process analytics helps your business

Analytics helps you pinpoint the inefficiencies in your processes, and in a next step, simplify and optimize them according to your business priorities. That unlocks many benefits, including improved productivity, cost savings and sustainability improvements.

Based on the insights you gain, you can explore the opportunities for digital alternatives and automating your workflows.

Improving processes isn't always about cost.

Old, "bad" process

- Complex
- Doesn't add value
- Long
- Manual
- Reactive
- Expensive
- Error-prone
- Rigid
- Disorderly

New, "good" process

- Simple
- Adds value
- Concise
- Automated
- Proactive
- Economical
- High-quality
- Flexible
- Controlled

Proof point

Phantom reports and paperwork costs

As part of a document and workflow assessment for a major retailer we uncovered significant inefficiency in their Customer Overpayment reporting process. The report was printed every day, in each of their stores – even if there was nothing to report. Every version (even the blank ones) was reviewed, manually approved and numbered. The printed reports were then filed for two months before being archived on site and finally, after a period of six months to two years, shredded.

Taking labor, services, materials and other costs into account, plus eight other reports that were handled in a similar way, we calculated the cost of this process to be \$72,000 per annum *per store*.

We found out that almost none of the 15 steps in this process were adding value to the business. Most of them involved printing a report, handing it out to different departments, signing it, and filing it. The workflow could be rationalized to just one or two steps and automated by digitizing the process so reports were handled electronically rather than manually, which would also result in lower costs and improve productivity.

Step #1

Step #2

Step #3

Step #4

Step #5

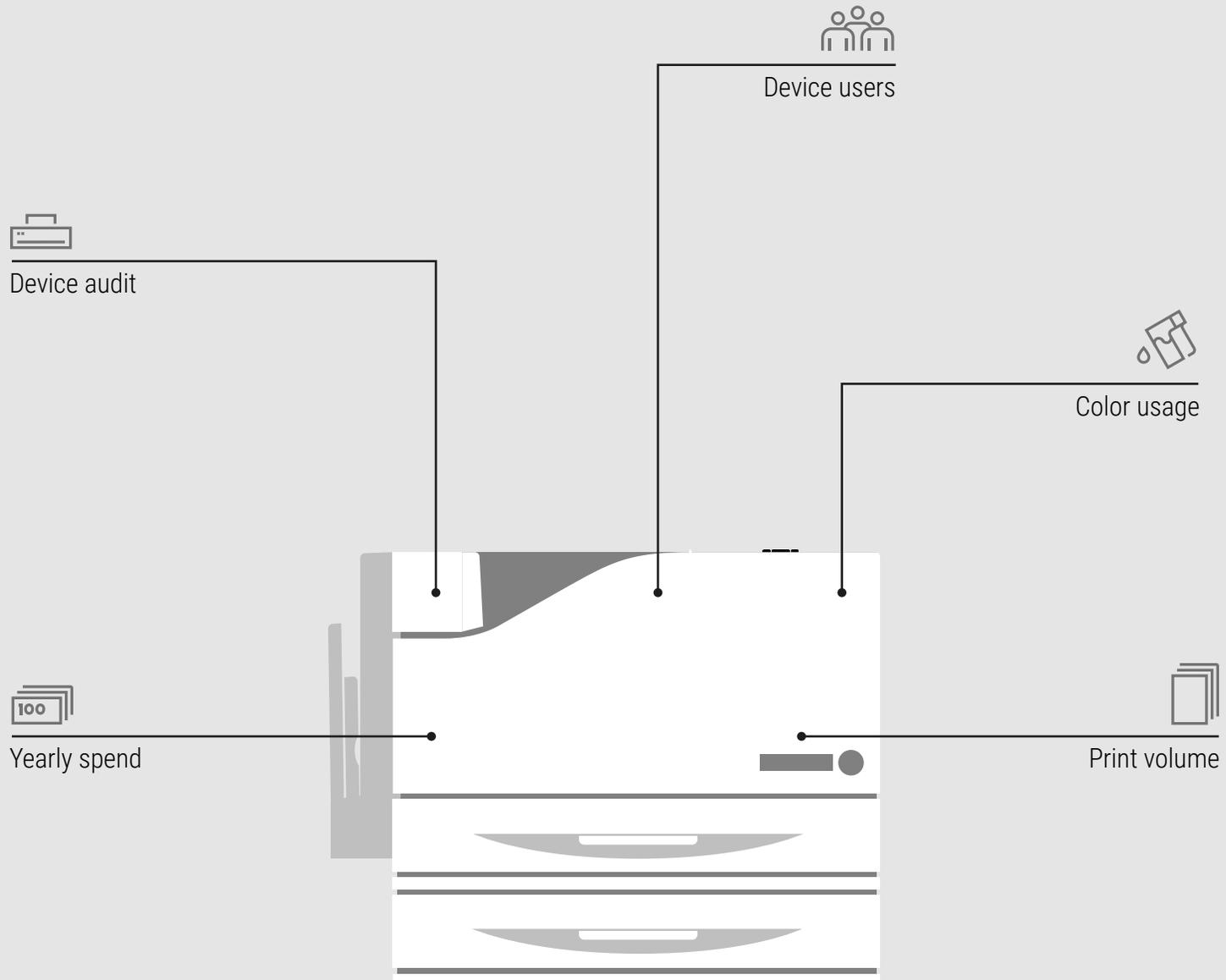
Step #6

Step #7

Step #8

Step #9

5. Service analytics



5. Service analytics

What can service analytics tell you?

Service analytics gives you the “big picture” view of what is happening in your print fleet at the highest level, mostly using automatically generated performance data from your MPS vendor’s print management tools.

You can see how many devices you have, how much is being printed, how many incidents (such as paper jams) are occurring and, crucially, analyze trends in these numbers, so you can quickly spot emerging needs, slack capacity and potential issues that need to be addressed.

How can service analytics help you?

Service analytics helps you assess how well your MPS partner is performing. You can use it to measure your return on investment, adapt goals and service level agreements, and make sure you achieve continuous improvement.



Quantitative data sourcing



5. Service analytics

Staying sharp

As this eBook has shown, analytics can help you achieve some big, positive changes in your business. But it's important not to relax once the benefits start flowing in.

Your chosen partner needs to keep on top of their service level agreement and track your progress against the baseline we looked at in chapter 1. That means evaluating the improvements that have been made in each key dimension – efficiency, cost, process streamlining, security and sustainability.

A custom dashboard that brings together all the key performance indicators (KPIs) for your business is one way to keep on top of your data. This can combine core metrics for service performance as well as custom analytics to report on the KPIs that matter most – all in one place. A data-oriented MPS partner will be able to set this up and make it useful for you.

Get analytics, get future-ready

Analytics will give you a deep understanding of what's really happening in your business every day – and help you improve it.

However, analytics go way beyond printing, paper and documents. They can help you simplify and automate your workflow, and reshape your processes so they're truly aligned with your business priorities. And that means tomorrow will be better than today.

What's more, analytics is future-proof. Of course, your goals and priorities might change in the years to come. But you'll always benefit from hard data and intelligent analytics that support better decisions.

Want to get ready for the future? Get analytics.

Further reading

Thanks for reading! We hope you liked it. By taking time to learn more about analytics, you've made a positive step towards capturing all the value data can bring to your organization. To learn more, this [blog post](#) on Document Analytics might be a good starting point. And if you'd like to dive deeper, have a look at the SlideShare and video below:

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We conduct business in 180 countries, create meaningful innovations and provide business process services, printing equipment, software and solutions that make a real difference for our clients – and their customers.

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