

HORIZONS

WELCOME TO NEW HORIZONS!

Welcome to the first edition of Horizons, I would like to take this opportunity to introduce you to our area of expertise - print and office technology solutions.

Recent years have brought many challenges for organisations across the UK, with the need to streamline costs and improve efficiencies wherever possible. Providing 'Sustainable Print' has never been more relevant, with the need to improve control over print expenditure and eliminate waste.

To learn more about our services and how we have helped many organisations improve efficiency and significantly reduce their print costs, please visit our website www.altodigital.com

We would welcome your thoughts and feedback on our newsletter.

Dave Gibson
Managing Director
Altodigital Networks Ltd



SMARTER PRINTING

ADOPTING NEW PRINT PRACTICES ACROSS AN ORGANISATION CAN DRASTICALLY REDUCE CARBON FOOTPRINT AND MAKE SIGNIFICANT FINANCIAL SAVINGS.

New technology can ensure more efficient power consumption and toner usage, but further savings can be made through looking at the culture of print within the organisation.

Now businesses need to go further and implement best practice for their users to promote a 'greener' office environment.

Simple changes like adopting default settings to duplex and mono and enabling power save modes will all help to control costs, but increasingly users need more to ensure they have a valued solution in place.

Increasingly with security being a key issue for multiple users of one device, pull print solutions ensure the individual user must retrieve the document, which assists greatly in controlling and reducing output and decreasing waste.

Furthermore, introducing rule based printing ensures the device is being fully utilised, optimising the print infrastructure.

Smarter printing if done effectively is an ongoing process, having a strategy that continues to re-educate users is key, targeting 'hot spots' and giving users the opportunity to think about print in a different way. This approach can really help in developing a 'smarter' print culture.

Read our top ten tips on page six for greener printing and further advice.





FEEL MORE SECURE

- PROTECTION FOR YOUR PRINT

RECENT NEWS COVERAGE HAS HIGHLIGHTED CONCERNS OVER DATA PROTECTION AND THE RISK OF IDENTITY THEFT ASSOCIATED WITH OFFICE COPIERS.

Innovations in information technology has drastically changed the way that information is created, managed, distributed and stored.

This evolution has, however, meant that data can be compromised by people, groups and organisations. Investing in physical safety, network security and firewalls partly address the problem, but it's still important to protect your document workflow to prevent confidential information getting into the wrong hands.

By boosting security and accountability, reducing risks, and complying with audit and privacy requirements, we can monitor and maintain the security of your imaging and printing environment.

The simple 3 step secure process opposite ensures that your in-house documents are well protected.

"A LARGE PROPORTION OF BUSINESSES DID NOT REALISE THAT SECURE INFORMATION IS STORED IN THE HARD DRIVE OF THEIR OBSOLETE COPIERS."

1. SECURE THE DOCUMENT

Don't let documents become vulnerable to fraudulent activity. It's vital for any organisation to protect its information assets, and that means securing the document.

2. SECURE THE IMAGING AND PRINTING DEVICE

Secure all confidential and business-critical data on devices and ensure only authorised individuals have access to that data.

3. PROTECT INFORMATION ON THE NETWORK

With Altodigital's secure solutions - data encryption and secure networking protocols and data paths that can protect the integrity of entire network infrastructures, including imaging and printing.

To protect your information call 0845 504 5353 and speak to our experienced team to arrange a no obligation, free security audit and we can discuss a document security strategy for your business.

WHEN IT COMES TO RECYCLING WE'RE ALONE IN OUR FIELD CARTRIDGE RECYCLING PROGRAMME

Altodigital is proud to be the first independent print and copy provider to offer a pioneering new cartridge recycling scheme for our customers.

Just small changes to your recycling practices can make a big difference. With our Cartridge Recycling Programme, your organisation can make that difference.

Our service is available to all Altodigital customers. When you sign up you'll receive recycling boxes, plus a 'Flight Kit' containing all the necessary bags, cable ties and return labels.

When you want us to collect, simply log a call with our service centre and we will arrange it. Your cartridges and toner boxes will then be recycled in line with ISO14001 standards.

Together we can:

- Reduce the environmental impact of print consumables
- Make recycling easy - with no administrative burden on your business
- Make recycling cost effective
- Achieve the ISO14001 accreditation or work towards The Carbon Trust standard

Interested?

Want to learn more about the Cartridge Recycling Programme and how it could benefit your organisation?

Please call us on: **0845 873 8122** or email: marketing@altodigital.com





THE RIGHT BUY

BUYING SOLUTIONS IS THE NATIONAL PROCUREMENT PARTNER FOR ALL UK PUBLIC SERVICES.

It provides a professional procurement service to the public sector to enable organisations to deliver improved value for money in their commercial activities and provide professional support when it matters, advising on technical issues, energy saving and environmental improvements.

In addition to the substantial savings (on average 77 days – and all the associated costs and resources involved such as time, man management etc) that can be enjoyed through the group's significant buying power, economies of scale and strategic partnerships, they take the stress – and delays – out of the procurement process with instant supply and faster procurement routes than the more traditional purchasing methods.

Buying Solutions are funded through a small commission averaging 0.5% paid for by suppliers, at no cost to the public purse.

Altodigital are an approved supplier on the RM450/A framework for multifunctional devices and managed print services



Why Buying Solutions?

By going through the Buying Solutions framework public sector customers will save time, money and effort with access to trusted, compliant and sustainable procurement solutions, which deliver proven, measurable savings, value for money and peace of mind.

The ambitious challenge set by the Government is to deliver at least £1 billion pounds worth of savings to customers' year on year.

The RM450/A Framework

The RM450 framework is specifically designed for multifunctional devices (MFDs) and managed services.

Altodigital's provision for MFDs allows organisations to create, manage and distribute documents from one space efficient device, reducing the use of energy, paper and other consumables using the latest technology (Kyocera, HP, Ricoh & Sharp) across print, copy and scan functionality, backed up with a range of software solutions to help make printing more efficient (savings of up to 40%).



As a supplier to Buying Solutions, Altodigital offers an independent consultative service.

Our expertise lies in managing print and copy environments to help businesses minimise costs and raise their productivity.

Here's what one of our customers says about us:

"Going through the Buying Solutions framework enabled us to deal with pre-approved trusted organisations that offer competitive pricing and flexible solutions. It was a painless and stress free way of getting what we needed and definitely fitted the bill for our requirements."

"We chose to work with Altodigital due to their reliable solutions and a realistic service expectation, reducing our cost base for print was essential with the new solution and is something that Altodigital understood and provided with their installation."

Richard Cox Lincoln College

Who can use Buying Solutions?

Buying Solutions' remit extends across both central government, and the wider public sector.

The Buying Solutions framework agreements, however, can't be used by commercial businesses.



THE BENEFITS

The Buying Solutions Framework delivers valuable benefits to users:

- Extensive advice and guidance on using framework agreements
- Shared information on best practice
- Access to a wide range of pre-approved products and services
- All products go through approvals process - a 'best of breed' approach
- Access to pre-approved highly competitive public sector pricing
- Dedicated SLAs and service provisions
- Pre-approved suppliers that have gone through a stringent approvals process
- All devices utilised within a managed service provision where required
- Software enabling product management e.g. remote diagnostics
- Full maintenance and support services including training (on & off site)
- Flexible finance options, including lease, rental offerings, asset management, cost per print and total volume plans
- MFDs can be networked, facilitating scanning and faxing directly to email - improving document workflow and reducing paper usage

CONTROLLING PRINT OUTPUT

Most companies print more pages than needed simply because it's possible, computers, software and printers make it effortless for us to do so.

Below are a few steps that will help:

- 1 Capture all output and allocate accurately by user/department.
- 2 Route documents to the most cost effective device within your print estate by pre-determined rules and/or restrict printing by application or user.
- 3 Restrict output by educating users to enter a numeric PIN or swiping a valid access card.
- 4 Address the problem at the driver/hardware and simply take a more intelligent approach to print output.
 - 4.1 Default all printer drivers to 'mono'.
 - 4.2 Ensure that no users have a colour printer as their default printer.
 - 4.3 Educate all staff to print intelligently, and only use colour if it adds value to the document and business.
 - 4.4 Investigate the use of 'secure pull printing'.



TOP TIPS FOR GREENER PRINTING

- 1 Avoid printing emails or drafts.
- 2 Scan and distribute documents electronically - don't use paper.
- 3 Use print preview to avoid printing mistakes.
- 4 Print only the page you need, not the whole document.
- 5 Use 2-sided printing.
- 6 Use certified paper and recycle it (FSC or PEFC certification and the EU Flower eco-label), this preserves natural resources.
- 7 Use workgroup printers rather than individual desktop printers to save energy.
- 8 Share personal printers via Wi-Fi or Ethernet - it requires less equipment, less power and reduces waste and recycling at end of life.
- 9 Print in draft mode, it uses less ink/toner and means less cartridges to be recycled.
- 10 Use genuine high yield cartridges to reduce transport and waste.
- 11 Set up collection and sorting of used paper and cartridges.
- 12 Send used cartridges back to the dealer for recycling and environmentally responsible reuse.
- 13 Return unwanted printers to their nearest dealer or municipal waste collection site.
- 14 Activate the devices energy saver mode.
- 15 Turn off personal printers when not in use to save energy.

Every little change can play its part and can help to significantly reduce your carbon footprint!



COMMUNICATION STRATEGIES

Educate users and focus on the benefits of the print solution by including these elements in a detailed communication strategy, i.e. at an end user level; the additional speed and functionality, whilst from a holistic perspective; the overall commercial and energy savings of the project.

Activities such as training sessions and product road shows give the end user firsthand experience of the new technology, ensuring they have realistic expectations around the print retrieval process and precise capabilities of the equipment.

Bespoke poster and e-marketing campaigns can also be created to promote the overall benefits of the strategy; whilst re-emphasising to the end user the reasons why they should adopt new printing practices.

Adopting Green Champions

Green Champions are a key element in bringing a new solution together, ensuring all the main stakeholders get involved and tap into their expertise to ensure user buy in.

Electing 'Green Champions' can play a major role in encouraging culture change and helping to smooth the transition to new technology and printing practices.

These champions are elected by the customer and by working together as a team they become effective culture movers and representatives of your new solution, promoting the benefits to the end user.



ENCOURAGING CULTURE CHANGE

ARE YOU READY TO CHANGE THE CULTURE THAT EXISTS WITHIN YOUR ORGANISATION?

Dealing with resistance to change amongst users is one of the key elements of any print strategy.

For years employees may have had their own print devices, situated conveniently and used on demand for whatever their requirement.

So how does an organisation overcome resistance to change when device numbers are reduced and new technology is installed.

A new print solution will enhance an organisations productivity and makes life much easier for staff by offering improved functionality and better quality print output. But how do you encourage everyone

to buy-in and adopt the new solution?

Continuous improvement is a fundamental element in effective culture change and so ensuring a long-term strategy to communicate with your staff is crucial to the successful installation of any new solution.

Developing effective communication strategies and electing 'green champions' can also aid the transition and assist with a successful implementation.



BIRMINGHAM CITY COUNCIL (CASE STUDY)

Birmingham City Council is the largest local authority in the UK and the largest council in Europe.

The Council set itself an ambitious target to reduce its CO2 emissions by 60% by 2026 much earlier than the Central Government target of 2050. In order to achieve this they needed to examine every area of the organisation, the print and copy fleet was identified as a key area where potential savings could be made.

Altodigital's main aim was to understand the culture that existed within BCC and the true impact of their current fleet, both environmentally and financially.

A comprehensive Imprint audit (independent arm of Altodigital) took place that assessed all of the councils existing print infrastructure and the total cost of ownership.

The result of this investigation gave Altodigital a clear vision for BCC, providing a rationalised fleet of multifunctional devices.

By converting to multi-functional printers the council has reduced the total number of printers needed, which has saved energy, reduced running costs and freed up floor space.

Significant savings have been achieved across the council with a huge reduction in carbon emissions, ensuring the council is actively working towards their target and benefiting from significantly reduced print costs.

To view the full case study please visit www.altodigital.com



WIN AN IPAD!

Surf the internet, listen to your favourite music and view your photo albums with a 16GB Apple iPad.

For your chance to win enter our online survey, all entrants will go into a free prize draw.

Please visit www.altodigital.com/prizes and complete the online form for your chance to win.

Success Stories!



To find out more about any items mentioned in this newsletter or to find out more about Altodigital call **0845 504 5353** or email us at marketing@altodigital.com

OUR TOTAL SERVICE




your office technology partner

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