PRESS RELEASE

Sharp Optimised Services – 3 steps to the successful Managed Print Service

Every company and every employee works differently, and so each business has its own individual requirements for optimal print and document processing. For this reason, Japanese technology company Sharp is now proposing the Sharp Optimised Services in the form of a Managed Print Service (MPS). In a 3-stage process, document management is optimised, thereby improving productivity and reducing costs. Active protection of the environment and the security of sensitive corporate data play a key role in this system.

Hanover, CeBIT 2012 – **Sharp Optimised Services aim to increase workplace productivity, improve the control of the printing infrastructure and reduce the costs of printing and copying in the business environment.**

The concept of Managed Print Services refers to the integrated, all-inclusive management of printing, copying, scanning and faxing operations, together with well-coordinated delivery and supplies of consumables, maintenance and servicing of the multifunction printers (MFPs) and the provision of new devices. With this concept, Sharp Optimised Services respond to the specific requirements of each individual customer.

Reduced cost structure

"The costs of print and document processing can account for a substantial proportion of corporate outlay," says Klaus Bergter, Division General Manager at Sharp Electronics Europe GmbH. "According to analysts, an efficient Managed Print Service can significantly cut down costs."

Many companies do not actually know which costs are associated with their printing, scanning and copying operations and which of their resources are currently underused or severely overloaded. Moreover, the equipment used is often outdated and comprises a variety of different models and makes, thereby further impeding smooth and efficient workflows.

Sharp Optimised Services are organised into a 3-stage process that is implemented in close cooperation with the customer.

In the first stage, with the aid of specialised analysis software, a cost-benefit analysis is produced, in order to help understand the workflows in the company and to summarise and comprehend the costs of all printing and copying tasks.
On the basis of these results, a complete audit of the relevant workgroups, equipment and

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supplier base is conducted. This audit also focuses on the data security requirements, including for example encryption.

"After our comprehensive analysis, many companies are surprised by the utilisation rates of some of their devices and by the ensuing costs that are revealed," continues Bergter.

In the next stage – optimisation and improvement – this analysis is used to pinpoint weaknesses and identify the improvements that can be rapidly implemented. Workgroup by workgroup, device by device, the resources that are underused and the resources that are severely overloaded are highlighted. Finally, in the third stage, a customised print and document processing system is devised and implemented in order to establish more efficient workflows for each workgroup.

After implementing the new systems, including the software solutions and structures in the relevant company, Sharp begins the continuous monitoring of costs and productivity. With this facility, operating assistance can provided by the remote front panel.
"Right from the start we are closely networked with the customer. We draw up utilisation statistics and also collect data in real time on the operating states of the individual devices," comments Klaus Bergter.

Improved security for sensitive data

A multi-layered security structure provides companies with high protection for their data, documents and networks. For example, access by third parties is prevented by means of individual user authentication. Additional protection is provided by data encryption during the sending or storage process.

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