

# SUSTAINABILITY

In today's business environment, "going green" can be a matter of both personal values and an effort to impact the bottom line. **Directed Online** Managed Print Services help our partners go green by reducing costs, saving energy, and eliminating waste.

## Green Benefits include:

- **Duplex (2-sided) printing, which reduces paper usage and cost by 40%**
- **Energy usage can be cut by up to 40% via consolidation of devices**
- **Replacement of old, inefficient devices with eco-friendly technology**
- **Reduction of waste and duplication from improperly formatted jobs**
- **Helps to fulfill an organization's "green goals," eliminating CO<sub>2</sub>**

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**GOAL**  
**INSPIRATION**  
**ACHIEVEMENT**  
**PERFORMANCE**  
**ACCOMPLISHMENT**  
**PROGRESS**  
**RESULT**  
**TRIUMPH**  
**SUCCESS**

# BENEFITS OF MANAGED PRINT

**Directed Online** Managed Print Service provides a long-term, flexible solution to facilitate your ever changing print and imaging needs. This includes support for multiple brands, models and device types such as copiers & laser printers. Using OEM (Original Equipment Manufacturer) or generic supplies in your equipment is no longer a challenge as our certified managed print solution is custom designed to fit your needs and reduces costs regardless of the size of your business.

Managed Print Service helps you analyze and quantify your printing requirements. We start with an assessment of your printer fleet which allows us to spot opportunities to reduce costs and improve efficiency. Once we optimize these efficiencies we use technology to monitor and manage the ongoing support and maintenance of your printer fleet. On top of all the technology, **Directed Online** provides a single invoice for all of your printing services, saving you time and making it easier to maximize your resources.

## Process Benefits

### Managed

- Easy-to-learn and understand assessment process

### Optimized

- Provide scalable solutions for your short term and long term evolving print requirements

### Enhanced

- Robust solutions designed to fit your specific print requirements

### Customer Benefits Managed

- Lower the Total Cost of Operations of your print fleet
- Better manage the inventory of supplies and consumables and cuts down on the guesswork with supply item numbers
- Rapid service and repairs keep your network running at maximum productivity and reduces administrative burden

### Availability

- Increased cost savings over time as network downtime and waste are eliminated

### Cost Efficient

- Additional cost savings through greater energy savings and waste reduction
- Maximized "Green" benefits through gradual technology upgrades and equipment refresh



**Directed**

**Directed Online**

**3408 Bertha Drive Baldwin NY 11510**

**P +1 917.589.8900**

**www.directedonline.com**

Managed Print  
An Agnostic Approach

*Assessment - Fleet Optimization - Deployment - Print on Demand*

**Directed**





## ASSESSMENT & MONITORING

The heart of the **Directed Online** solution is the Data Collection Agent (DCA), a software application that re-sides on your network that monitors, manages and analyzes print usage. It reports critical data back to us, so that we forecast consumables levels, schedule regular maintenance, and troubleshoot your printing problems.

### DCA User Benefits:

- Secure network software – No hardware to install
- Communicates ONLY with your internal network and the remote monitor
- Uses standard network protocols (SNMP, ICMP, PDL, HTTPS, HTTP)
- Identifies all of your printing devices and activities through detailed reporting
- Provides tremendous cost savings and convenience

### Pre-Assessment Logistics

- Execute Scope of Work agreement
- Deliver notification for department managers via TBA or project lead
- Research pattern of consumables usage
- Collaborate with IT to install DCA
- Obtain preliminary analysis of devices via DCA

### Assessment Tactics

- Install DCA
- Interview high-level management (executives, department heads, etc.)
- Prior to implementation of the PrintbyPremier system, will conduct a comprehensive walk-through to assess the current state of the printer network.
- Review financing
- Procure equipment
- Implement IT

### Benefits:

- Quick and easy, one-time installation – No hardware to install
- Collects critical printing device data and sends the information on a pre-determined basis to your centralized database
- Allows users to log into the web interface to view and analyze data, or set up automated service alerts, reports, maintenance flags, and meter exports
- Provides just-in-time supplies replenishment and quick, proactive service when your print environment isn't performing at full efficiency

Whether a printer needs a toner refill or a service call, the dedicated **Directed Online** team manages the entire network, taking the burden off your staff and helps them become more productive and reduce costs.

The **Directed Online** support team can identify and manage problems before they occur, and address them in a proactive, timely manner to minimize network downtime.



### *In today's economy, everyone is looking for ways to cut costs.*

All companies are faced with continued expenses for ongoing office-print long after hardware selections are made. Routine maintenance, service, toner and support are often unexplored areas that represent a valuable opportunity for savings. Using our "Agnostic Approach Analysis" we can analyze your print, equipment, utilization, deployment, energy efficiency, CO2 emissions and prepare a strategy to help optimize your printing resources which often results in a significant reduction in the total cost of ownership.

We will help you take control of all your devices, manage them efficiently while streamlining your print activities to help reduce expenses by 20-30%. Our expertise stems from a 30 year history starting with offset lithography, migrating to digital printing and now certified document management solutions for office printing.

To learn more simply email us at [ed@directedonline.com](mailto:ed@directedonline.com)

## MANAGED PRINT SERVICES

Whether you print in black and white or color, our customers are often surprised to discover just how much their printer fleet costs them. Switching to a Managed Print solution by **Directed Online** can dramatically cut this expense.

Another important cost-saving change involves Document Management, an all-encompassing strategy that digitizes and stores an organization's documents, enabling them to:

- Reduce waste and duplication
- Print-on-demand
- Cut costs and save energy
- Improve print quality

**Directed Online** Document Management provides a full print solution that fully complements and works with our Managed Print Services along with any devices you currently have in your print environment.

