



# Take Leadership in Solving your Print Problems

## How to Significantly Reduce Costs by Modifying User Print Behavior

### Overview

As organizations become more resource usage sensitive, managers and supervisors need modern tools to better monitor the costs and resources associated with printing. Most of the monitoring tools currently on the market look at the problem mainly from the device and vendor perspective. Who prints what and when is either ignored or treated as a distant secondary requirement. It is not.

When we designed our product we intended right from the beginning to provide an accurate

picture of cost and resource usage from the management perspective. After all, printers don't print by themselves; somebody must first submit the job. It is the human factor that our product focuses on. Understanding which users and in which departments cause the most print activity gives managers actionable information to take corrective actions.

What if you could reduce the wasted paper, toner, etc. thus saving your company money and increasing your corporate sustainability? RXforPrint™ is that product.



*RXforPrint™ lets you know who is printing what, to what device, and at what cost. People make prints; printers do not. By obtaining user print activity data, you can leverage our technology to make your business more cost-effective and efficient.*

## How It Works

RXforPrint™ runs on Windows networks. It consists of:

- Server, which maintains the database
- Spooler agents, which gather the data
- Reporting components, which ship or expose the print activity data
- Admin client, which allows the Administrator to control it

## Data Gathering

Data capture is accomplished by our Spooler agents working closely with Windows Print Spoolers. RXforPrint™ can see and capture data not only from connected (network attached) devices but also from non-connected (local) devices. All print activity on the Windows domain is visible to us. We gather these kinds of data:

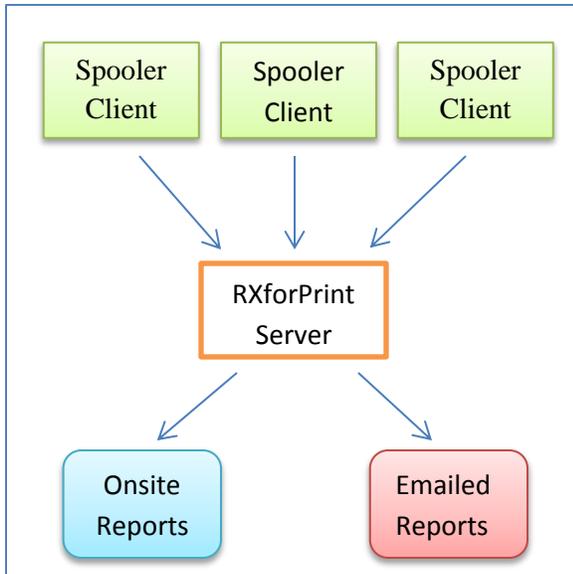
- Who submitted the print job and when

- On what printer was the job printed and when
- How many pages were in the job, and the number of copies printed
- The document name and type that was printed
- The paper size, duplex, color

This data is stored by the server in a SQL based database at the customer location. It can be later queried by our reporting tools, or downloaded to Excel to produce various, detailed reports.

## Reports

Reports from the data on user print activity can be produced locally at a customer site, or accessed via cloud services by the dealer and the customer.



Our clients are interested in reports which allow them to better manage print activity within their departments.

## Integration with Other Systems

RXforPrint™ doesn't work in isolation. One of the systems we interface with is Windows Active Directory. It allows RXforPrint™ to capture the user's department id. Imagine when a large printer is shared among multiple departments. How do you allocate costs accurately? Now, the customers will know how to allocate these print costs.

Mapping print activity is also important. RXforPrint™ interfaces with Newfield IT Asset DB™. With a click of a button you can export user-centric print activity data to Asset DB's print mapping tool to visually depict print activity.

## Mobile Devices

How do you capture information about print activity from mobile devices? To solve this problem RXforPrint™ partnered with EFI. Their

tool, PrintMe Mobile®, routes print requests from Apple iPads, and other tablets, through their server. PrintMe Mobile® is integrated with RXforPrint™ so that print activity from tablets is recorded in the reporting subsystem, like any other print activity data.

## Security

One of the main concerns to the customers is that their confidential information does not leave their premises. While RXforPrint™ can ship print activity data to outside locations this CANNOT be done without the customer staff first authorizing it via the Admin Client. For example, the names of the documents printed are often considered confidential and customers may disallow it by using the Admin Client.

## Benefits to your Company

Customers now have a tool that helps them better understand and control their print activity:

- Monitor who is printing what and how much it costs
- Detect printing cost "hot spots"
- Implement various "green initiatives" based on reduction in print
- Better project their printing costs into the future.
- Identify workflow opportunities – by understanding printing and finding a better way to manage documents (document management).

Above all, RXforPrint™ allows you to influence your employees to change their print habits, by printing less or using more cost effective printers.

RXforPrint™ produces numerous reports which are useful to the customers in monitoring print activity in their organization. These reports reflect print activity from user’s perspective:

User Id: DJOHNSON		User Print Activity Assessment									
Name: Dave Johnson		Department: Sales									
Job Name	Paper Size	Color	Pages	Cost/Page	Print Cost	User Cost	Pricing Method	Completion	Printer		
Microsoft Word - RXforPrint Roadmap to Cloud	Letter	Color	5	0.0545	0.27	0.27	Printer cost	7/11 9:21PM	Samsung CLX		
Microsoft Word - RXforPrint White Paper	Letter	Color	4	0.0545	0.22	0.22	Printer cost	7/10 9:22PM	Samsung CLX		
Microsoft Word - RXforPrint Roadmap to Cloud	Letter	Color	5	0.0545	0.27	0.27	Printer cost	7/10 9:21PM	Samsung CLX		
Microsoft Word - APWI Minutes July 9	Letter	BW	1	0.0350	0.04	0.04	Printer cost	7/10 11:01AM	Lexmark T622		

Management now has a flexible tool which helps them view print activity and costs by department and by users. Knowing where the costs are concentrated and who prints how much, allows them to take specific actions to comply with various “green initiatives”.

## Installation

RXforPrint™ installation package can be downloaded from our web site, [www.apwi.com](http://www.apwi.com). The installation is very easy and an installation manual can be found on the same web page. Click on the installation package after downloading it to start the installation process.

The Server uses SQL Server to store the data and it should be installed on a Windows server machine. We provide a free version of SQL Server from Microsoft in case you don’t have it. After the main components are installed you can then push out the Spooler agent package to all of the machines which handle printers so they can start reporting print activity data to the Server.

## Licensing

Once the installation is complete, you can obtain the RXforPrint™ license by contacting [support@apwi.com](mailto:support@apwi.com)

RXforPrint™ is licensed per Windows domain irrespective of how many printers and users are on the domain. The product is priced very competitively and is affordable to any client.

## Summary

RXforPrint™ provides a set of tools which helps you monitor printer usage by users and by departments. These tools allow you to easily detect unusual print usage and cost hot spots. Having this information easily available allows you to make suggestions to your employees how to reduce their print resource usage and costs.