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## **Today's Changing Workforce and the Value of Managed Document/Print Services**

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*The outsourced print and document services market is projected to grow 6.9% in the United States and 7.6% worldwide in 2010, having grown 8.1% and 6.1% in 2009 in the United States and worldwide, respectively. Even with a tightening economy, IDC expects specific segments of the outsourced print and document services market will continue to grow. This is a fundamental response by the market to trim costs in the production and utilization of documents.*

The following questions were posed by Ricoh Managed Document Services to Angèle Boyd, Group VP, General Manager of IDC's Imaging/Output Document Solutions research, on behalf of Ricoh's enterprise customers.

**Q. How is today's workforce changing and what does it mean for organizations?**

- A. There's an information explosion already happening in the workplace. This explosion is being driven by the Web, social media, and increasing mobile-device usage (smartphones, tablet PCs, netbooks, etc), all of which enable the creation and dissemination of content. For example, by 2020, IDC predicts that the amount of digital information will grow by a factor of 30, and the number of files, by a factor of 60. However, the number of IT professionals in the world will only grow by a factor of 1.4.

Creating, finding, organizing, and analyzing all this information is crucial to maintaining the health and well-being of organizations. But these activities are consuming increasing amounts of employees' time each day and negatively impacting the bottom line. For example, IDC research finds an organization with 1,000 knowledge workers loses \$6 million annually when they fail to manage their information assets.

**Q. How do managed print/document services (MPS/MDS) address the changing workplace?**

- A. Managed print and document services can support information workers in a number of ways. One way is through IT and hard-copy device services -- everything from break-fix to cloud access for document storage. For example, when workers are on the road or otherwise working remotely, they can store and access their documents from the cloud.

Another big area is secure information access. Regardless of whether workers are mobile or on-premises, they have to authenticate themselves whenever accessing network or corporate resources such as multifunction devices. Just as users have to authenticate when accessing the network through a PC or smartphone, the same should be true of access to



hardcopy devices. There's a vast amount of sensitive business information that is still used in paper form.

An additional area is workflow optimization. An enormous amount of business-critical content still resides on paper. Managed document services can help secure, as well as bring together, paper-based content whether it's structured or unstructured information, and merge it with digital information in an integrated workflow. Whether it's a financial business process, a marketing business process, a contract, or a purchase-order process, any type of document workflow that depends on paper inputs in addition to digital documents can be managed through document services to help streamline that workflow for faster turnaround and reduced labor and costs.

**Q. What is the business value of MPS/MDS?**

- A. Benefits start with cost reduction of printing, faxing, and copying, and extend well beyond that. Managed print and document services can give companies the ability to organize information residing in multiple business processes and functions across the organization. This enables them to be more responsive to customers and market demand.

MPS/MDS streamlines business process document workflows and improves the way information is communicated and shared. It also increases employee productivity and reduces the time IT staff needs to perform maintenance, administrative, and support activities, for example, help-desk calls related to hardcopy devices. Improved information management frees line-of-business managers to focus on core business goals -- that is, revenue-generating and customer-care activities.

Organizations can also achieve sustainability goals by reducing environmental impact through less paper use and less waste from spent toner cartridges. By cutting wasteful print and improving document management, enterprises are able to retain or invest in employees who drive revenue. In the public sector, government and educational organizations can retain or invest in those who deliver key services, such as police officers, teachers, and social workers.

**Q. How can enterprises ensure MPS/MDS contracts will yield the cost savings and benefits promised?**

- A. The most critical thing is to make sure that your provider is doing is a thorough assessment of the organization using a well-represented sample. The sample the provider bases its assessment and recommendation on must be truly representative of your organization as a whole. Also make sure the assessment doesn't just look at hardcopy devices, ink and toner, and break-fix costs, but takes a more holistic approach of business process document management. The engagement should examine employee productivity related to business-process document workflows, mobile workforce document processes, and sustainability.

The next step is for you and the provider to agree on a number of service-level agreements (SLAs) and milestones in the contract. You want to be provided with regular reports and updates on SLA status. It's important to have these SLAs defined, as well as to have transparency on how fully and timely they're being met.

Another area to address is how employee compliance with the changes proposed by the service provider will be enabled and enforced. Many companies buy into the vision of the MPS or MDS provider in the proposal, proceed with implementation, and then discover that two or three years later their employees have not been complying with certain changes required to achieve the benefits promised in the proposal. This is why it's very important to

ask the provider up front what change-management tools, training, and incentives they can put in place to motivate and enforce the changes required of the employees.

**Q. What should enterprises expect from an MPS/MDS provider in terms of reducing paper document volume?**

A. Some customers may be skeptical that a provider whose revenue is derived from selling printing equipment will help them reduce their paper volume. The reality is, however, that there are several simple initiatives that can be done which are in the interest of both the provider and the customer.

First, quite simply, the provider can make sure that certain devices or all devices are set to automatically produce output on two sides of a page. This reduces paper by up to 50%. It's in the interest of the hardcopy vendor to do this because they know how important sustainability is to their customers, and often a key RFP requirement. Related to this, again very straightforward, is recycling paper and using recycled paper.

Another area that we've talked about and also drives sustainability is the streamlining of mission-critical business processes. Those document workflows, both digital and paper, should be streamlined so that you're depending less on a paper document workflow. This can help your top line as well as your bottom line. The hardcopy provider of MPS/MDS with expertise in scanning can implement workflows that capture both structured and unstructured content on a paper document and merge that information into your digital business process.

Your finance department, marketing department, HR, legal, customer care – any of these departments has the potential to reduce how much paper it has to process and store. For example, you can reduce the amount of labor required to enter information from customers or partners that arrives in paper form. Instead of re-keying that information, scanning and merging it with a digital workflow for the back office has great business benefits.

Finally, another big benefit is document archiving for regulatory compliance. Many documents are generated by the regulatory environment we live in, and these almost always have to be archived. To the extent that this is done digitally, you're reducing the real estate costs of file cabinets and warehouses (not to mention shipping) that would otherwise be needed.

**ABOUT THIS ANALYST**

*Angèle Boyd is responsible for IDC's worldwide research practice in the areas of imaging, output and document solutions (printing, scanning, business-critical document workflows, and managed print/document services). She is also responsible for IDC's U.S. small/medium business research spanning the IT industry. She has conducted research and consulting at IDC since 1986.*

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