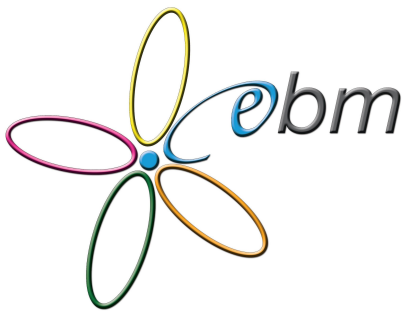# SME and Micro-Business Print Trends Smarter Business Printing

June 2017

Foreword

"The printer industry has evolved a great deal in the last ten years. From cloud document storage, to the huge advances in smartphone technology, manufacturers have had to innovate continuously in order to ensure that they remain relevant in an increasingly digital world.

"Our research shows that people are still printing, even in very small offices, and while cost is cited as being one of the biggest concerns for businesses, very few are aware of how much they are actually spending.

"While many offices have made their best efforts to become paperless, the reality is that printing will remain a crucial function.

"At EBM Ltd, we work with businesses to get them to print smarter; helping them to not only reduce costs, but also their carbon footprint."

Mark Bailey
Managing Director
EBM Ltd

The research base

Research was carried out among SMEs and micro-businesses from all industries, all with at least one print device at their premises.

48% of businesses only have one device, with the remaining 52% utilising multiple printers, 38% of which use between two and five devices.
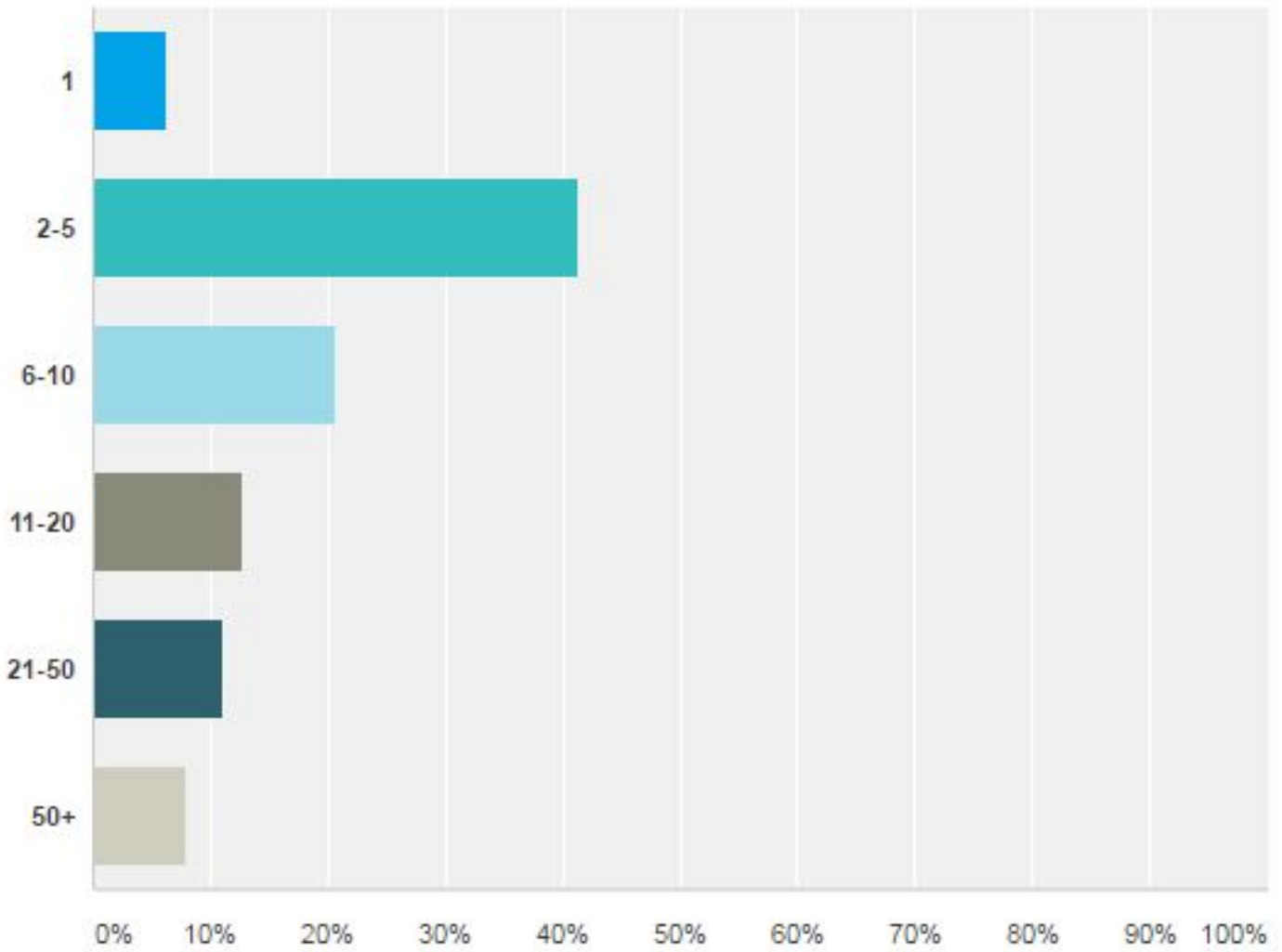
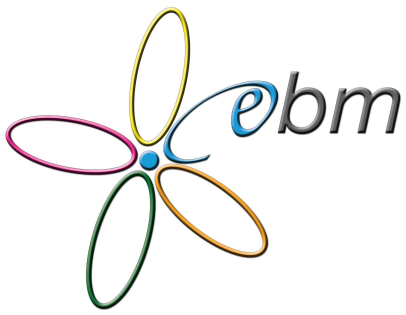The vast majority of respondents (62%) were micro-businesses (two to ten employees).

How many print devices does your business currently have?
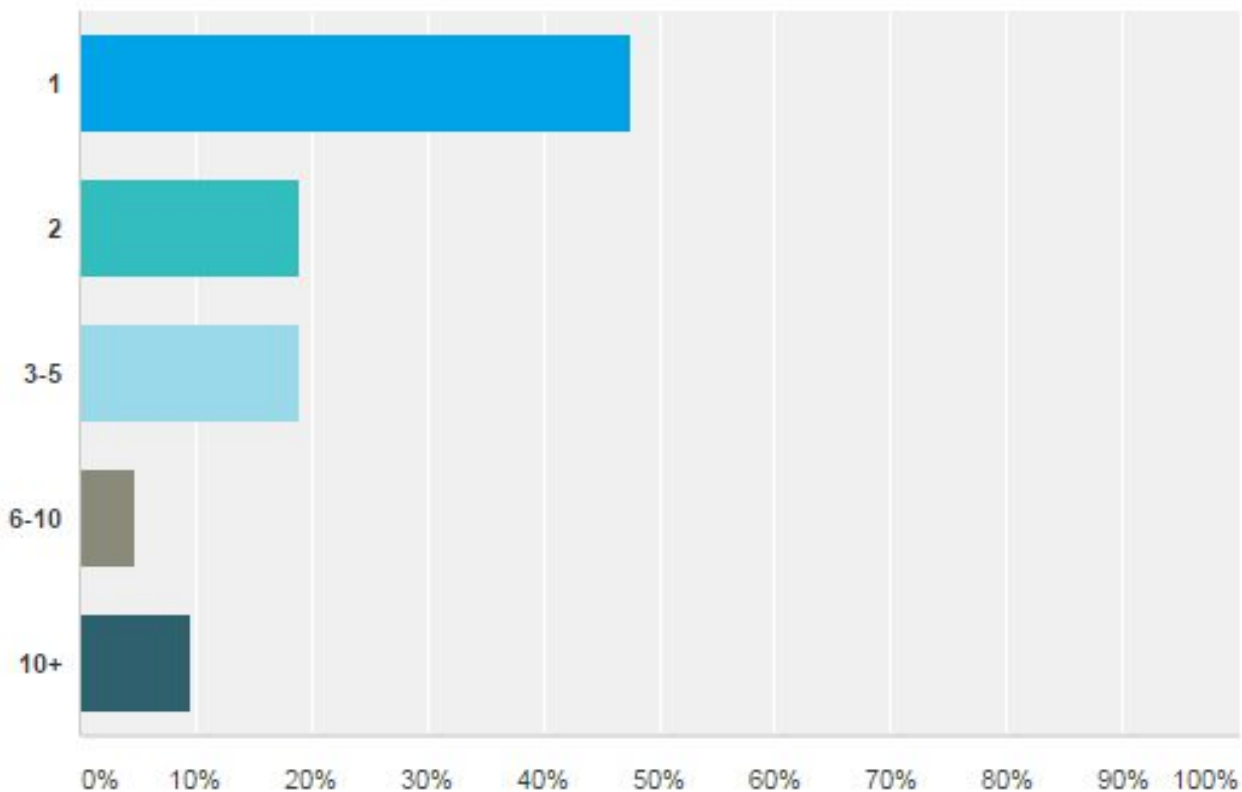
**How many members of staff does your business employ?**

When asked if they knew how much was being spent on printing, 52% of respondents were unable to confirm the amount that they were spending.
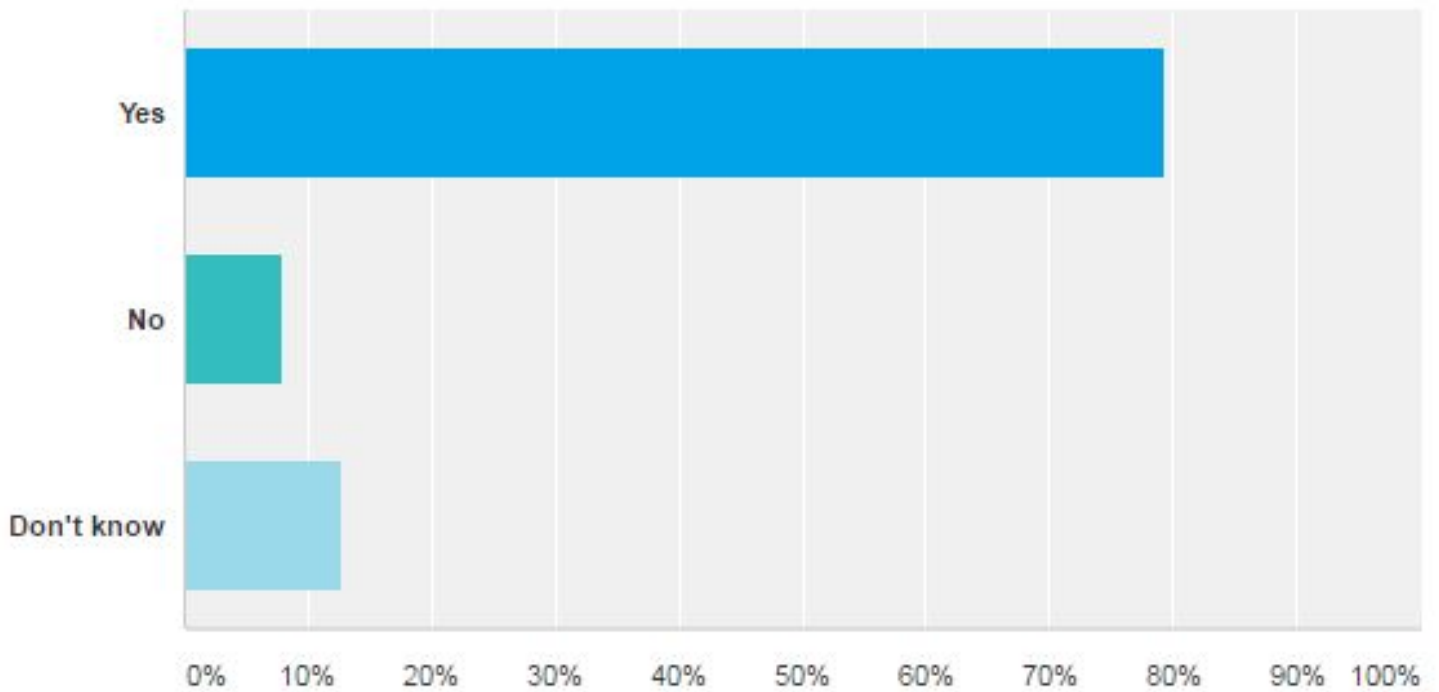
Despite the majority being unable to provide exact figures on how much they were spending, 79% wanted to reduce the cost and waste of printing.

Does your business know how much it spends on printing per annum (including consumables)?
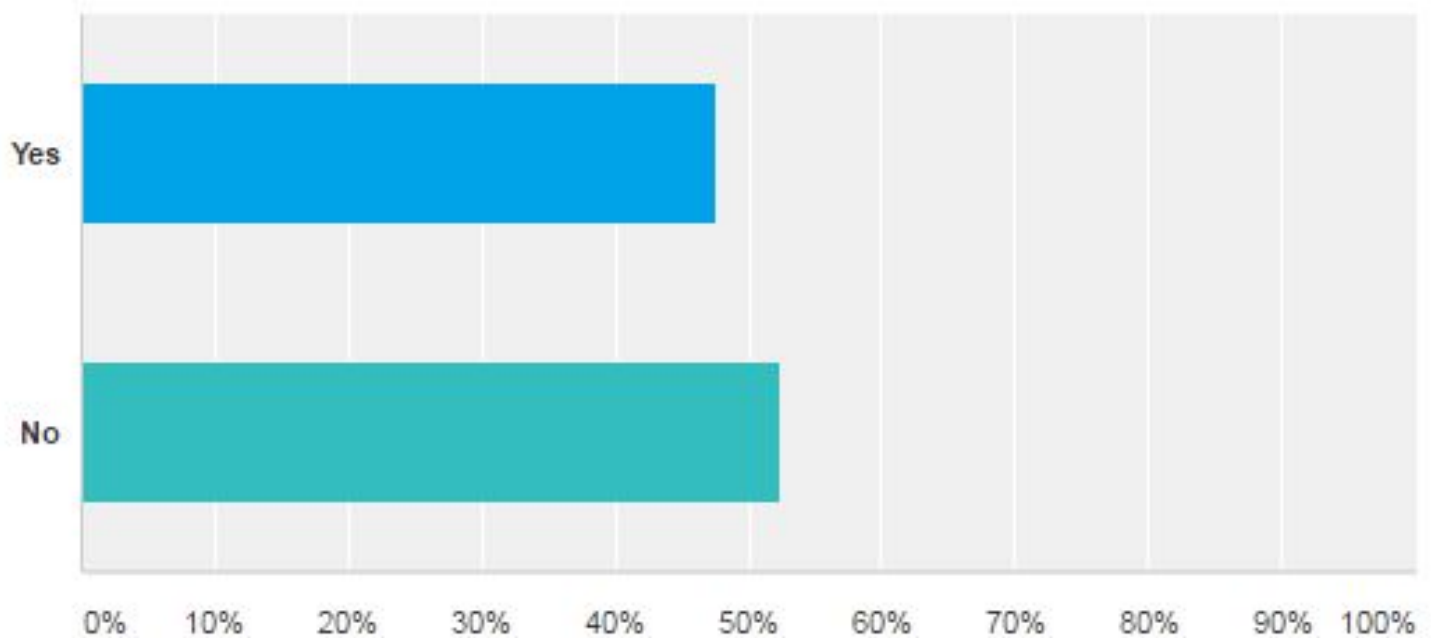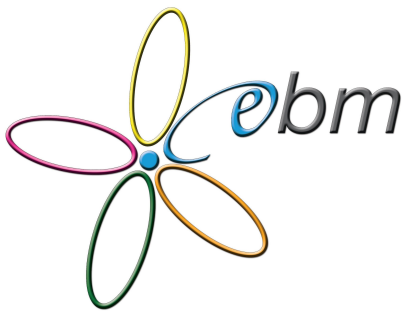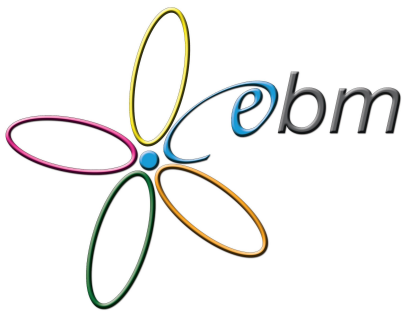
**Do you think that your business could be doing more to reduce the cost and waste of printing?**

As well as the cost of running a print device, businesses also need to consider whether purchasing devices outright, leasing, finance, or a mix of these acquisition methods is best for them.
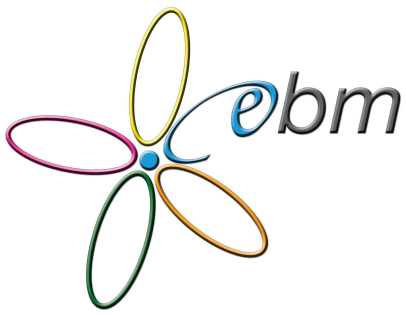
Device cost and consumable cost were both important factors when choosing a new printer, however, respondents also cited quality as being vital.

What are the most important factors when choosing a new printer?
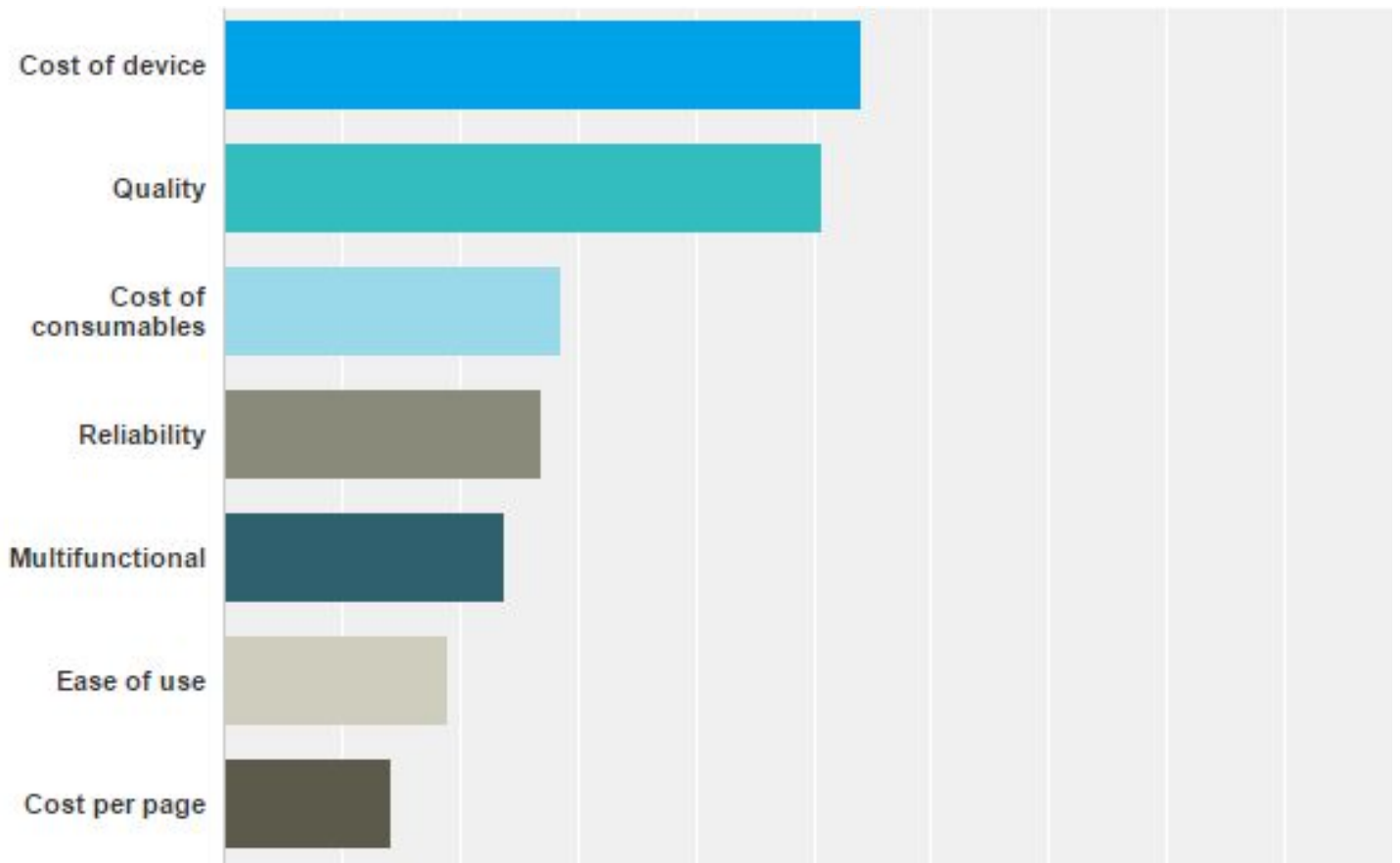
If cost is the main driver for choosing print technology, and if cost is something that businesses want to reduce, why do so few know how much they are spending?

Although printing is an area where significant savings can often be made, it is often overlooked.

Rather than purchasing devices outright, leasing plans offer an affordable, accurate projection of monthly spend, and often include a managed print service, covering maintenance costs. Month by month, organisations can review how much they are spending on printing, and adjust accordingly. Organisations have the option, depending on the contract terms, to upgrade to newer, more efficient devices at little to no extra cost.

Print management software monitors usage to ensure employees are using devices efficiently, reducing waste. Modern devices come packed with eco-friendly features, which also pushes spend down even lower.

If costs are an issue for your business, printing *less* may not be the answer - it's all about printing *smarter*.

Get in Touch

For more information on how EBM Ltd can help your business to reduce its print costs, get in touch to book a FREE print audit today.