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at your side

**How important is  
print & technology  
to New Zealand  
business?**

  
**best for  
business**

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## Introduction

How feasible are paperless offices in New Zealand? Which way are we headed in terms of printing documents in the office? Should paper-light actually be the goal? How much do people still print, and why do they do it?

These are some of the questions answered in the Brother New Zealand Business Print and Technology Survey undertaken in August 2017 by independent research company Perceptive.

This wide-ranging research gathered insights from a representative sample of 832 employees and 602 key decision makers in New Zealand businesses.

Broadly in line with the wider New Zealand business audience, about a third of the employees canvassed work for companies with five or fewer staff, nearly half for companies with 20 or fewer, and almost 40% of employees were from businesses with more than 100 staff. They also represent a wide range of industries.

The employers whose views were captured were business owners (44%), with the rest consisting of directors, CEOs, general and departmental managers.

This paper is designed to give you a greater insight into what is actually happening in businesses like yours when it comes to printing. Armed with this knowledge, you should be able to make smarter decisions about ensuring your business is adequately and efficiently resourced to provide the printing facilities people need to be effective at work.



## 40 years on, is the paperless office a myth?

**Brother conducted a Print and Technology Survey with New Zealand businesses to understand their attitudes and behaviours towards technology and print – how employers and employees view technology and print and how they contribute to their business.**

The paperless office is one of those innovations that's been predicted since 1975. Businesses are awash with the need to go paperless, influenced by media articles promoting its benefits. But is this what businesses should be aiming for? In the purest sense, the paperless office has to be an office, which uses no paper at all. Is this possible? And is this what we should be striving for?

### Getting more done for less

Businesses are constantly facing pressure to improve efficiencies, optimise processes and reduce costs, so it's no surprise that the ideal of the paperless office has captured the imagination of many workplaces.

In the Brother New Zealand Business Print and Technology Survey, 32% of Kiwi businesses said that they are actively working towards becoming paperless. The two top benefits perceived in doing so, are that it's easier to store and manage documents (29%) and environmental benefits (28%). Interestingly, for Kiwi businesses, cost didn't come up until well down the list.

Other commentary on the benefits of going paperless similarly talks about enhanced efficiencies and workflows, lower costs, increased visibility and control. These are not just buzzwords – it does take more time to search for a document in a filing cabinet, than open it with a click of the mouse – and how do you audit a paper-based process, except with more paper?

The Association for Information and Image Management (AIIM, 2010) highlights several key benefits in shifting from paper-based to digital or electronic processes:

## 1. Cost & workflow efficiencies

The modern workplace has experienced a complete shift in how we spend our time – computers and technology allow for faster processing of data and easier retrieval of information. According to AIIM research, paperless processes help organisations respond to customers up to three times faster.

This makes sense; when documents are digital, time-consuming manual activities associated with paper – such as accessibility, physically moving documents between desks or departments for processing – are eliminated. There are lower costs for storing, searching, retrieving, reproducing and distributing documents, and a much shorter query and response cycle. In 2014, Gartner estimated that the cost of filing, storing and retrieving paper for US businesses was between \$25bn and \$35bn, indicating huge benefits in cost cutting if they were to shift to paperless.

And say goodbye to space-hogging filing cabinets and desk clutter. A huge space and time saving benefit of using paperless documents is that they can be archived digitally in files or the Cloud. Simply tag and electronically file documents for easy and efficient access.

## 2. Collaboration in a fast paced, mobile environment

IDC has identified a clear trend towards mobility in the global workforce; in the USA, it's anticipated that nearly three quarters of the workforce will be mobile by 2020. Similarly, a joint Massey University and AUT study of over 1700 staff across 50 Australian and New Zealand organisations found 89 per cent worked remotely at least some time during the working week. More than half worked from home at least one day per week.



A huge space and time saving benefit of using paperless documents is that they can be archived digitally in files or the Cloud.



Studies from several countries have shown there are productivity benefits from a flexible, mobile workforce. Employees save time by not commuting during peak hour traffic, they have increased autonomy and uninterrupted working time, and there is greater work-life balance, wellbeing and retention within the workforce.



As more companies shift workloads to the Cloud to accommodate these workers, a paper-based work environment for document storage is no longer feasible.

Remote working can be improved by going paperless. Sales people out on the road, for example, can use technology like Brother's scan-to-cloud to digitise documents in real time. There is no chance that a postal order,

contract or other important piece of documentation can go missing before the sales person returns to base.

Going digital allows instant access to files and documents and better collaboration, no matter where an employee is working and no matter what device they are working from. Important documents are available 24/7 from anywhere in an organisation – as accessible to a colleague in the UK as a co-worker in Wellington, Christchurch or just down the corridor.

### 3. Audit Trails & Security

In a paperless environment, you don't need to rely on employees to shred confidential documents or send them to third-party storage or document destruction facilities.

An electronic file allows for the digital authentication of highly confidential files. It's easier to see audit trails, as everything that happens to a document is recorded electronically – you can see who has accessed a document and when it has been edited. You don't get these benefits with paper.

Processes can also be put in place electronically to ensure that steps are actioned in sequence and approval rules are followed, while security is controlled via authorisation rules. There are different levels of access, too. For example, you may want to prevent users from being able to delete documents or some employees may need read-only access to information, but shouldn't be allowed to copy or print the data.

**Half of the business surveyed noted that they realistically can't become paperless and still effectively function.**



**85% of employees see print as continuing to be a critical component to effectively functioning in their job.**

## **However, paper also benefits employee productivity**

Despite this push towards paperless, the extent to which printing continues to be part of how businesses function is one of the interesting facts that came to light in the latest Brother Print and Technology Survey.

32% of the businesses approached said that they are actively working towards becoming paperless and digital. However, half of the businesses surveyed also noted that they realistically can't become paperless and still effectively function. To remove printing from their business operations is more of an aspirational idea than practical and doesn't align with what makes employees productive.

Printing continues to be a regular fixture in the life of New Zealand employees. Most are printing every day, with almost 90% printing at least a few times per week. In fact, 85% of employees see print as continuing to be a critical component to effectively functioning in their job.

The question then is: if 85% of employees are more productive with print – do we really want to push to go completely paperless?

These statistics illustrate perhaps the most important consideration in the paperless versus paper debate: what part of the business are you trying to become paperless in?

There needs to be a distinction made between the needs of information management (where there are undoubted benefits in filing, storing and processing electronic documents compared with paper documents) and other daily business needs such as reviewing, editing, and presenting documents. If employees see strong productivity and quality benefits in the latter processes, then it doesn't make sense to insist they go paperless here.

When it comes to reading, analysing and editing

documents, research tells us that over 50% of employees prefer to do this in hard copy, meaning there is still a role for print to play in amongst document management systems and digitalisation. Some industries have a greater requirement than others to be paper based, with this percentage rising to nearly 70%, for instance, for design services (interior, architectural, graphic design).

In 2002, MIT social scientists outlined in *The Myth of the Paperless Office*, the psychological reasons that humans prefer paper documents over information presented on-screen. Paper is tangible – we can pick it up, flip through pages to pick and choose what we read; we can spread pages out on a desk, arranging it in a way that best suits us. Often it's easier on the eye to read off paper than the screen.

Customers still seem to prefer paper too. According to a study released by technology consultancy Forrester Research in 2013 on banking, more than half of the customers of US companies were still opting for paper statements when given the option.

The conclusion here is that perhaps we shouldn't be viewing paperless and paper as contrasting solutions for businesses, rather as the ends of a continuum that should be balanced according to workplace needs.

There is certainly a role for document management systems in a storage sense. However, when it comes to interacting with information in a business, print plays a different role. There's an argument to say that the goal of businesses should not be to become paperless (because this is not what employees feel is making them more productive), but to improve their document management system processes when it comes to storage and ensure the most productive and cost effective printing option is in place when it comes to print.



**Over 50% of employees prefer to read, analyse and edit documents in hard copy.**





## **Good for business, good for the planet: the environmental motivation behind the paperless office**

We live in an age of transparency, where consumers can find any information they're looking for on the Internet and social media – there is no hiding from important issues. Consumers today have a greater environmental awareness and sense of environmental stewardship than ever before, and accordingly, higher expectations of the organisations they do business with.

It's no surprise then, that part of the motivation behind having a paperless office is environmental – the Brother Print and Technology Survey found that 28% of businesses see a benefit of paperless being the environmental benefits.

### **1. Paperless offices help to reduce paper demand**

"Please consider the environment before printing this email" – implicit in these requests is the belief that going digital is better for the environment. Everybody knows that paper production requires trees, right? The argument for a paperless office is that using less paper means that fewer trees are harvested. It has been calculated that each ton of paper produced takes 24 trees (Thompson, 1992).

## 2. Saving power

There is also a perception that printing less can save energy. According to Carbon Trust, office equipment is the fastest growing energy user in the business world, with its consumption representing 15% of total electricity use in offices. This figure is expected to double by 2020. However, Brother printers and other office technology are designed to reduce energy consumption, with features including sleep / deep sleep mode and the ability to print multiple pages on one sheet. Energy Star labelled equipment can provide savings up to 75%. In New Zealand, Brother's carboNZero certification indicates that they're proactively reducing and offsetting carbon emissions.

## 3. Use less ink

Ink and toner used in printing contains chemicals, oils, heavy metals, and other substances that are potentially damaging to the environment. While this is true of practically any technology product, it is worth noting that many manufacturers take responsibility for the ecologically friendly disposal of their products. Brother provides the most comprehensive free waste management and end-of-life recycling programme by any New Zealand print manufacturer, with only 4-5% going to landfill – but this is not damaging to landfill.

Additionally, when you use genuine consumables, environmental and health considerations have been made in the design of the cartridges. Brother genuine consumables comply with Ecomark and RoHS (Restriction of Hazardous Substances) design and environmental requirements, which means their consumables have no hazardous substances and meet specific criteria such as:

- No mercury, lead, cadmium, chromium and nickel or their compounds included as constituent parts of toners and inks.
- Polybrominated biphenyl (PBB), polybrominated diphenyl ether (PBDE) etc are not added to plastic parts of cartridges.
- Toner cartridges and toner containers are sealed to prevent leakage of toner during storage.

## The unseen environmental impacts of digital media

Sustainability and reduced environmental impacts are unarguably a worthwhile goal for businesses to be driving towards. While admirable, these benefits are not as clear-cut as they might seem. Paper and print may not be as bad as you think and digital media may be worse than you know.

One factor that often isn't widely understood or considered with the move to go paperless, is that the materials used to make the equipment for electronics and data storage have environmental impacts. Trace amounts of rare-earth metals (often mined in war-torn areas of Africa) can be found in many computers, tablets and other devices. It has become increasingly apparent that electronics and digital waste are creating equal (if not bigger) problems than paper in our landfills due to the sheer volume and non-biodegradable components.

Then there's the on-going consumption of energy. Just because we can't see something – doesn't mean that it doesn't exist. In 2012, The New York Times estimated that digital warehouses and data centres worldwide consume approximately 30 billion watts of electricity, which is "roughly the equivalent to the output of 30 nuclear plants".

While paper mills emit visible trails of steam and waste paper piles up in our businesses, the invisible energy used to manufacture digital technologies and the toxic e-waste associated with electronics can have profound impacts on the environment. According to the UNEP report "Recycling – From E-Waste to Resources," global e-waste generation is growing by about 40 million tons a year.



**Materials used to make the equipment for electronics and data storage have environmental impacts.**

How does digital stack up against paper on these measures? The New York Times calculated that it takes approximately 40 to 50 paper books to equal the impact of one e-reader in terms of fossil fuels, water use and mineral consumption. While most of a book's carbon emissions happen early on in the paper-making process, e-readers or other electronics such as computers or tablets require continuous energy throughout their life. A book or paper file uses no energy to sit on your shelf, whereas e-readers require energy to be stored on a server, to be downloaded and displayed on e-readers.

**It takes 40 to 50 paper books to equal the impact of one e-reader in terms of fossil fuels.**

This illustrates that we need to better understand the bigger picture of the "paper vs. pixels" debate before we can champion one or the other as the better environmental choice.



## Pulp fiction: does paper deserve its bad rap?

Let's look closer at the process of harvesting trees and producing paper. While forestry practises have contributed to deforestation, illegal harvesting, human rights and social conflicts, and irresponsible plantation development – paper itself is a sustainable resource and the commercial forests grown for paper manufacturing actually make a positive environmental impact.

Sustainably managed forests are approximately carbon neutral. They're grown in such a way that trees over a large area will compensate for the carbon lost through annual logging of a much smaller area (WRI and WBCSD, 2009). Paper that is from sustainably managed forests can be identified by environmental paper certification labels, such as a certification from the Forest Stewardship Council (FSC).

These forest are also an effective 'carbon sink', which means that the forest stores more carbon dioxide than it releases into the atmosphere. Forests and forest products (including paper) keep carbon out of the atmosphere. Studies indicate that the amounts of carbon stored in forest products are increasing by about 40 million tons per year. Currently, forest products store more than 3 billion tons of carbon globally (UNFCCC, 2003)

Dr. Patrick Moore, Co-Founder of Greenpeace, boldly states: "Forestry is the most sustainable of all the primary industries that provide us with energy and materials... To address climate change, we must use more wood, not less. Using wood sends signals to the marketplace to grow more trees."

## Did you know?

- **With 1.1% of the world's greenhouse gas emissions, the pulp, paper and print is one of the lowest industrial emitters.**

*World Resources Institute, 2013*

- **Reading a newspaper can consume 20% less carbon than viewing news online.**

*Swedish Royal Institute for Technology, Moberg et al, 2007*

## Is the paperless office a worthwhile goal?

Businesses should see the interaction between scanning and document management systems and printing as a balance of what's best for the environment and what's best for the productivity of their business. Both print and paperless have an impact on the environment and a cost associated to them.

The ideal situation is that we use both traditional print and electronic media in a way that meets our social, environmental and economic needs. Printers and multifunction centres still have a need in the workplace, whether that's through producing physical hardcopies or digitally scanning paper documents into the Cloud or an email attachment. Similarly, paperless technology such as document management systems provide real productivity gains for information filing and storage.

What's important is that businesses look for a print partner like Brother that has genuine practises in place that minimise the impact that printers have on the environment, through recycling programmes, Energy Star products or carboNZero certification.

### Paper-light

Whether it's generating collateral to use during a trade show or customer meetings, the need to print out a contract to get a "wet signature," or simply because some people still feel more comfortable reviewing and editing a printed document – most businesses will never go fully paperless.

One of the diluted paperless office concepts that has evolved is the paper-light office. A more achievable goal for many businesses, than going full on paperless.



Becoming paper-light eliminates an over-reliance on paper as the primary medium for information management, facilitating quick and easy access to documents. It encourages a reduction in paper use while still advocating for paper where it helps employees to work smarter and more efficiently.

### Some examples of how to go paper-light include:

- **Brother managed print services (MPS)**

Companies wishing to go paper-light can also consider managed print services (MPS). By partnering with Brother to manage their

**Brother MPS provides an average cost savings of up to 36% from standard pricing and substantial on-going service and support.**

print and imaging function, businesses can realise significant productivity benefits and cost savings. Brother MPS provides a business with a mix of printers and multifunction centres (for scanning), providing them with the latest technology which is able to scan to the cloud and integrate with document management systems. Brother MPS provides an average of up to 36% cost savings from standard pricing and substantial on-going service and support, including automatic toner replenishment and free recycling.

- **Cloud collaboration**

Integrated cloud solutions allow companies to easily file, store, and share documents in a Cloud hosted platform. Alternatively there are free apps like Google Docs or Dropbox which allow teams to work together in the Cloud and reduce the need for printing, as co-workers can see exactly what they're working on, and who else is working on a document.

- **Document management solutions**

A "document management system" refers to software that allows you to store and keep track of electronic documents. They come in many forms – some are standalone and solely used to manage files and documents, while others are part of a full suite that include a number of other business related tools.

## ▪ Start digitising documents

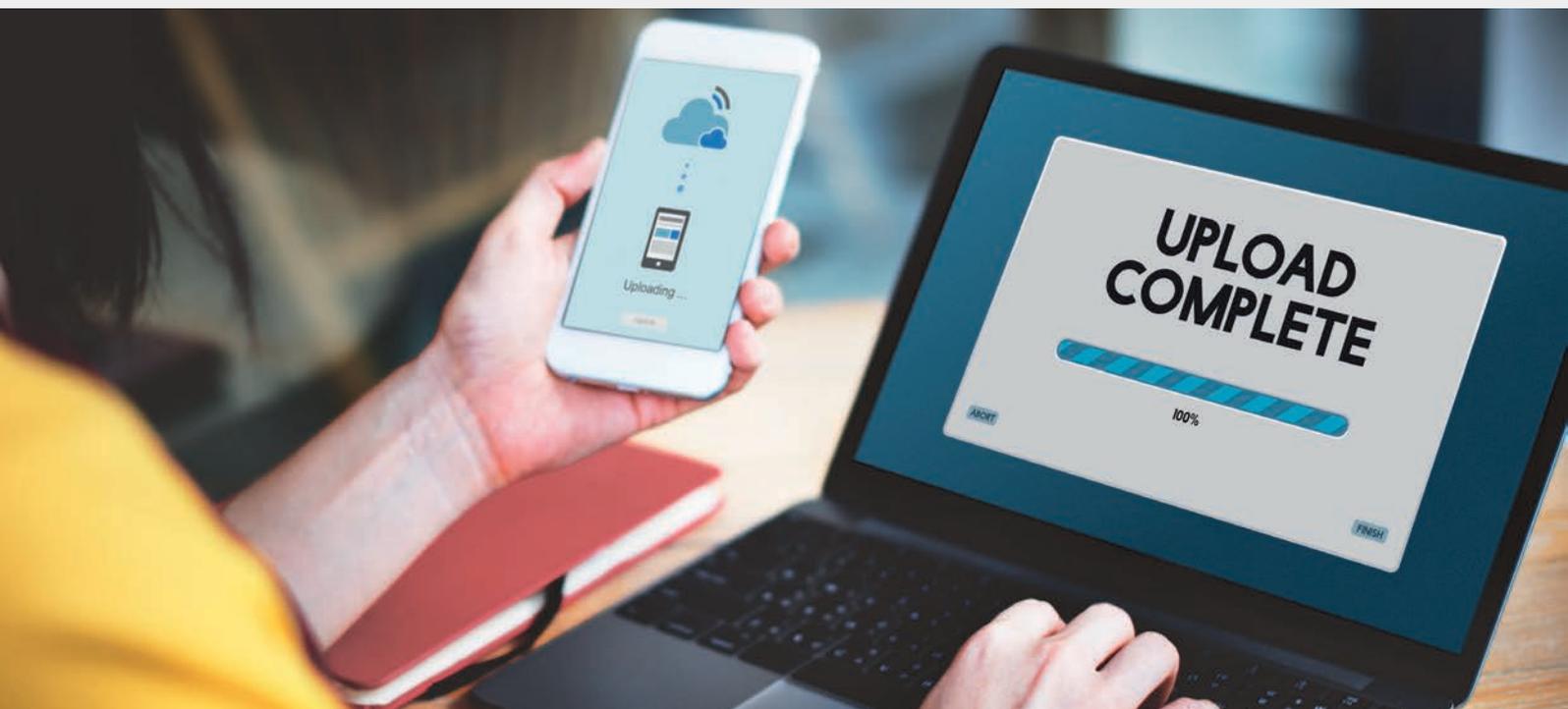
Encourage staff to digitise paper documents coming into the business. These can then be stored in a document management system and processed electronically. Even if you're doing less printing, a multifunction printer which prints, scans, copies and faxes can be a valuable tool in digitising documents.

Brother business printers have built-in Web Connect features that allow you to upload documents from a memory card or scan direct to Cloud services from the printer without needing a PC. You can also print documents directly from online Cloud storage such as Google Drive or Dropbox.

## ▪ Reward smart printing behaviours

Start small and encourage employees to change their behaviour and attitude towards printing. Ideally, you want them to think twice before hitting the print button. They should be asking themselves questions such as:

- Did I preview the page before printing?
- Can I print double-sided, or multiple slides to a page?
- Do I need every page of my document printed?





## The latest trends in business, technology & printing

**The way we work has changed significantly in the past decade. In 2007 few people had smartphones and people were much more tied to traditional, physical workplaces with print playing a significant role in information management. So what will happen in the next 10 years? We take a look at what the workplace could look like in 2027.**

In terms of print, it is reasonable to expect that advances in technology, pressure to reduce costs, and environmental responsibility would cause a reduction in the use of business printing. However, this is not always the case.

Printing in the office continues to be a vital function for most New Zealand businesses, one that is essential to the successful operation of the business. Asked how the importance of printing compares to a year or two ago, those who believe it is more important actually outnumber those who think the opposite. So the trend seems to be towards, rather than away from printing.

The Brother New Zealand Business Print and Technology Survey shows that not only is printing still a regular part of the daily routine in offices, but most people have actually seen their print volumes increase over the past few years.

## Businesses are still using physical files

Interestingly, the Brother Business Print and Technology Survey shows 63% of employees are using hard copy filing and recording keeping. Employers see admin and document management as the area where print adds the most benefit to their business.



## Printers will continue to be important for business

Employees' views on print highlight the importance of this function to their success in the job. In the Brother survey, a large majority (85%) said printing was important or extremely important in their job. Nearly all of these people – 81% of the total number of employees who responded – said that being able to print and scan at work makes them more efficient, while almost as high a number says it improves the quality of their work. 58% of employees use the office printer every day, while a further 31% say they print a number of times every week. So, a total of 89% of New Zealand employees regularly print documents.



## Flexible working

As property costs rise and technology makes remote working easier, work will increasingly be something we do, rather than somewhere we go. Research by the Chartered Institute of Personnel and Development showed that 70 per cent of managers believe it will be the main way of working by 2020.



## The internet of things

We are already surrounded by intelligent, data-driven devices that help us with many aspects of work, but smartphones, tablets and wearable technology are just the beginning. We're set to see digitally connected technology controlling a lot more of our working environments, from security and meeting room booking to climate control and even ordering supplies for the office kitchen.



## Virtual presence

To help connect an increasingly flexible workforce, we'll continue to see improvements in video communication tools. Telepresence robots are already here, allowing people such as consultants, experts or team leaders to move around a space and interact virtually wherever they might be located.



## Virtual reality

Goldman Sachs predicts that VR will be a \$118 million (\$NZD) market by 2025, and applications in the workplace are sure to follow. Virtual workspaces could allow a geographically distributed team to collaborate in the same way they would if they were sitting around the same boardroom table or bank of desks.



## Expectations of millennial workers

According to a PwC report, by 2020, those born between 1980 and 2000 will make up 50 per cent of the global workforce. The research found that 'digital native' generation, which grew up with smartphones and social media, tend to be uncomfortable with rigid corporate structures, are turned off by information silos and want regular feedback and encouragement. This will have a major impact on the management styles required from leaders.





## How much New Zealand businesses print

**Paper in the business world was supposed to have effectively disappeared decades ago. But that didn't happen. The *Business Week* writer who famously predicted in 1975 that paper use would decline sharply due to the advent of personal computers, couldn't have been more wrong.**

To be fair, the prediction did look accurate for a while. Paper use in offices declined briefly with the growing use of computers, but then it rose sharply and continued to grow.

One of the factors that contribute to the large volume of pages printed, is how easy it has become with modern printers. When people used typewriters or wrote by hand, they produced one sheet at a time, painstakingly. Perhaps by using carbon paper, they could produce a copy or two. But these days, once the document exists, it can be reprinted with a single mouse click. That 120-page report? One click and you have a copy. Need seven copies to give to the board? Just as easy.

Boosted by the new ease of producing printed documents, paper usage in business continued to grow for decades.

Just consider these figures from international researchers: According to Gartner, companies tend to use 25% more paper year on year. Forrester Research estimates that one billion photocopies are made globally every year. In America alone, office workers print or photocopy roughly a trillion pieces of paper.

According to records management company Iron Mountain, about a third of businesses in the US are still using more paper year on year. The fact that many documents exist in digital format first, apparently has little impact – they still get printed. For instance, three quarters of invoices a company receives in digital format then get printed.

## The situation in New Zealand

Statistics released by the Ministry of Primary Industries in New Zealand suggest that our country followed the international trend. Paper use in the country peaked in 2008, and has trended slightly downward since. The statistics include all kinds of paper and paperboard except newsprint, so it's not entirely clear how much of that is paper for writing and printing.

However, the findings of the Brother New Zealand Business Printing Survey suggest that the amount of printing done by New Zealand businesses is showing no sign of slowing down. Some people working in local businesses print more than 1,000 pages per week.

Even after removing these outliers from the data, the Brother New Zealand Business Printing Survey still found that the average employee prints 94 pages per week.

This average is boosted by a small number of people who print substantial quantities. For most people, the number is lower, with 64% of respondents saying they print fewer than 50 pages per week.

The median number of pages printed by employees is 40 per week (i.e. if we look at the number of pages printed from least to most, 40 pages is right in the middle). So a business with five employees creates 200 new printed pages per week, and one with 12 people on staff creates about 2000 new pages of documentation every month.

Businesses that aren't sure of their monthly print volumes, can get an idea of how much they're likely to print by multiplying the number of staff by 168. (4.2 weeks x 40).

That figure, incidentally, will probably come as a surprise to nearly three quarters of business owners and managers. In the Brother survey, 73% of business owners and managers admitted to not knowing how many documents their business prints in a month, while 60% have no visibility of their monthly print spend awareness. An unexpected statistic, considering that optimising cost efficiencies are generally a key driver for most business operations.

The good news is there are ways you can uncover your print costs and get a handle on your print management. With Brother Managed Print Services, Brother will work with you to review your print operation, including looking at the hidden costs of printing – the amount of staff time that goes into dealing with printers, and the loss of productivity this entails. They will then provide a recommendation on your print set up to maximise efficiencies and reduce costs.

**73% of business owners and managers admitted to not knowing how many documents their business prints in a month, while 60% have no visibility of their monthly print spend awareness.**



## The five main reasons people prefer to print

**At a time when everyone is caught up in how fast digital technology is developing and the possibilities it opens up, it's easy to forget what an amazing piece of technology a sheet of paper actually is. There's good reason why an invention that is nearly two thousand years old is still so prevalent in business today.**

Think about it: Paper is cheap, it doesn't use power, doesn't rely on an Internet connection, you can read it in almost any light, it shows images at any resolution you can print and it's incredibly durable. It's also the original pdf – portable document format. You can take paper anywhere you go.

Little wonder then, that this age-old technology isn't easily wedged out of its place in the commercial world, despite the rise of digital communication platforms and data storage.

While sentiment and familiarity with paper probably does play a role in its continued popularity, there are actually good reasons to want to use paper in business. Respondents in the Brother New Zealand Business Printing Survey highlighted a range of reasons why they prefer printing documents.

# 1.

### Ease of reading

The majority of New Zealand workers prefer reading information on paper. This is primarily due to the documents being easier to read and the perception that reading on screen is difficult.

Fewer than 20% of New Zealanders in the workforce prefer to read on screen, compared to 52% who expressed a clear preference for reading on paper.

A perhaps expected finding of the Brother New Zealand Business Print and Technology Survey was that there is some correlation between age & hard copy preference. 68% of 65+ year olds prefer hard copy compared to only 39% of 25-34 year olds.

# 2.

## Presentation

Reading and editing is a strong and enduring reason why people prefer to print documents on paper, but their own comfort and preference isn't the only reason people prefer to print – they also print many documents that are specifically meant for others to read.

41% of respondents in the Brother survey said they regularly print documents to be used in presentations, while more than half (55%) regularly print out reports.

The benefit of a printed presentation is that it can be handed to the person or people it's intended for without any concerns about what devices or software they might have available – a pair of eyes is enough.

# 3.

## Document management

Many New Zealand businesses are still using hard copy document management systems, requiring a large number of documents to be printed.

Among the employees approached in the Brother survey, 63% said they regularly print documents for filing and record keeping. The response from employers was roughly in line with this, with 59% saying they need to print for administrative purposes and documentation.

Storing data on paper uses no energy and there is no danger that the software or hardware will become outdated. Unlike an electronic document, a printed document created in Lotus 123 or WordPerfect is as easy to open and read today as it was when it was created. And how many businesses have the technology now to access data stored on floppy disks? (All that remains of this technology is the save icon in software such as Microsoft Office.)

Using paper for record keeping is well entrenched in some industries. In the legal world, for instance, it could take a significant revolution to move away from paper storage systems.

# 4.

## Sales and services

Employers highlighted a further essential use of print, namely sales and marketing, as well as the delivery of products and services. More than a quarter of businesses deem printing essential for their financial management, while 13% consistently use printing in supply chain management.

For instance, at Tenon Manufacturing – a \$100 million dollar export business and New Zealand’s largest manufacturer and exporter of radiata pine wood products – no product produced on site can leave the company’s high-tech Taupo plant without the right paperwork behind it, which includes shipping documentation and invoices.

# 5.

## Business environment

Just as VHS video tapes supplanted the superior Betamax format in the 1980s, some business practices become entrenched not because they are clearly superior, but because everyone uses them.

Everything that happens in a business is part of a wider system, and it makes sense to fall in line with what others do, to use similar systems to the people you interact with.

Because so many processes and interactions in the wider business world are based on exchanges of paper, it is hard for any business to move away from the common standard used by their lawyers, business partners or clients.





## Employers may be underestimating the value of print

**While most New Zealand business owners and managers appreciate that having print functionality in the office is crucial, they don't seem to realise quite how important printing is to the people who work for them.**

Only 50% of employers who took part in the Brother New Zealand Business Printing and Technology Survey say that print enables their business to be more efficient. This stands in stark contrast to the views of their employees: 81% of employees feel printing makes them more efficient.

An overwhelming majority (85%) of employees who took part in the Brother New Zealand Business Printing and Technology Survey said that print is important or extremely important to the effective functioning of their role. By contrast, only 57% of employers / business decision makers say print is vital to the operation of their business.

If we flip the statistics and look at the opposite view (i.e. that their business is NOT reliant on print / print is not that important), about 5% of employers believe their business is not at all reliant on print compared with 1% of employees.

While not large in absolute terms, the divergence of opinion is significant if you look at it from the point of view that five times as many employers rate printing unimportant, compared to the views of the people in the front lines who have to actually do the work.

## How trends are perceived

The gap between what employers believe and what their employees are experiencing at the coal face, is also clear from the perception of the way business printing is currently trending.

Just over a third of employers (34%) believe that the print volume in their business is decreasing. However, a mere 14% of their employees agree.

This strongly suggests that management has a lack of awareness of actual print behaviour in their organisation. This aligns with the earlier Brother research earlier referenced, where 73% of business owners and managers admitted to not knowing how many documents their business prints per month.

A third of employers also say that print is becoming less important to the business. This contrasts sharply with the views of employees. Only about one in twelve (8%) employees reckon that being able to print doesn't do anything to improve the quality of their work. Fewer still, only 6%, say that printing doesn't make them any more efficient in the office.

Maybe it is because of this disconnect – employers not quite appreciating the role that printing plays in the lives of their employees – that managers are leading efforts by nearly a third of the businesses surveyed to become paperless.

Aiming to have a fully paperless office does seem to be a questionable pursuit in an environment where the vast majority of employees stress how important it is to them to be able to print documents. More than 80% of employees say printing makes them more efficient and effective, while a slightly smaller percentage (72%) say they use print to improve the quality of the work they do.

Accommodating these people and the way they work probably presents businesses with a more sensible goal than trying to remove crucial tools from their workers. As discussed throughout this document, there are many ways that paperless and paper-based information management can be balanced in support of a paper-light office.



**80% of employees  
say printing makes  
them more efficient  
and effective.**



## The smart way to provide the printing capacity your business needs

**Printing is a vital function for just about every New Zealand business: 85% of people say being able to print documents is vital to their job, and most people print 40 pages per week. Given these facts, the question is not if businesses must provide staff with adequate resource to print, but how best to do this.**

In many offices, printing facilities are provided somewhat haphazardly, with extra printers and/or multifunction printers bought as the need arises, often with little planning or control. It is common to find offices where the number, variety and location of printers provided is far from ideal, and the same or better functionality can be achieved more efficiently.

The costs of printing are also seldom understood in detail. The Brother New Zealand Business Printing and Technology Survey revealed that 73% of employers were not aware of the monthly print volume and 60% were not aware of the monthly print spend in their company.

### **Print costs uncovered**

The cost of paper, ink, toner and third party maintenance may not be too difficult to track through the accounting system, but there are many hidden costs associated with printing that often go unnoticed. These costs mostly arise from wasted employee time, such as ordering toners, changing paper or walking to the printer and getting distracted on the way.

And those employees don't come cheap. In small and medium sized businesses in New Zealand, it is often the owners or managers who take responsibility for printers, dealing not only with provision of printers, but also maintenance tasks such as replacing toner and troubleshooting when things go wrong. This distracts from their core responsibilities of running the business and managing staff.

Apart from them, IT staff are often involved. Past research shows that, on average, IT staff spend one of their eight hours at work on printer issues every day.

**Businesses using Brother MPS also benefit from on-going service and support, including a 7-day New Zealand helpdesk.**

If a company has many different brands and types, just setting up and managing the printer driver software can be very time consuming. When there are many different types of devices, staff have to learn different ways to operate them. And if things go wrong, a lot of time can be wasted troubleshooting.

On top of that, the placement of printers can lead to unproductive practices. The recent Brother survey shows that staff spend 10 minutes per week walking to collect printing. Over the course of a year, that is more than one full business day's productivity lost per staff member.

### **An efficient solution**

Print is not only vital in business, it's actually quite a complex issue. That is why more and more New Zealand businesses are opting to outsource their print management.

Brother Managed Print Services (MPS) is a service where Brother takes care of the print and imaging part of your business for you.

Brother MPS includes providing temporary replacements should any device need to be taken off-site for repairs. They offer businesses the option to buy the printers outright and then pay for the maintenance only, or to avoid the upfront capital outlay by leasing the recommended printing devices.

Businesses using Brother MPS also benefit from on-going service and support, including a 7-day New Zealand helpdesk, consumables

replenishment, nationwide technical service provider network, local warehousing to ensure parts can be sourced at short notice, free recycling, and on-going proactive maintenance.

The main business benefits of using Brother Managed Print Services are, firstly; that it allows people in the business to focus on their core tasks, while experts make sure the required printing functionality is available. ICT can focus on system improvements while having peace of mind they'll always have the latest printer technology and a provider who will troubleshoot any issues.

Secondly; businesses benefit from predictability and transparency of printing costs. Brother MPS provides an average of up to 36% cost savings from standard pricing. On top of this, there are no hidden costs – businesses have full visibility of cash flow on consumables and hardware.

Brother bases charges on the number of pages printed. The true figures are sent to the business every month, for full transparency of costs and actual usage.

New Zealand businesses that have moved from their earlier print model to Brother MPS have reported gains in productivity, greater reliability that put an end to staff frustration around printers, and often significant cost savings.

## Proven benefits

With Brother MPS, the Otara Family & Christian Health Centre in Auckland, now save \$1200 per year compared to their previous printing costs, and all while actually printing more and better quality documents.

The support of Brother's 7-day New Zealand help desk and on-going service and support provides them with reassurance, and having expert account managers helps them find efficiencies they wouldn't be able to find themselves.

## Ask the experts

If you are unsure your business printing is making the best possible contribution to your business, why not ask an expert? It's free and puts you under no obligation.

Brother can look at the way you manage your printing and make suggestions to address any issues you may have.

**Call the Brother New Zealand Helpdesk on 0800 243 577  
or email [BrotherMPS@brother.co.nz](mailto:BrotherMPS@brother.co.nz)**

### About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. They've been rated the number 1 print brand for service and support by Kiwis.\*

Brother are the leading provider of print and imaging equipment and labelling solutions in New Zealand – servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

\*According to Perceptive research 2018.