



Solutions for Corporate Enterprises

Pharos Systems Overview

Pharos Systems International provides powerful and innovative print optimization software and services focused on **making every print an intelligent decision**. Our customers are corporations (including 5 of the Fortune 20 companies), educational institutions, and libraries across the globe. Pharos pioneered print control and management software in 1992 and continues to lead the industry today. Our solutions save customers money on print and copy, foster eco-friendly printing, and make printing more secure and convenient for end users.

Pharos was founded in Auckland, New Zealand, where we maintain a large R&D facility. Corporate headquarters are in Rochester, NY. We have customers in 50 countries and are proud of having a 98% customer retention rate since 2002.

Customer Success Stories

Pharos On-Site Print Specialists have helped a **defense contractor** with about 20,000 employees trim its equipment fleet by 38.9%, reduce print volume by 42.5%, lower TCO (Total Cost of Ownership) by 40%, and consolidate 10 print centers to 6.

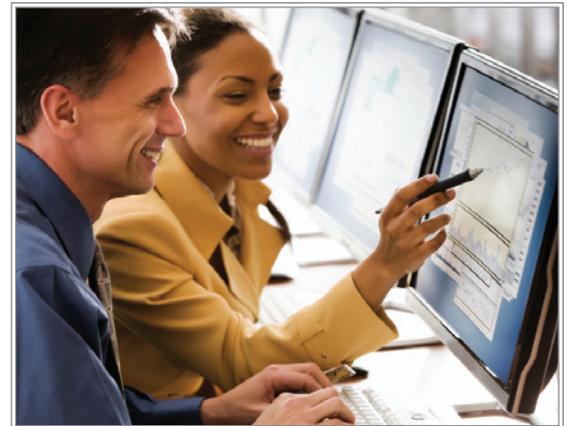
Pharos Blueprint® Enterprise software has enabled a global **IT management software company** to automatically identify, track, and cost every printer used by employees in 54 offices—and then use that information to optimize the fleet. The integration of Blueprint into new multifunction printers has made printing more secure and convenient, and has significantly cut print volume and print waste. In a 4-month period, the company saved 2.7 million sheets of paper, equivalent to 327 trees.

A large **telecommunications company** is using Blueprint Enterprise to manage printing by its 300,000 employees working in 5,000 buildings in 1,500 cities. Blueprint enabled the company to discover that it had over 50,000 devices (including 749 unique models), many of them expensive desktop inkjets. Moreover, the employee-to-device ratio was a low 2.3 to 1. Blueprint Enterprise provided this company with the information it needed to take charge of printing. Costs have been cut by \$20M annually and 98% of the inkjet devices have been eliminated. Rightsizing the equipment fleet has yielded an employee-to-device ratio of 14 to 1.

Pharos On-Site Print Specialists created an internal campaign for a **beverage company** to motivate employees to print less. The campaign was launched at the peak of a drought, and the key message was that it takes a soda can's worth of water (12 ounces) to make one sheet of paper. This campaign, along with other initiatives that Pharos manages for the customer, has reduced print volume by 36%, shrunk the fleet by 31%, and lowered TCO by 41.5%.

One of Pharos' customers is a large **financial institution** that has been an environmental leader for decades. Since 2000, this bank has succeeded in reducing paper usage by 40%. It recently announced a new goal, powered by Pharos, to reduce employee printing by 50% over the next three years. A group of bank associates is piloting just a few of the capabilities of Pharos print optimization software, and they have already reduced their print volume by more than 30%.

- Save money
- Reduce waste and print greener
- Enhance services
- Easily secure devices and documents



What Makes Us Unique

- Vendor and hardware neutrality
- Rich portfolio of technology and services for print optimization
- True enterprise-wide perspective
- Track record of delivering results
- Award-winning software
- Thought leadership in all aspects of print
- Dedicated On-Site Print Specialists
- Dual Path strategy of sourcing and process excellence

Pharos' Services Portfolio

We provide services to optimize printing wherever it happens:

- In the office
- In internal production print centers
- Externally sourced from commercial printers

Print optimization services:

- Current-state assessment
- Print strategy design
- Deployment and measurement, including RFP development, vendor selection, implementation of print management software, design and management of fleet refresh, and user printing behavior modification
- Ongoing management services, such as end-user training and monitoring, vendor management, invoice reconciliation, reporting, and process reengineering

Pharos' Technology Portfolio

Software

Pharos Blueprint Enterprise software incorporates sophisticated discovery, tracking, and accounting technology that provides a comprehensive picture of enterprise-wide printing to the user level. It features Policy Print™ for deploying printing policies that encourage employees to print more responsibly. And it has Secure Release Here®, which holds print jobs until their owners badge-in at the device. You'll never have to worry about confidential documents sitting unclaimed on top of network printers—or about unauthorized people using your printers, copiers, or multifunction devices.

User Interface Solutions

Pharos offers embedded software solutions (integrated multifunction printers or “iMFPs”) for over 150 multifunction devices from the leading printer manufacturers. For non-supported MFPs and single-function printers, we provide Omega external controllers. In all, Pharos has solutions for any kind of output device.

Customer Requirements Addressed

- Cut spending on paper, toner, ink, and equipment
- Reduce unnecessary printing; reduce unnecessary color printing
- Create a more sustainable workplace by reducing print volume and waste
- Make printing more secure, convenient, and flexible
- Track, monitor, and report on printing and copying
- Charge employee usage to appropriate department
- Make fact-based decisions about rightsizing the fleet



Pharos Systems

Authorized Reseller:


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YOUR BUSINESS PARTNER
03 6140 4688 / 6141 4688
Hotline: 1700 81 4588
www.thecopier.com.my

Pharos Blueprint® Enterprise

Award-Winning Print Management Software from Pharos Systems

Discovery and Optimization

Print Discovery

- Finds every networked, local, or IP direct-connected device that users print to

Print/Copy Accounting

- Tracks and costs every page, of every job, for every user, on every device company-wide
- Easy IT exercise that's invisible to employees and delivers valuable results in 4 to 6 weeks
- Extensive reports by employee, device, and location



Asset Optimization

- Provides an accurate, complete, and real-time picture of print and copy spending and the recommended device removal/relocation actions that will yield the optimal cost savings
- Can save the average 10,000-employee organization more than \$1,500,000 per year
- Typical ROI of less than six months

User Behavior Management

Policy Print™

- Enables companies to deploy printing policies that encourage (or require) employees to print more responsibly
- Delivers immediate print cost savings and waste reduction
- Makes control of color printing and desktop printing easier than ever

Secure Release Here®

- Keeps your company's important business and client information confidential
- Enables employees to print anywhere and pick up jobs at the device closest to them, regardless of where they're located
- Releases print jobs from the printer only when the person who submitted them is physically present and has authenticated himself/herself
- Via the Blueprint Print Console allows users to view their secured print jobs on their workstation and delete the ones they no longer need. When Workstation Release is enabled, users can also release jobs from their workstation.

Departmental Chargeback

- Performs print/copy accounting down to the employee level and rolls charges to individual employees, budget centers, or departments
- Gives managers with direct line of sight to employees the information they need to manage print/copy spending



Pharos Blueprint Enterprise

The Site Summary report shown below helps you quickly assess the health of your printing and copying environment. It is one of over 50 standard reports generated by Pharos Blueprint Enterprise.

Dashboard



Summary of Key Performance Metrics and high level breakdowns for active devices.

Report Generated On 18-October-2011 3:40 am

Date Range: Apr-2011 to Oct-2011

Filtered by: Enterprise

Quick Facts

Business Days	139
Physical Output Jobs	18,328
Physical Output Volume	92,992
Digital Output Volume	7,823
Physical Output Cost	\$5,042.61
Devices	199
Unique Models	60
Budget Centers	34
Employees	141
Employees per Device	0.71

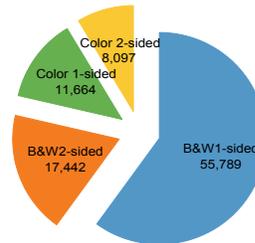
Key Metrics for Physical Output

Average Device Utilization	1.14%
Cost per Employee Per Day	\$0.26
Average Cost per Page	\$0.05
- B&W Cost per Page	\$0.03
- Color Cost per Page	\$0.13
Average Job Size (pages)	3.8
Average Jobs per Employee	130.0

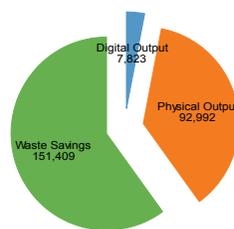
Savings from

Output avoided due to Policy	\$655.51
Secure Prints not collected	\$4,262.91
Reduction in Toner used	0.57%

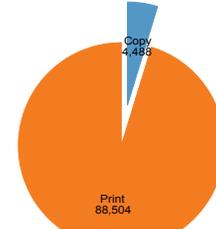
Volume by Color and One/Two-sided



Volume by Category



Physical Output by Function



Category	Function	Jobs	Total Volume	Color Volume	One-sided Volume	Cost
Digital Output	Digital Print	2,583	7,304	6,485	7,304	\$0.00
	Scan	177	519	142	519	\$0.00
Physical Output	Copy	548	4,488	1,115	4,137	\$283.41
	Print	17,780	88,504	18,646	63,316	\$4,759.20
Waste Savings	Policy	60	14,654	4,594	327	\$655.51
	SRH	7,544	136,755	2,087	133,751	\$4,262.91

Pharos Blueprint Enterprise

Pharos Systems International (www.pharos.com)

There is an increasing desire within many organizations worldwide to make every print an intelligent decision. The purpose of Pharos in the world is to be an invaluable resource in service of that desire. Pharos Systems helps organizations think differently about print resulting in reduced printing costs, lessened impact on the environment, and enhanced printing security. With a hardware-neutral approach, Pharos provides strategic guidance, sourcing technology, implementation and vendor management expertise to optimize print across an entire enterprise, no matter who's doing the printing, where they're doing it, or what equipment they're using to accomplish it. Pharos is unique in optimizing print wherever it happens: in offices, computer labs and libraries, in-house print shops, and print that is sourced from external print providers. For more information, please visit www.pharos.com and join community.pharos.com

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