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A BLOG from POG Consulting, by J.Rempel

Preface

POG Consulting is a manufacturer independent print consulting firm. We have a 24-year track record of helping organizations across North America identify, quantify, capture and measure significant cost reduction opportunities hidden in their distributed and/or central repro print environments. POG is all about saving money, optimizing print and improving the print experience for the end user community. We help organizations KNOW so they can CONTROL.

Topic → The More Things Change, The More They Stay the Same in Print

The way things are going, it appears flying cars will become mainstream before the majority of us experience the whole paperless office vision. The paperless office was a hot topic back in the 80's. Not so much today! To be fair, some organizations have made great strides towards the digital storage, usage and management of information, which is great to see. Some organizations have given it a try with minimal success. A lot of organizations are just not "there" yet! Executives often ask me … "*What does POG Consulting see out in the marketplace*?"

We see the same things we saw 24 years ago. The printing equipment that the vendors would very much like you to buy, is shinier with more features. The print monitoring software is more sophisticated with a lot more functionality. Other than that, it is pretty-much the same … at least in print, anyway.

Hardware Vendors

1. They still want to sell you as much print technology as they can.
2. They would prefer to sell you color multifunctional devices (MFDs).
3. They make excellent profits when you print in color!
4. They continue to promote the "*give it all to us / outsourcing*" service.
5. They tend to know more about their client's print environment than they client does, which makes it easier for them to sell more.

Client

1. They still print a lot. Despite all the information managed digitally, each person prints an average of 7,000 impressions per year. People still like printing!
2. They print too much color, most often because the vendors "accidently" sell them too many color devices, and it is just way too easy to print in color.
3. Most do not truly KNOW what they spend on print, how many print devices they have and how much print volume they generate each month.
4. In many cases, they surrender KNOWING and CONTOL to the vendor.
5. They still buy too much equipment which is often underutilized.
6. They continue to spend far more than is necessary to support their print requirements.
7. They too readily believe the fancy vendor PowerPoint slides that say they are getting a great deal.

So how do you initiate positive change in print?

> ➢ *Theme* ➔ *You Cannot Manage What You Do Not Measure.*

Knowing and Control … We speak to executives about *KNOWING* and *CONTROL*. Metrics will identify performance gaps and quantify savings that internal resources or your vendor may not be aware of or know to look for. *Knowing*, through metrics, allows you to *control*. Through *control* you can more effectively manage your vendor and end users and maximize financial and non-financial benefits hidden within your print environment. *Control* is an essential ingredient to addressing performance gaps and initiating positive change in print.

POG Data Source
POG Consulting has conducted 204 print assessments across North America over the past 24 years. The data we capture and process for our clients accumulates in POG's *Print Knowledge Database©* (PKD). POG utilizes relevant benchmarking and best practice information from the PKD for the benefits of our clients.