be kind
to your planet,
your profits,
and your proprietary information.

Pharos Systems

savings +
environmental responsibility
+ security

A solution for companies that want immediate and sustainable ROI

save FIERCELY

We're guessing that might be your organization. Wouldn't it be nice to cut paper, ink, toner, printer, and recycling costs and save the jobs that power your company's profitability?

Pharos Blueprint® Enterprise allows clients to recover anywhere from 10 to 30 percent of their total office printing costs, which industry experts estimate to be in the range of $650 to $1250 per person per year. Do the math: **with 50,000 employees, your savings could range from $3.25 million to $6.25 million.** Not small change. And it will feel like new savings—from a collection of hidden line items that most companies have found too cumbersome to scrutinize. Until now.

Plus, Blueprint Enterprise is vendor neutral and hardware independent—our solution works and plays well with everyone. So there's no need to revise print vendor contracts before you can start saving.

Sustainability is suddenly easier

The **average employee prints 500 pages a month.** A lot of them end

PRESERVE the PLANET

up in the blue bin right next to the printer, which leads you to wonder, "And they printed it WHY?" Blueprint Enterprise delivers a significant proportion of its savings by prompting people to **avoid unnecessary waste**—suggesting that they print double-sided instead of single-sided or forgo printing especially long documents.

How often have you hit the Print button too soon? With Blueprint Enterprise,

jobs are held until you arrive at the device and decide what you really need to print. Which means you don't print the now-obsolete first draft. And that forgotten document that you thought you needed but now you don't? Never printed at all. It's the application of common sense to everyday printing—what we'd all do if we stopped and thought about it.

Last year alone, our clients eliminated 4 billion pages of unnecessary printing, **saving 480,000 trees, 56,902 tons of greenhouse gases, 767,280 BTUs of energy, 190,752 tons of wastewater, 2283 tons of solid waste.** And a lot of money…that would pay for a lot of other sustainability projects.

Ensuring "for your eyes only" document security, and total control over your printers

Printing documents down the hall to the network printer is certainly the most

secure EASILY

economical choice, but it leaves your confidential documents out in dangerously plain view. Desktop printers feel safer but cost five times more per page than network printers. Blueprint Enterprise includes authentication and pull printing on any Pharos-enabled printer—so that **printing occurs only when an authorized person presents himself or herself at the printer.** It's easy and automatic—no extra steps required. Your confidential, proprietary information is safe.

And your devices are secured too. You determine who has the authority to print, copy, scan, fax or email using one of your devices. Without an ID card, they are locked out.

How Pharos Blueprint Enterprise works:
smart technology + smart motivation

Pharos Blueprint Enterprise software enables informed individual printing choices at the computer and the printer, plus delivers sophisticated analytics and reporting for thoughtful decision making and continuous improvement at the enterprise level. All together, the components drive significant savings. **Our technology is so smart that it won Best of Show and Best Software Solution at the 2008 Print and Imaging Summit.**

But everyone knows great tools are only effective when they're used—so we built flexible, customizable employee motivation and "gentle" enforcement

right into Blueprint Enterprise. **Our experience: most employees, given an opportunity to contribute to sustainability efforts or corporate cost-savings, will happily step up.**

Employee engagement begins the first time they hit the Print button, and Blueprint Enterprise detects an "out-of-policy" request. We educate and inspire them about the difference they can make. We make it easier for them to make better printing choices. And then we reinforce their contribution with reports that show them just what they printed, and just what it cost.

Policy Print™
employees empowered to save

- Through a computer interface, presents relevant data to the print user about out-of-policy printing and alternatives
- Delivers immediate cost and resource savings as employees are educated on the spot about optimal printing choices
- Allows you to inform, warn against, or deny print requests based on your choice of parameters; easy to set different policies for different groups of users

Secure Release Here®
pull printing
printing security, waste reduction, and flexibility

- Releases print jobs from the printer only when the person who originated the jobs is physically present to pick them up; ensures security
- Drastically cuts waste as users have a second chance at the printer to select the documents they really need to print; unnecessary or obsolete jobs are no longer automatically printed—and immediately thrown out
- Provides on-the-spot flexibility as jobs can be "pulled" from any printer in the Pharos-enabled network—four floors up or on the next continent

Solution components:
what you need, when you need it

Every company is different. To meet your immediate needs and priorities first, we engineered Blueprint Enterprise as a modular solution. Our consultants work with you to determine which components, deployed in what order, make the most sense.

Hardware independence
working well with others

- Allows use with any print or copy device, and in environments with a mix of device brands through vendor-neutral Pharos software platform
- Integrates via Pharos iMFP software with over 125 multifunction printers from Canon, HP, Lexmark, Ricoh, and Xerox—with more to come
- Also works with single-function printers and copiers, via Pharos Omega devices

Print/Copy Accounting & Departmental Chargeback
analysis and accountability

- Monitors and tracks copying plus all networked, local or IP direct-connected printing by page, by user, by device for in-depth real cost reporting.
- Manages billing and accounting down to the employee level and allows chargebacks by employee, budget center or department.
- Shifts responsibility for the expense to the people with the ability to control it

Printer Fleet Optimization
rightsizing to demand

- Provides a comprehensive picture of print and copy spend and device usage that can drive informed changes to your printer device landscape: remove some, relocate or redeploy others
- Delivers average savings for a 10,000-employee organization of $1.5 million per year
- Returns investment, typically, in less than six months

Contact us:

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or **toll-free 888-864-7768**

Blueprint Enterprise:
engineered to benefit everyone in the enterprise

Executive & Financial Leadership
- Immediate and sustainable ROI
- Detailed visibility into spending, and savings
- Immediate boost to cash flow

Operations Management
- Smaller, leaner, more productive printer fleet
- More control over a formerly decentralized corporate function
- Built-in employee engagement ensures adoption of new print policies

IT Department
- Actually do more with less effort on your part
- Get mission-critical IT projects back on track with savings from printing
- 98% Pharos customer-retention rate proof of low-risk opportunity

Supply Chain
- Hardware-independent for easy integration in your environment
- Solution from a company steeped in the values of partnership and problem-solving
- Allows you to optimize purchasing of devices across the entire printer fleet

Sustainability Champions
- An easy way to significantly decrease carbon footprint
- Save money that can be applied to other sustainability initiatives
- Very visible to employees, a tangible way for employees to see they can/do make a difference

Employees
- An easy way to contribute to the health of the planet and the company
- More convenient printing—where you need it, when you need it, only what you need

See the proof
then do what works

Pharos printing solutions are at work in more than 1500 organizations in over 25 countries. Most of our clients are Fortune 500 corporations, large universities, and libraries. We have a 98% client retention rate going all the way back to 2002. We're doing something right…and we'd like to help you benefit as well. Changing the way your enterprise prints begins with a conversation. We welcome your call to discuss how Blueprint Enterprise can make a difference for your organization. **Contact us: infosales@pharos.com or toll-free 888-864-7768.**

Pharos Systems International, Inc. is the recognized industry leader in delivering cost-effective, sustainable, and secure print management solutions to corporations, educational institutions, and libraries across the globe. Founded in 1992, the company is headquartered in Rochester, New York.

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