



POG Consulting

What We Do

Optimize and Revitalize the Print Environment including:

- Print/Output Infrastructure
- Forms related process and workflow
- Content management

How We Do It

Focus on Driving Significant Benefits including:

- Improve efficiencies for students, professors and administration/support staff
- Identify, quantify and capture significant cost reductions
- Build awareness and visibility with respect to environmental sustainment ("green" focus)
- Increase satisfaction for all end user groups.

SPOTLIGHT ON: EDUCATION

By their nature, post secondary institutions exist to incubate new and big ideas and create the intellectual leaders of the future. Regrettably, however, most institutions have not focused on the change and innovation required to truly optimize their own print environment.

In our sixteen years of experience, we have learned that post-secondary institutions have much to gain by print optimization. Why? Among other things, too many non-standardized printing devices are employed with poor utilization rates. Total print spends, if known at all, are high relative to other industries and the use of antiquated devices is damaging to the environment. Academic staff seldom wishes to share printers, faculties often run in isolation from another, and few universities have enterprise-wide print strategies. These are all problems, of course, but they nonetheless represent opportunities for huge cost savings and efficiency gains for the average postsecondary institution which, by their nature, are large corporate entities.

Indeed, many education administration executives are surprised to learn that a substantial source of operating costs and capital dollars are buried within their distributed and centralized print environment. However, because output management and content/records/document management is seldom addressed, most large educational institutions are unaware of the quantum of savings possible. As with other industries, if you do not measure the print infrastructure and/or forms environment, you effectively reduce your ability to intelligently manage it.

The benefits of considering a print optimization initiative are significant. Renowned research companies such as Gartner and IDC suggest the cost associated to the print environment is an astonishing 1 to 3% of an organization's entire annual revenues, and that if optimization processes are employed, potential savings can range from 10 to 30%. Of course, this means little to an education institution when there are a myriad of conflicting priorities, the current print spend is not known and a print strategy has not been developed. Given this situation, where do you start? Whom do you trust? How can you maximize the value out of your current and/or future infrastructure investment? The Print Operations Group (POG) may have the answers you are seeking.

Education Print Challenges and the POG Approach

The Education Print Challenge

The print and document management needs and expectations of faculty members are often at odds with administration and other units.

Individual faculties often operate print services in isolation from a central print coordinating function, therefore introducing other possible inefficiencies in the print process.

POG Consulting Approach

POG believes in a unified print optimization approach. However, for education, two modelled target states are required as it is impractical to force the same solution on both. Through our methodology, we satisfy the needs of both groups yet ensure the overall print optimization needs of the institution are met.

Faculties can vary wildly in their priority, focus and orientation. POG takes the time to understand each and their unique requirements. Our award winning and very unique Cultural Navigation change management process enables faculties to be aligned in a manner that meets their requirements and the needs of the entire institution, while improving overall productivity and reducing costs.

The Education Print Challenge

Student records, exams and course packs are both confidential and critical printed material.

Capital spending on new buildings and research infrastructure is often of higher priority than output infrastructure, therefore funding is often not available.

In our experience, universities are not keen on more studies or assessments, but rather favour validations and benchmarking. This data helps inform downstream efforts, which universities often proceed with conservatively and with much forethought.

In many institutions, the print services environment for central repro, course packs, distributed print and convenience copiers is in such disarray that “customers” – students – go elsewhere, representing a revenue drain.

There are many priorities other than output management in education, and many lack the knowledge to identify or acquire the appropriate services.

POG Consulting Approach

Confidentiality features in new print technology combined with POG’s creative floor configuration and design work have been very successful in ensuring and maintaining confidentiality for all parties concerned.

Capital constraints are real, especially in respect to print issues. However, we have developed innovative approaches to request, negotiate, deploy and manage “all-inclusive” price per page service models that eliminate or drastically reduce the need for capital funding.

We can validate, benchmark, inventory your assets, demonstrate where the inefficiencies and cost savings lie, and illustrate the industry best practices that your institution can employ. While our reputation has been built on delivering those savings through intelligent deployment and on-going print optimization management, we can patiently work with you until you are ready to proceed down the full print optimization path – where the savings truly lie.

After developing a comprehensive print optimization strategy, POG can then begin the process of deploying the strategy in a manner that captures identified savings and improves customer satisfaction. At the same time, a more efficient print services environment for students re-captures revenues that can be re-deployed for a more productive purpose.

POG’s expertise in creating RFP and SLA’s (service level agreements) specific to print in education is well renowned. We know exactly what to ask for and how to ask for it, and most important, we know the difference between a good deal and bad one for our clients.

Our Proven Results

Our ability to deliver substantial print cost savings in education is well documented. Consider the University of Ottawa, where we identified a minimum of 15% in annual print cost reductions:

“POG is driving us towards a successful transformation in our print, photocopy and reprography infrastructure. The POG team is very dedicated, open minded and accommodating, and as a result, is meeting the many needs of our large University. The fact that they are vendor independent enhances our level of trust in the analysis, recommendations and solutions proposed in their assessment. Because we are paying for this service, we are more demanding on the achievement of the results and savings proposed, much more so than we could have been with a vendor offering a basic consultation with hidden motivation. No, POG’s services are not free. But we are pleased with POG’s work and consider that we got our money’s worth”.

Pascal Wickert, University of Ottawa

Our Approach to Education Print Optimization

The Print Operations Group (POG Consulting) is the leading manufacturer-independent Print Optimization Solutions provider in North America. Since our inception, we have conducted over 154 print optimization assessments and have identified and substantiated over *\$131 million dollars* of annual savings for our clients, including many in the education sector.

POG was internationally recognized in 2006 by USA based Gartner Inc, a leading information technology analyst firm, as the only “cool” vendor in the world in our sector. POG also won the Best Services award at the 2006 and 2007 North American Print & Imaging Summit, as voted on by attending delegates.

We employ an established and proven methodology to address the questions that education executives are asking with respect to their print, forms and content environments. Our approach will **identify, capture and measure** significant print related and content management cost reductions while improving end user satisfaction and productivity.

For More Information

To learn more about The Print Operations Group, our unique print optimization offerings and our successes in education, please contact:

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