

# Xerox® Print Awareness Tool

Xerox® Managed Print Services

XEROX® PRINT AWARENESS TOOL

One of the best ways to improve business performance is to engage workers in a cause that matters. For many workers, the issue of sustainability is clearly important. Passionate employees have a strong affinity for environmental issues and want to make them part of their everyday lives.

## THE XEROX® PRINT AWARENESS TOOL

The Xerox® Print Awareness Tool provides information about employee print behaviour and quickly identifies opportunities to improve efficiency. It also helps to optimise your organisation's managed print services environment from cost and productivity perspectives.

You gain new capabilities and insights, including:

- Easy-to-use interactive desktop interface
- Print savings account showing employees how much they are saving each month
- Important standard and customisable tips for improving print efficiency
- Ability to set up a reward system to encourage print reductions
- Tools for measuring individual print usage and comparing it with organisational goals and other employees' usage
- Summary reports to track deployment, participation status, cumulative performance and leader boards to support organisational recognition programmes
- Customisable 'eco-tips' communicate your organisation's specific policies and social responsibility attributes



The Xerox® Print Awareness Tool helps employees understand the true impact of their print activity on the environment. They get information that helps them make better choices concerning what, how and why they print. And, by using the Print Awareness Tool, your organisation demonstrates and communicates to your employees a commitment to social responsibility.

### KEEP TRACK OF WHAT MATTERS.

An interactive, always available, easily accessible dashboard uses graphics to show individual print usage, so employees can take an active role in helping their organisation reach energy and print reduction targets. Employees can view information about their efforts and accrue points that represent sustainable savings.

### CHANGE BEHAVIOUR.

This isn't another print policy from management. Don't think management enforcement; think management reinforcement. So it's easy, fun and rewarding to participate.

In just a short time, you'll see the good and the bad and know exactly how to change behaviour and make a real difference to the triple bottom line—a measure of sustainability that includes social, environmental and economic performance.

### CONSERVE RESOURCES.

As your organisation strives to reduce its carbon footprint, motivate employees to do their part, too. The Xerox® Print Awareness Tool guides behaviour toward the goal of conserving resources. So employees think before they print: Is it worth printing? Can I recycle paper? Print on two sides instead of one? Smarter, more efficient printing goes a long way in conserving resources.

You'll see the benefits:

- Decreases paper and toner usage and waste
- Improves carbon dioxide emissions
- Generates less electricity
- Protects the environment

### GAIN INSIGHT.

Knowing what you use is important. High-level trends and comparison data show individual usage. Organisational reporting shows cumulative performance compared with your company's goals. Additional insights into areas of improvement and the environmental impact help you take immediate action.

### OPTIMISE SPENDING.

You can't always eliminate paper or printing, but you can decrease waste and overall costs. After a quick self-assessment about their printing habits, employees are assigned a monthly print budget. Then, when they print, they use print points. Habits change as they see the savings they can create.

### ACHIEVE GOALS.

Your organisation has already chosen transformational and innovative managed print services. And, by selecting the Xerox® Print Awareness Tool, you send a strong message about your commitment to good global citizenship.

As you assess and optimise the print environment, you make better use of office assets, control and manage natural resource use and reduce consumption of paper, toner and other consumables.

Through each user's contribution, your organisation is one step closer to decreasing overall print costs and achieving your social responsibility and sustainability goals.

The customisable 'eco-tips' help your employees stay aligned with your organisational sustainability goals and achievements.

### INNOVATION PAYS.

In 2009, before sustainability was a requirement, researchers at our Innovation Centre began studying paper-reduction technologies. With seven patents to its name, the Xerox® Print Awareness Tool actively encourages workers to be more environmentally friendly as we continue to innovate and develop more advanced waste reduction techniques.

### XEROX® PRINT AWARENESS TOOL

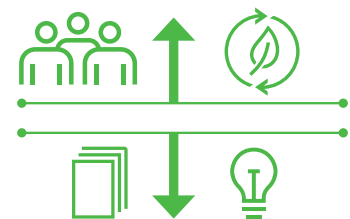
Here's how it works:



1. Install the Xerox® Print Awareness Tool. See your monthly print point budget.



2. Check your dashboard for your print history, point status and how you stack up against the company goals and eco-tips.



3. See efficiency and sustainability improvements throughout your enterprise.

To learn more about the Xerox® Print Awareness Tool, visit [www.xerox.com/mps](http://www.xerox.com/mps)