

# The State of SMB Document Management

How the smartest small and medium-sized businesses use digitization, workflow and managed print services to boost their bottom line



# It's time to get serious about document management

For far too long, document management has been seen as one of those areas that only the biggest companies need to worry about and get right. But documents are the lifeblood of any business – no matter the size.

And the costs, inefficiencies and opportunities associated with document management matter to every single business that relies on documents to get work done.

So, we conducted a comprehensive survey of more than 1,000 SMBs in the US, France, Germany and the UK to find out how the most progressive small and medium-sized businesses (SMBs) manage print and documents.

The results offer fascinating insight into what these businesses are doing to better manage their print environments, while also revealing a number of areas for even greater improvement.

The organizations we polled had revenues of up to \$100M, and up to 1,000 employees. We spoke to a range of decision-makers including Operations Managers, Owners/CEOs, IT Managers, CIOs and Finance Managers. In taking this survey, they shared opinions on a wide range of questions about their print environments.

# It's time to get serious about document management

## Some key highlights include:

Awareness of **managed print services** (MPS) is high among SMBs. 42% of respondents already had an MPS contract in place with 40% more planning to put a contract in place within the year.

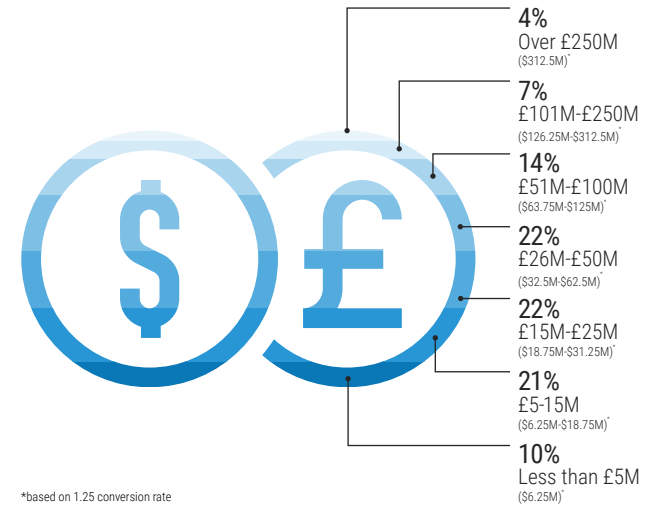
- 81% of our respondents were planning on improving their **document workflow processes**.
- The bottom line is driving print optimization: cost reduction is the primary reason for **digitization**.

In this eBook, we'll be taking a closer look at the data from this survey to show you how the most forward-thinking SMBs are tackling print challenges. But we'll also show you how to use digitization, document workflows and MPS to go even further and achieve big gains in your business. **Let's dive in.**

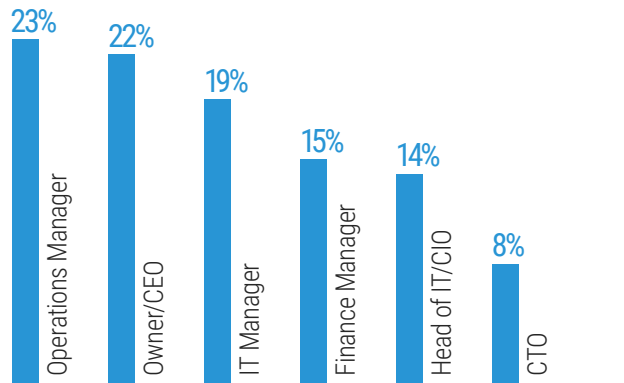
# About the survey

We interviewed leaders and professionals from a wide range of businesses to find out how they think about print, document management and managed print services.

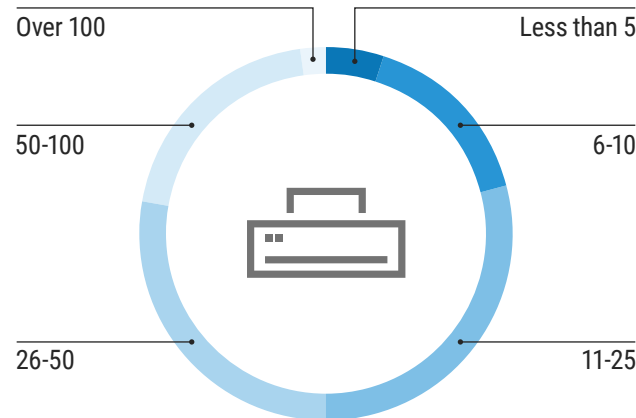
## Annual revenue



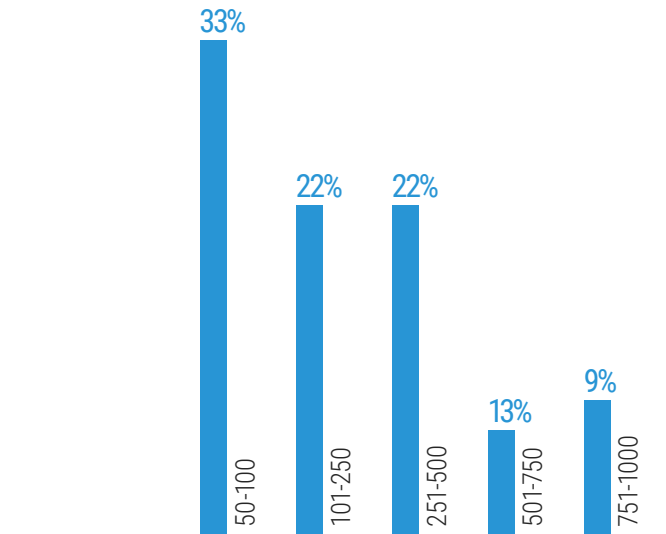
## Job title



## Number of print devices



## Number of employees



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Business priorities:  
Where document  
management fits in

# Digitization is a top priority in these departments

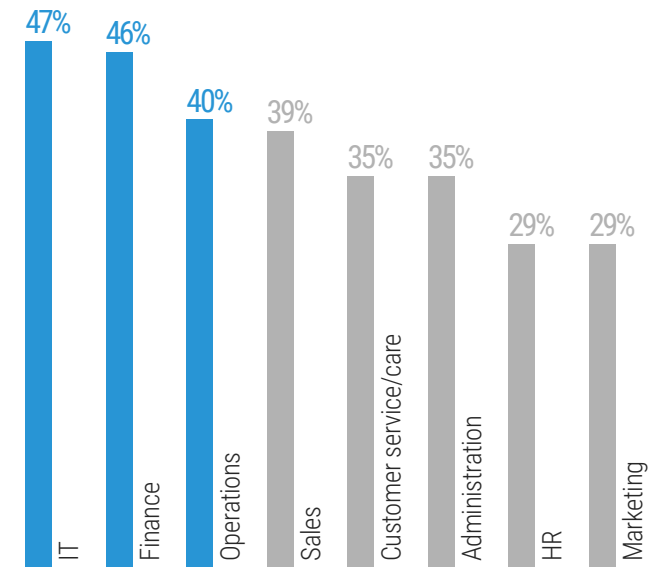
Companies have a lot of processes, so it's important for those seeking gains to appropriately prioritize the implementation of improved document workflow in certain departments.

Our respondents prioritized the implementation of better workflows in IT, Finance and Operations (in that order).

At first glance, IT may not be an obvious candidate for document workflow, as it's not traditionally associated with paper-intensive processes. But it does have cross company responsibility for managing documents in the print environment, network and cloud, and enabling secure mobile and cloud strategies, so it should be a priority.

Document-intensive departments (such as sales, operations and customer service) also have *horizontal* impacts on the wider organization and can benefit hugely from improved document workflow. Reduced touchpoints, automated processes and intelligent routing can streamline operations, increase efficiency and improve productivity.

## Departments prioritized for improved document workflow



# Digitization is a top priority in these departments

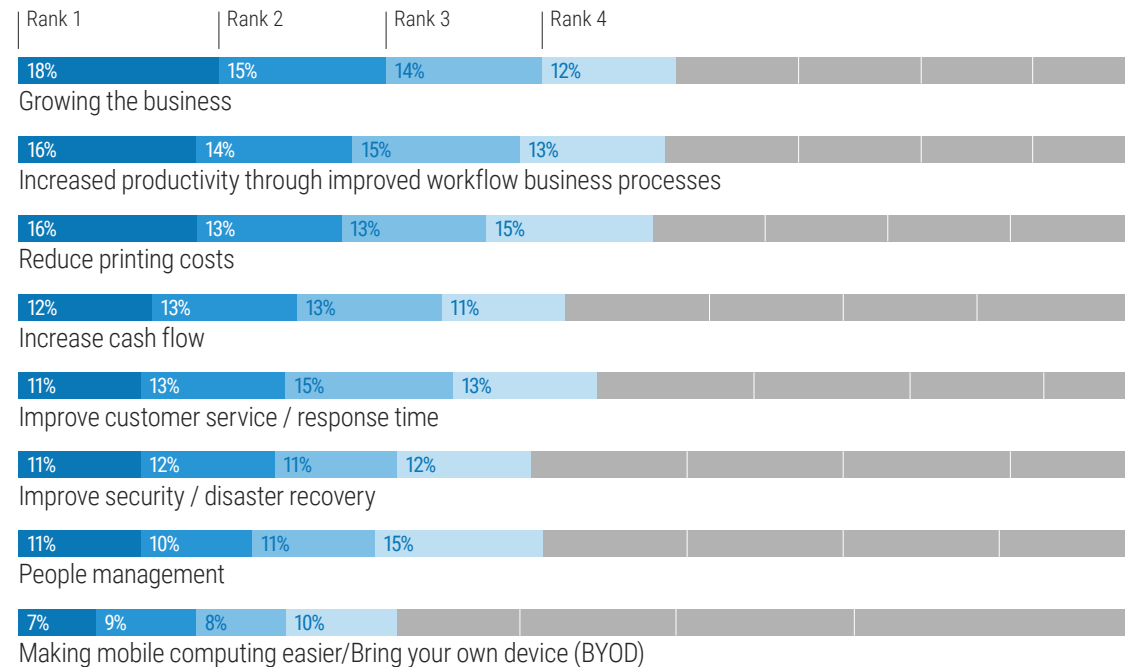
Growth and increased productivity are, unsurprisingly, the biggest priorities for the businesses we surveyed.

Reducing printing costs is high on business priority lists, with **16%** of respondents ranking it in first place.

Every business wants to reduce costs in general. But printing costs have often flown under the radar because of a lack of insight into all the ways print affects a business.

Not so for the businesses we surveyed. 97% of these businesses know precisely how much they spend on print each month, with 91% of them spending between \$500 and \$5,000.

## Business priorities ranked in order of importance



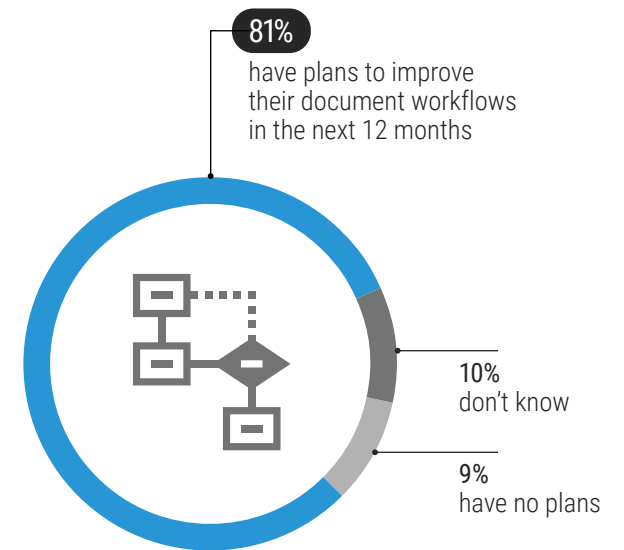


# Plans to improve document workflows

Prioritizing the reduction of print costs is a big sign that these companies have not only realized that document management can improve their processes – but that there’s a pressing need to solve the problems of inefficient workflows.

In fact, **81%** of respondents have plans to improve their document workflows in the next 12 months. This bodes well as it indicates these companies are taking a more holistic view of their document costs, realizing that documents are crucial to the way their people work – and the processes that make their companies perform more efficiently and with increased productivity levels.

Different companies will have different priorities. So it’s important you thoroughly assess the document workflows you’re trying to improve before you decide on your wider strategy.



# Plans to improve document workflows

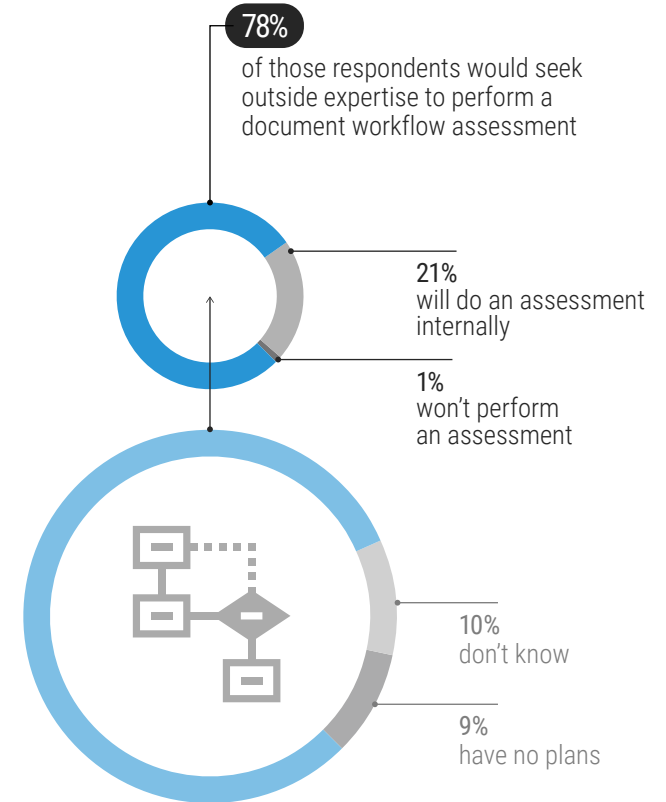
**78%** of our respondents stated that they'd enlist the help of outside expertise to conduct such an assessment, with only one percent choosing not to conduct an assessment at all.

It's important to stress that choosing the right partner is essential to successful document management initiatives.

Putting document management in the wider context of their companies' plans to grow and increase productivity, perhaps the most compelling finding from this research was just how much is expected of improved workflow.

In total, almost two thirds of our respondents said they expected meaningful improvements to their bottom line from document workflow technologies.

That's very encouraging and further validates the view that document management can and does have a massive impact on the way companies work and operate.



# The inside track: Take control of your document management and reap the benefit

Most businesses spend 10% of their revenue on document management,<sup>1</sup> but can't say for certain where that money is going. Many organizations don't know how many devices they have, who's printing to them, or what they're printing. Supplies are often sourced inefficiently and expensively, and 40-60% of IT helpdesk calls are print-related.<sup>2</sup>

The result is spiraling hard costs (toner, paper, and underutilized printers) and soft costs (productivity and IT support).

Most of the waste and inefficiency in document management can be eliminated by following some simple steps: automating workflows, moving to the cloud, troubleshooting remotely and ordering supplies proactively.

A great way to get started is to carry out a thorough print assessment. You can initiate this process by using our [Document Management Workbook](#), or get a professional assessment done by a print partner who'll help you:

- Assess your current print environment.
- Identify cost savings and efficiency improvements.
- Improve your document workflow.

For more tips on improving document management, be sure to check out our [Seven simple hacks for smarter document workflow](#).

<sup>1</sup> Xerox Small Business Solutions. [I know what you're thinking, 2015](#)

<sup>2</sup> Xerox RealBusiness Magazine, Gartner ITXpo Issue, 2012



Digitization:  
Paper-to-digital workflows

# A digital revolution

“Digitization allows companies to **save costs** and **generate revenues** and if we implement an internal process, it will **make our work easier and improve accuracy.**”

IT Manager, France

Digital transformation, or digitization, is changing the way companies work. Companies invest in digitization to reduce costs (21%), grow the business (14%) and make it easier and faster to share documents (12%).

So it’s also a huge driver for document management initiatives in companies with paper-intensive processes. In fact, our respondents indicated they had a number of paper-intensive processes currently in place in their organizations, with billing and invoices the most common among them.

## Paper-intensive resources in the organization



# Prioritizing the bottom line

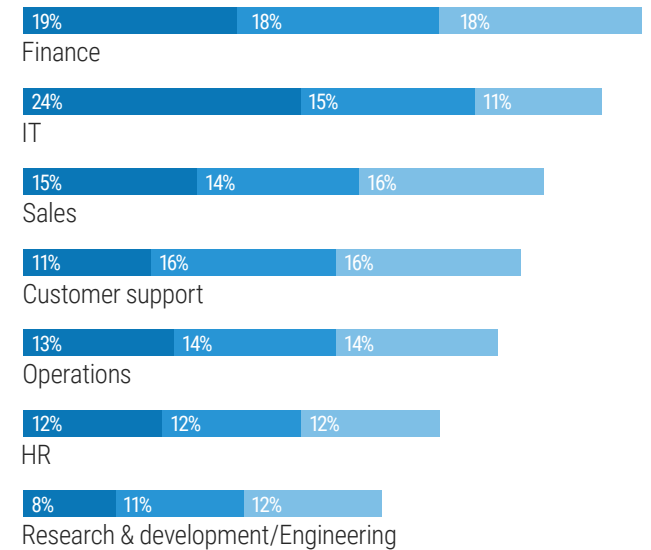
It's only logical that when asked about which departments they were prioritizing for digitization, Finance and IT once again top the list, since they support multiple departments – including Sales, which came in third.

Improving paper-to-digital workflows can have a direct impact on customer-facing processes as well as internal processes relating to revenue streams.

Interestingly, there's a slight disconnect in priorities between IT and Line of Business (LOB) respondents when it comes to prioritized departments. LOB respondents rated Sales (48%) and Operations (43%) higher than IT respondents did (42% and 37% respectively).

So it looks like there may be some work to be done internally to align those priorities and ensure that IT appreciates the importance of digitization for horizontal functions.

## Departments prioritized for digitization



# The hidden cost of delays

So what is the impact of paper-intensive processes? In practice, costs can often be hidden in plain sight – people waiting for jobs at the printer, running out of print supplies, configuring complex jobs, and repeated journeys to printers that are located far away from the workgroups they serve.

All that time adds up. Fortunately, that fact wasn't lost on those surveyed, with **46%** of respondents indicating a meaningful amount of time is wasted on these processes. In fact, only 7% stated no time was wasted at all. So there are impactful gains to be made when companies streamline this process.

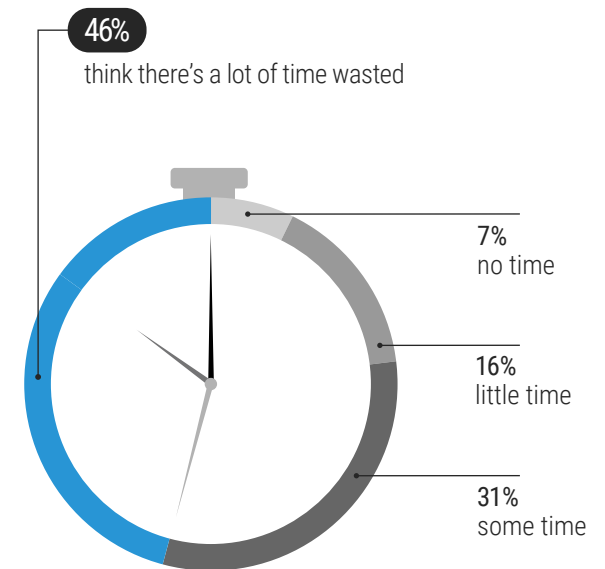
Moreover, when it comes to picking which processes need improvement, cost reduction (26%) and improved productivity (24%) are the two biggest factors considered.

## How 3 wasted minutes can turn into 3,250 wasted hours

The average American worker with a shared central printer spends three extra minutes waiting for documents to print.<sup>3</sup> That may not sound like much, but it adds up to 13 hours per person per year. If you're an SMB with 250 employees, that's a grand total of 3,250 hours (or 406 eight-hour days) wasted annually.

So what would you do if you got back all that lost, unproductive time by optimizing your print environment?

## Estimated time wasted every day on paper-intensive processes



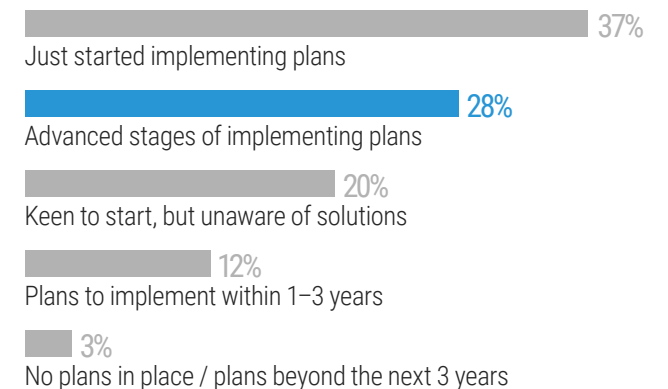
# The journey to digitization

It will come as no surprise to hear that digitization is a priority for these companies. But it might be surprising to learn how far along in their journeys even these progressive companies are.

**37%** of respondents had only just started implementing plans for digitization of their paper processes with just **28%** 'well advanced' in this regard. A further **20%** of respondents stated that they were keen on digitization but hadn't yet figured out how to go about it.

So when it comes to digitization, it's clear that better document workflows are central to making those initiatives work. The good news is that, if you haven't already started this journey, you aren't alone. But it's important to note that the gains in this area are meaningful enough that you shouldn't wait a second longer.

## Plans for digitization within the organization





# The inside track: Digitization is high on the agenda for organizations of all sizes

It's easy to think that digitization is just for large organizations with highly complex print environments and significant resources, but our survey (and follow-up interviews with respondents) shows that it's just as important for SMBs.

So how do SMBs compare with their larger counterparts? We carried out a similar survey with enterprise organizations last year (you'll find the full results in our [Digitization at Work e-book](#)). Here are some of the most significant findings:

The main drivers for digitization are cost, information security, agility, speed of service and data management.

The lead candidates for digitization are accounting (38%), expenses (37%), accounts payable (36%) and customer relationships (35%).

Fewer than 50% of respondents can point to processes that are mostly or fully digitized.

**71% of respondents have identified processes that would benefit from automation.**

Only 10% of respondents are digitized across a major process such as expense reporting.

55% are paper-based across half of their processes.

The parallels between SMBs and enterprise organizations are striking. Their priorities and drivers are similar, with neither sector significantly advanced in their digitization drive, though they realize the enormous potential.

For all organizations, it's clear that digitization is perceived as a wholly positive process, bringing big costs savings and efficiency gains.



Managed print services:  
Assessing yourself and  
the service

# Reducing costs and increasing efficiency

Central to effective document management is the deployment of managed print services or MPS. Not only does MPS greatly reduce the costs and hassles of effectively managing a print environment, it also starts with an assessment of the current efficiency of your print fleet.

That's big. And it's evidently prioritized by the respondents in our survey, with **39%** having run an assessment in the past year and an impressive **27%** currently relying on real-time monitoring and assessment.

In fact, only 7% of these businesses had either not had an assessment or had no plans to complete one. Over half the respondents with existing MPS contracts found the service met their expectations, with 37% saying it exceeded them. Clearly MPS is delivering real benefits for these organizations across the board.

One interesting area where MPS can improve is in decreasing paper consumption, with one in five people saying results are falling short of their expectations.

## Last print-fleet efficiency assessment



# Reducing costs and increasing efficiency

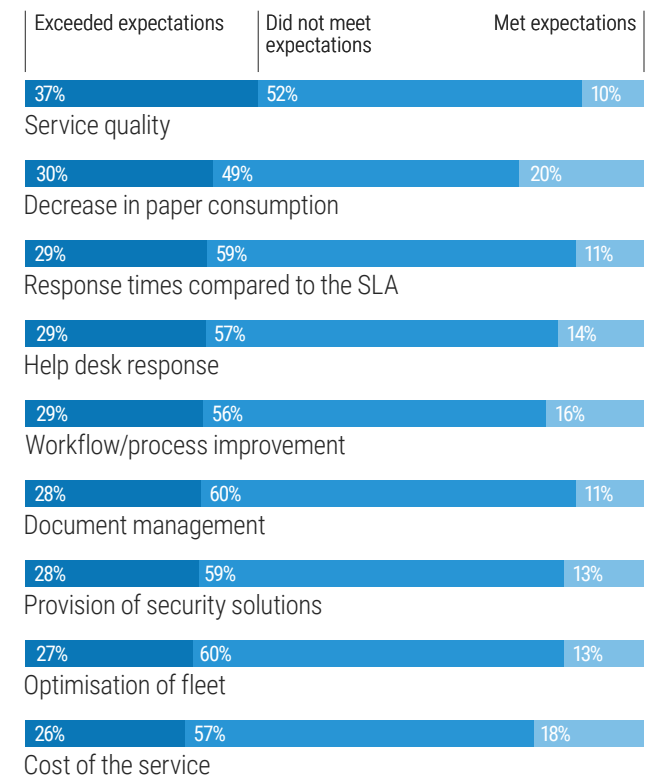
It could be that those expectations are unrealistically high – just remember what we said earlier about the myth of the paperless office.

Or it could be that they're not as far along on the digitization journey as they hoped – perhaps because they haven't yet discovered advanced MPS, which can truly accelerate digital transformation. (See [‘Inside track’ at the end of this section for more details on the next generation of MPS.](#))

“MPS “must haves” should include anything that would **make workflow faster. Time is the most important thing after all.**”

**Senior Technical Recruiter, US**

## Satisfaction with existing Managed Print Services (MPS) agreement/contract



# Reducing costs and increasing efficiency

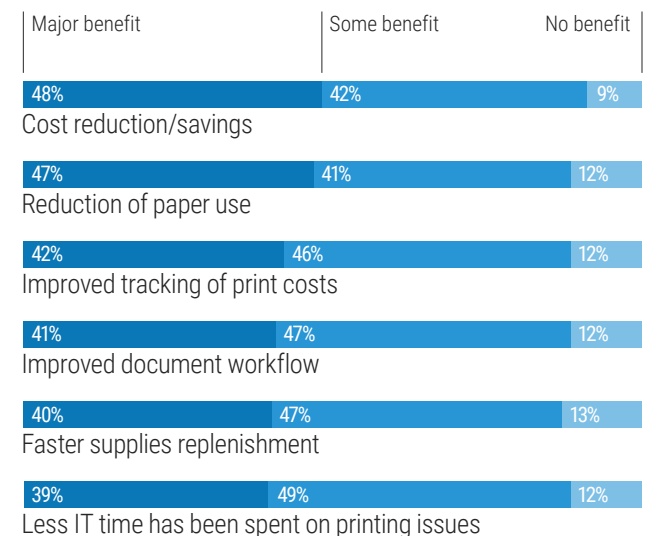
Somewhat unsurprisingly, the three biggest benefits associated with an MPS deployment had to do with cost. **48%** of respondents cited cost reduction as a major benefit, **47%** cited a reduction in use of paper as a major benefit and **42%** indicated the ‘improved tracking of print costs’ would be a major benefit.

Ranked just below these as major benefits were ‘improved document workflow’ (**41%**) and the ability to free up the IT departments’ time (**39%**).

“The design of the **workflow must be simple, so that it is easier to understand even for people who aren’t trained in it.** Good infrastructure and good connectivity is also a ‘must have’ between people who are using this workflow.”

**Print Manager, US**

## Actual/potential benefits of a Managed Print Service (MPS)



# The growing need for mobile print

Mobility is increasingly central to productivity and collaboration. In small and medium-sized businesses, this is particularly important because of the need to accommodate newer, more flexible ways of working and serving customers.

In fact, 61% of our respondents stated that their organizations' mobile devices (tablets, phones, etc.) would be integrated with their workflows and processes in the next 12 months.

The growth of this trend was reflected in terms of print as well with an impressive two-thirds of respondents stating that mobile printing is included as a part of their broader mobility strategies.

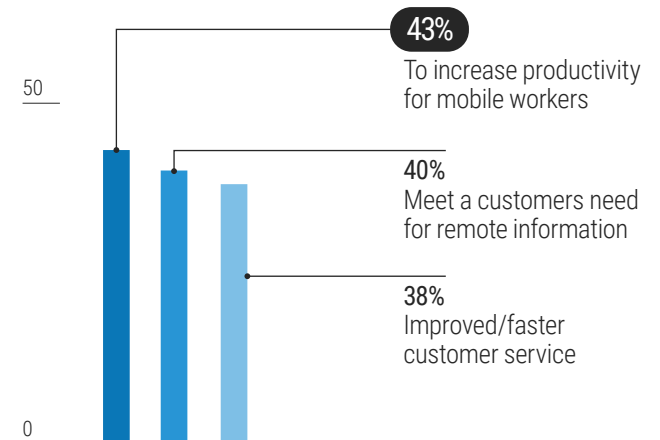
On closer inspection, it was interesting to note precisely **why** mobile print is being adopted by these companies. While the need to cater to mobile workers was the main motivation for **43%** of these respondents, customer needs for either remote information (**40%**) or service (**38%**) are the next two biggest drivers.

It's worth noting how much of this boils down to improving the way you take care of customers.

“With the introduction of mobile printing in our organization, **our work has become quicker and transparent.**”

Finance Manager, UK

## Key reasons for including mobile printing in mobility initiatives

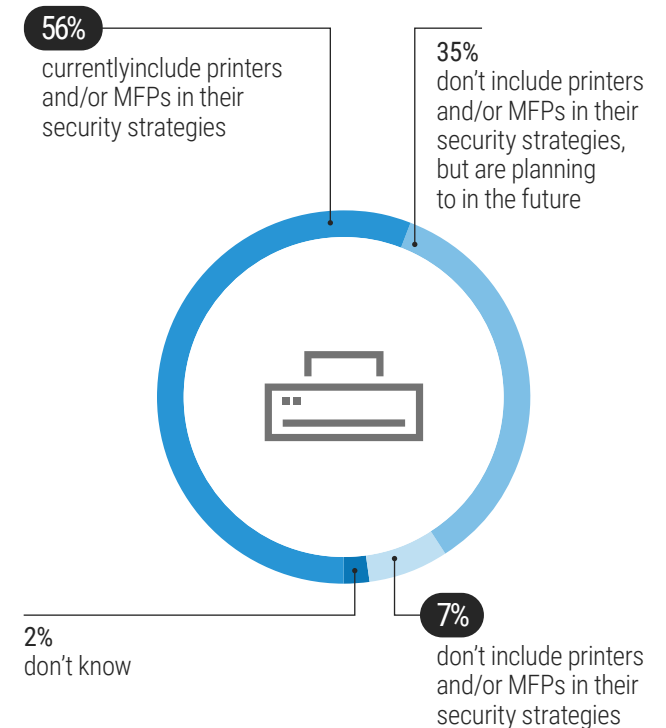


# Print & Security

Information security is naturally a major priority for businesses. But while most of the focus is on mobile devices and cloud endpoints, not nearly enough is said about the multifunction printers (MFPs) and printers that play such a vital role in the scanning, printing and storage of vital business information.

Fortunately, the companies we surveyed are leading the way in print security, with **56%** of them including their printers and MFPs in their security strategies. A further **35%** don't currently include them but are planning to in the near future. Only **7%** of those surveyed don't include them.

The proliferation of new devices and sources of information means it can be incredibly hard to maintain high levels of security. It makes a lot of sense to reach out to your partners and providers to get the expertise you need.



# The inside track: Want to be leaner, sharper, faster? It's time to move to the next generation of MPS

It's clear from our survey that organizations appreciate the value and potential of managed print services (MPS).

But dig a little deeper – as we did with our qualitative follow-up interviews with survey respondents – and you'll find that there's some confusion about exactly what MPS is. It appears that not everybody is speaking the same language, so let's define our terms.

Basic Print Services (BPS) simply involves handling the everyday processes of a print environment.

At this level, we're talking about break-fix services, supplies replenishment and perhaps support. So it's about outsourcing time-consuming and resource-intensive tasks to cut costs.

This BPS certainly delivered results, with most organizations cutting costs by 20-30%. But the returns of the cost-cutting approach are diminishing.

Next generation of MPS moves beyond this reactive approach to proactively add value and transform business:

- Using analytics, intelligent devices and proven methods that work.
- Digitizing workflows and automating paper-based tasks.
- Managing documents and data in the cloud.
- Making key data more secure.
- Freeing up resources and staff.

- Driving innovation in your print infrastructure.

Next generation of MPS goes beyond just printing to business processes, finding and eliminating pain points. It'll help you redefine strategies for mobile printing, security and compliance, moving to the cloud, sustainability, digital transformation, productivity and continuous improvement.

And it'll deliver exponential returns as it transforms your organization.

To find out how MPS can help cut costs and streamline operations, see this short video: [How Buy As You View Saved Big with Managed Print Services](#)



# Conclusion: Getting print management right

Here's what we know. Document management is recognized by businesses of all sizes as impacting their productivity levels and bottom lines.

Implemented effectively, it can lower overall costs, improve productivity and directly impact customer-facing processes. In fact, print and documents have a central role to play in massive trends like digitization, security and mobility.

We hope that in sharing the opinions and decisions of these companies you'll be both inspired to drive change in your own organization *and* be reassured that the benefits behind document workflow technology and managed print services are real.

The evidence of this survey suggests that the most important element is choosing the right partner and knowing what to expect from them.

It's also worth noting precisely how important assessments are to these kinds of horizontal initiatives. This is particularly relevant given the importance of customized solutions.

The time to act is now – if you're aiming to reduce your company's costs and improve your people's productivity, it's important you start getting all the answers you need to implement the right solution quickly.

The key: picking the right partner. [Find out how to choose an MPS partner.](#)

# Further Reading

Looking for some more insight into smart document management? Take a look at these guides:

## DOCUMENT AND ENDPOINT SECURITY MANAGEMENT

Find out what it takes to secure your documents and information.



[Get the eBook >](#)

## SPOT THE SECURITY THREATS

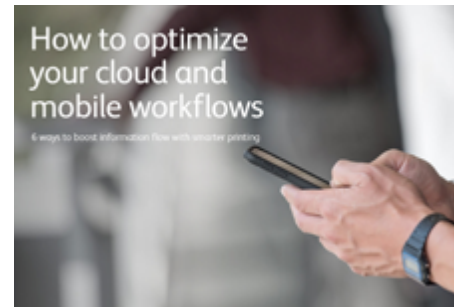
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We understand what's at the heart of work – and all of the forms it can take. We embrace the increasingly complex world of paper and digital. Office and mobile. Personal and social. Every day across the globe – in more than 160 countries – our technology, software and people successfully navigate those intersections. We automate, personalize, package, analyze and secure information to keep our customers moving at an accelerated pace.

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