How do you see the who, what, when and where of print, let alone leverage it?

With markets and economic trends changing at the speed of now, organizations are under pressure to stay responsive and adjust strategies on the fly. That kind of agility requires increased visibility — access to timely information and reliable insights to make business decisions in record time. So, where do you start?

The answer is right under your nose and at your fingertips — your print management software. Often overlooked and underutilized, print management software is a treasure trove of invaluable print data. And tapping into it, especially at the user/departmental level, can help you drive efficiency and policy adherence across your organization.

UNLOCK CRITICAL PRINT DATA AND PUT IT TO WORK

As part of MPS Advanced Analytics, User Analytics lets you drill down into the data buried deep within your print management systems, allowing you to gain a thorough understanding of print user behavior and act on the insights in real time. Seeing what, when and even who is printing can help you highlight document intensive users/ departments, reduce costs, improve sustainability, tighten security and encourage changes to user behavior as necessary.

LINE OF SIGHT WITH NO ROOM FOR BLINDSPOTS

You can't act on data you can't understand, let alone see. User Analytics can integrate data from all major third-party print

management software into a single pane-of-glass dashboard view, with clear, interactive visualizations that bring everything into focus. Now it's faster and easier to identify trends and savings opportunities, such as high volume departments, peak periods and paper-intensive workflows.

PRIVACY WORRIES? NOT ANYMORE

With User Analytics, you have the power to control the level of print user data that's shared. Default settings anonymize all Personal Identifiable Information (PII) data, and you can choose what's seen, such as user name, document name or both, before uploading to the cloud. In addition, data is protected through encryption via banking-level HTTPS security.

xerox

CUSTOMER SUCCESS STORY

How User Analytics helped a major international retailer capture significant time and cost savings by identifying paper- and labor-intensive processes.

THE CHALLENGE

- Looking for innovation from their MPS provider to optimize fleet and print usage

THE SOLUTION

- User Analytics to identify processes that would benefit from digital transformation

- Redesign of the warehouse shipping signature documentation and loyalty card onboarding processes

THE RESULTS

- 30% reduction in time to produce shipment documents

- 2x faster loyalty cardholder onboarding form process

- $730K saved on loyalty card form processing over 5 years
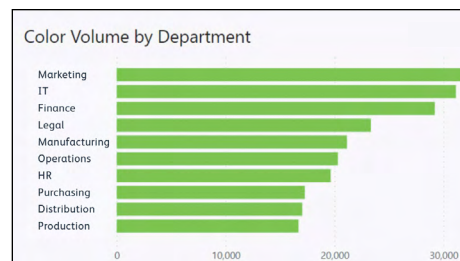
The print data opportunity.

People produce documents, not devices. And User Analytics helps you to understand the real behaviors behind document output. What challenges are your teams facing? What policies or processes are standing in the way of their productivity instead of supporting it? This knowledge is powerful, helping you navigate what's happening now and stay ready for whatever's next.

EXPERIENCE THE BENEFITS OF DATA IN ACTION

With the detailed insights gleaned from User Analytics, organizations can:

- Zero in on key information at the departmental or user level to see the who, what, when and where for print, scan and fax usage to identify irregularities

Color Volume by Department

Department	
Marketing	
IT	
Finance	
Legal	
Manufacturing	
Operations	
HR	
Purchasing	
Distribution	
Production	

(0, 10,000, 20,000, 30,000)

Visualize how each department ranks versus their peers for color usage, scan volume and more.

- Compare actual user or departmental usage to company goals and make changes as needed

- Identify workflow automation opportunities by user, account, code or departments to drive productivity, reduce costs and reduce your ecological footprint

- Measure compliance against print policies, existing security protocols or sustainability initiatives

The answer is analytics.
Stay nimble with a holistic view of your document environment. Whether it's seeing the big picture or combing through the details, we'll arm you with the information needed to maintain a more connected and intelligent workplace. Learn more at **xerox.com/UserAnalytics.**

xerox™