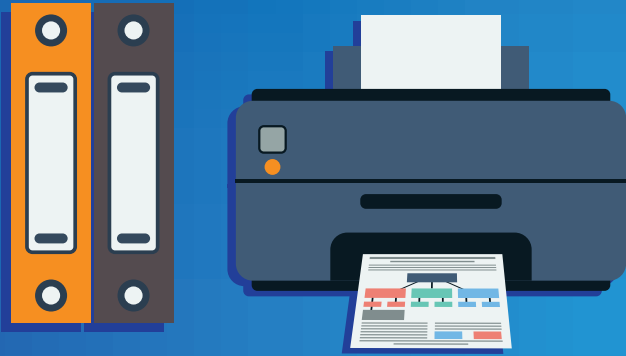
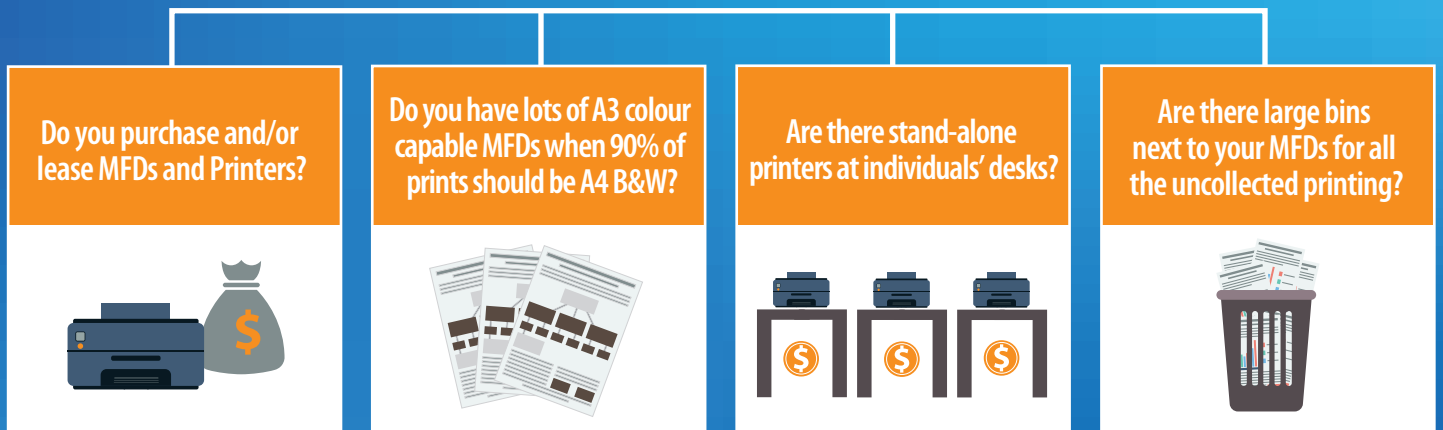


# HOW TO REDUCE THE INVESTMENT IN PRINTERS AND STILL KEEP UP WITH THE LATEST TECHNOLOGY



Suppliers of Printers, MFDs and related services maximise profit when customers over-invest in expensive equipment and print high volumes.

An emerging new model sees suppliers incentivised to help you reduce printing volumes and eliminate expensive leases or the need for any capital investment.



## 4 TOP TIPS TO UNLOCK SAVINGS



### Don't Own Equipment

Let your supplier own the equipment and optimise its utilisation



### Latest Technology

Have your supplier provide you with the latest demand management technology



### Smarter Contracts

Structure your contract around number of prints, not a fixed time period



### All Encompassing Cost per Copy

A cost per copy covering hardware, consumables and software

## BENEFITS



Capital injection when your supplier buys back your owned equipment



A supplier who helps you save money without jeopardising its own profit



Total cost of Printing reduced by up to 50%



Increased flexibility and immediate access to latest technology