

**1. Target Keyword:** technology solutions

**Page Title:** Put Effective Technology Solutions into Practice - Prohibit Personal Printers

At Marco, we see a lot of businesses come in with a nagging feeling that their technology processes are inefficient, without really knowing what exactly is wrong. One of the simplest and most cost-effective technology solutions is to prohibit the use of personal printers, which are almost always a poor allocation of resources.

### **Downsides to Personal Printers**

Personal printers might seem innocuous - after all, you're going to go through ink either way, right? In fact, there are numerous downsides to allowing employees to use personal printers:

- Ordering unnecessary office supplies
- Many small toner cartridges are less efficient than a few large ones
- You may be bogged down by large amounts of unauthorized supply orders
- Employees may persist in using out-of-date, inefficient printers even after the office's central printer is updated
- There is less accountability in terms of how the printer is being used
- Employees can lose time fiddling with malfunctioning personal printers, instead of allowing a central office printer to be quickly fixed by an outside source when necessary

All of these issues can have a significant effect on your monthly bottom line in the form of lost productivity and unnecessary product purchases.

### **Why Now?**

There are more options than ever before when it comes to centralized printing. At one time, all computers needed to be physically connected to the printer, either through the server or using a cord. For some businesses, it was easier to just set up each employee with a desktop printer than to integrate many computers with the same printer. But now:

- Even laptops and offices that rely on cloud computing can print to a central printer using wireless printing
- Technology solutions services like Marco provide faster and more efficient solutions
- High-quality printers are designed to handle multiple jobs and print, scan, and copy more quickly than ever before

### **Implementing Change**

In some cases, you might find that employees are resistant to making the switch, and they may persist in using personal printers. For that reason, we recommend making the switch on a single day, preferably a slow business day, on which all personal printers will be collected. You will then be able to:

- Cancel any repeating orders for personal printer supplies
- Sell, recycle, or donate the old printers
- Sell, recycle, or donate any extra, unneeded cartridges
- Make sure that all paper and envelopes are with the central printer
- Hold a short tutorial session on using the office printer

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**2. Target Keyword:** multifunction printers

**Page Title:** 8 Features of Multifunction Printers

Multifunction printers are a must-have in today's offices. A good printer can help you streamline many of your office processes into a single device, saving you time, money, and upkeep costs. Below, we'll explore some of the biggest things to consider as you choose a multifunction printer.

1. **Printing** - This goes without saying, but we should also go into a bit more detail about what to look for in terms of printing. In an office, multifunction printers are taxed with printing tens, hundreds, or even thousands of pages of high-quality text per day. To accomplish this, we recommend a laser, LED, or solid ink printer.
2. **Copying** - A multifunction printer should have the ability to create high-quality copies of documents. If you work with photos at all, you'll want to be sure that the printer has the ability to do color copying and scans.
3. **Scanning** - As with copying, you'll want your printer to be excellent at capturing high-quality images of scanned documents. In addition, your scanner should be able to load USB devices with scanned documents, send them to pre-selected email addresses associated with specific users, and send them directly to manually inputted email addresses.
4. **Faxes** - Although faxes are less common, modern offices still need faxing capability. Multifunction printers integrate this with other processes, and are able to continue to print and scan while sending and receiving faxes.
5. **Support** - Even the best printer is liable to need maintenance at one point or another, so you'll want to know that you have an excellent customer support service behind the product.

6. **Several different connection options** - Modern multifunction printers should allow you to print using desktops connected to a server, using a USB connection, or using a wireless connection. This is essential since the modern office often integrates the use of desktops, laptops, tablets, and even cell phones; you might also have clients come in with documents on their own devices that need to be printed.
7. **Size and speed** - Depending on how many employees you have and how much you use the printer, your needs regarding size and speed will vary.
8. **Cost** - The total cost of ownership is the final thing to consider when choosing a multifunction printer. Total cost of ownership includes not just the ticket price but the price of electricity, toner, upkeep, and so on.

As you can see, each office's needs will vary somewhat depending on the size of your office, your needs, and your standard practices. However, there are a few key features that should always be sought out in printers.

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**3. Target Keyword:** office machines

**Page Title:** How to Develop a Strategy for Placing Your Office Machines for Printing Efficiency

Using excessive paper and ink is a significant problem at many offices. In fact, we'd venture to say that no matter how much or little you use your printer, you can probably still use it more efficiently. One way to increase efficiency is to take a look at how your office machines and printing resources are placed in your office.

### **Location**

There are a couple of things that tend to cause inefficiency with printers. First, sometimes employees press "Print" several times, not realizing that the printer has received the command. Having a high-speed printer in view of most of the employees eliminates this issue, since they will see it print as it happens.

Another issue occurs when using colored or check paper - sometimes, an employee places their specialized paper in the printer and another employee prints first, wasting paper and ink since both jobs will have to be repeated. Again, a centrally located printer allows employees about to print to notice if another person has already begun a print cycle.

### **How Many Printers?**

Some choices regarding how many office machines to have are easy - for example, if you have a multi-floor office, each floor almost certainly needs its own printer. Beyond that, the decision is more delicate. Ask yourself:

- How much printing, scanning, faxing, and copying is done in the office? Are there frequent back-ups of print requests?
- Is it inconvenient for some employees to get to the printer?

If the answer to those questions is yes, the solution may simply be to improve the efficiency of your current printing operations or change the location of the printer. If that doesn't help or has already been tried, then multiple office machines may be the solution. On the other hand, it's almost never necessary for employees to have personal printers at their desks.

### **Efficiency Reminders**

If your office is transitioning to more efficient use of paper and ink, you might want to put up a reminder or two near the printer. Reminders should cause employees to think twice about things like:

- Can this correspondence be emailed instead of printed?
- Can this document be scanned instead of scanned and copied?
- Are all settings from the last copy job (especially multiple copies) erased?
- Am I using the right paper?

### **Resources**

Don't make it difficult for employees to make green choices like re-using the clean side of used paper. You should have a fully equipped printer station, with reusable paper in a neat, labeled basket.

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**4. Target Keyword:** printer toner

**Page Title:** 5 Reasons Your Printer Toner is Racking Up Your Monthly Bill

If you work in an office, chances are you find that month after month, toner makes up a large proportion of the office supply bill. There's no denying that toner is an expensive but necessary product, but the fact is that most offices

could improve how efficiently they use printer toner. Below, we'll explore some common issues and their solutions.

1. **Making inefficient purchases.** You can often save money by buying cartridges in bulk or opting for high-volume cartridges. In addition, you might want to take advantage of consumer studies on which specific brands are the most efficient.
2. **Too many machines.** You might think that you'll go through the same amount of toner regardless of whether you have one big machine or several small ones, but, in fact, personal printers tend to greatly increase the amount of toner an office uses, in part due to the fact that personal printers are less efficient, and in part because there is less accountability.
3. **Purchasing for a wide printer variety.** Yet another issue that arises with having several different printers is that it's impossible to buy in bulk or streamline purchases because you are buying toners for several different types of printers. This also becomes an issue if you over-order supplies for one printer or a printer is retired, as there will be no other use for additional cartridges.
4. **Employees hoarding supplies.** Yet another problem that you might encounter with personal printers is the issue of supply hoarders - employees ordering things "just in case," or grabbing toners from the most recent order and keeping them at their desk. Again, a centralized printer eliminates any benefit to hoarding printer toner, saving you money. You can also address this issue by increasing accountability regarding who asks for office supplies and who takes them. For example, if personal printers are a must, you could have one manager be in charge of storing and replacing toner cartridges for the entire office or department, eliminating hoarding issues.
5. **Color printing as default.** Color printing is much more expensive than printing in grayscale, so make sure that your printer automatically prints in black (grayscale), and requires an override to print in color. You might also want to make a lower-quality printing the default - for example, you can have your printer do "fast draft" for documents that will stay internal, and only select higher quality for documents that are leaving the office.

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**5. Target Keyword:** printing for less

**Page Title:** Printing for Less - Cut Your Outsourcing Costs

Many offices do some printing in the office, but hire outside companies for big projects like brochures, letter campaigns, pre-addressed envelopes, and photos. The fact is that printing outside the office is almost always more expensive than printing in the office, because the printing company you hire must pay for upkeep costs and salaries. Printing tends to take up a significant portion of many office budgets, so anything you can do in regards to printing for less is generally a good idea.

With the amount of easy-to-use design programs, the quality of today's printers, and their speed, there is usually no need to outsource your printing needs. Instead, you can use a high-quality printer to print large batches of materials you would normally outsource.

### **What Are Your Needs?**

If you're about to start printing for less by keeping projects in-house, the first thing you need to do is identify your needs. Ask yourself:

- How big are the print jobs I normally outsource?
- How often do I have big print jobs?
- What resources (paper, extra toner, etc.) will I need to make the transition?
- Does my printer have the speed to efficiently handle a big print job?
- Would upgrading to a higher volume or photo-quality printer be cost-effective in the long run?
- Does my printer have the capability of stapling, folding, and so on to cut down on potential manpower costs?
- How can I time projects so that other printing operations aren't affected?

If you frequently have big printing jobs that your current printer doesn't have the capability to efficiently handle, upgrading to a higher-quality model may be a smart decision. This is an especially good choice if your current printer is close to being on its last legs.

### **Importance of a Managed Services Program**

If you're relying on your printer for projects you used to outsource, then a managed services program is essential in order to maximize the lifespan of your printer and ensure that other printing services are uninterrupted. A managed service program will ensure that your printer stays in working condition and performs as efficiently as possible. Key features of a good program include:

- Meter readings & monitoring of printer use
- Quick on-site maintenance
- Remote live help desk
- Printer replacement if maintenance becomes impossible

- Recurring business review
- Automatic supply ordering and shipment

These features will reduce the administrative costs on your end, while extending the life of the printer and ensuring uninterrupted printer access for employees.

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**6. Target Keyword:** office technology

**Page Title:** Who is Responsible for Your Organization's Office Technology?

Organizations tend to use their money inefficiently when it comes to printing in several ways, one of which is by not having a single person in charge of the office's printing technology. This decentralization leads to a lack of accountability. If you don't have someone in charge of printing technology, you may not even realize that things like the maintenance, supply orders, and use of the printers is not as efficient as it could be. If you currently shoulder these responsibilities yourself, you could improve the business's overall efficiency by shifting the responsibility to a lower-level employee.

### **Smaller Organizations**

If your organization isn't large enough to have a designated office manager, it's best to choose someone who is mid-level in the organization and who has a strong understanding of technology in general and the office's practices in particular.

### **Larger Organizations**

In larger organizations, the management of office technology is best assigned to someone who is responsible for other aspects of the day-to-day management of the office. If you have an office manager, that person should be in charge of printing technology.

### **Implementation**

If you don't yet have a specific employee responsible for office technology, giving

the responsibility to a specific employee may involve some shifting of practices and duties. For example:

- You may need to shift some of the current tasks of the person in charge of office technology to someone else
- Alternatively, you might make time in that person's schedule by looking at ways to streamline current processes and technology management
- Additional training may be needed to familiarize the employee with the technology
- If employees are accustomed to making non-centralized decisions on supply ordering or maintenance, policy changes will be in order

Even if the change doesn't seem to affect other employees (for example, you've passed the responsibility from yourself to a mid-level manager), it's a good idea to have a brief employee meeting regarding the changes in policy. A meeting is especially important if you are taking other steps to improve the efficiency of your printing operations.

## **Accountability**

One of the best things about centralizing the management of your printing technology is that you will introduce more accountability into the processes of ordering supplies, using the machines, performing maintenance, and upgrading machines. This accountability can be further enhanced if you take the opportunity to use a printing management service, which will work to track usage and extend the lifespan of the machines.

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**7. Target Keyword:** network printer

**Page Title:** 7 Network Printer Benefits

Having a network printer has many advantages over having each computer hooked up to its own printer. Network printers are relatively simple to set up and very easy to use once configured. The benefits of a network printer make this device an essential tool in the modern office. Some of the biggest benefits include:

1. **Saving money.** This is by far the biggest and most obvious benefit. When everyone prints from the same machine, you don't have to order printers, cords, and supplies for each individual computer.



2. **Less maintenance.** You don't just save money in the short run. Over time, you will need less maintenance with a network printer since there is only one device to service, and that maintenance will be more centralized.
3. **Less training, more uniformity.** If you have individual printers, you might find yourself upgrading printers at uneven speeds as they die and need replacement over time. This can lead to the office using several different types of printers, with employees being unaware of how to use and troubleshoot other printers in the office. Everyone will be equally knowledgeable on how to use a central printer, leading to greater workplace efficiency.
4. **Access to higher capabilities.** A central network printer is almost certain to have better capabilities than personal printers in terms of printing capacity, speed, length of the product's lifetime, and the ability to perform functions like printing double-sided pages or sort the pages into sets.
5. **Remote use.** Working from home is a more and more common practice thanks to improvements in technology, and a network printer can accommodate working from home. If you connect to the printer using the Internet, you can send documents from anywhere, making this a great tool for people who need to send documents to the office from home or while on a vacation.
6. **Ability to hook up multiple printers.** For various reasons, your office may need more than one printer - for example, you might need to print out high-quality graphics occasionally, or you might need a printer that can accommodate very large papers. You can connect several printers to the same network, allowing employees to send jobs to the printer they need.
7. **Easier tracking.** It is difficult, perhaps even impossible, to track the usage of personal printers scattered across the office, and this can lead to inefficiency. It's very easy to track the use of a network printer, especially if you use a printer management service.

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**8. Target Keyword:** printer scanner copier

**Page Title:** Work Smarter Not Harder - Consolidate Your Printer, Scanner, Copier Fleet

Technology can be one of the greatest tools available for workspace efficiency, helping to speed up processes while cutting costs. On the other hand, using technology inefficiently leads to working harder to achieve less. One of the biggest ways this can be seen is in companies who still use separate machines rather than a consolidated printer scanner copier machine. Investing in a

multifunction printer is almost always a worthwhile endeavor.

### **Disadvantages of Non-Consolidated Fleets**

There are so many disadvantages to having different machines for different functions that it's hard to know where to start. Perhaps the biggest disadvantage lies in the fact that when you have several different types of machines, you can't rely on a single person or company to fix them all, and will instead need to be in touch with several different people for maintenance. You will also need to order different, often mutually incompatible, supplies for all of your machines. As a corollary to this, employees must become familiar with the operation of several different types of machines.

Inefficient use of space and employee time is also an issue. Although heavy-duty multifunction printers may be bulky, they can save space over having several different bulky machines. If your previous machines had to be placed in different areas throughout the office, your employees probably wasted time moving between several different stations.

Finally, you probably don't have a centralized way to track the use of your fleet of office machines, and instead resort to tracking the use of each machine, often using inefficient means to do so. Misuse of office machines can be a big money-waster.

### **Advantages of Consolidating**

There are so many reasons that your printer scanner, copier and fax functions should be combined into a single device, instead of having several machines with different functions. Advantages include:

- Saving space
- Employees only need to be familiar with a single machine
- A single person can service the machine for any issues that arise
- The machine may be able to perform two functions at once, such as scanning while copying, or emailing faxes received
- Software and management services can track the usage of all of the machine's functions, allowing you to identify areas of waste
- A management service will also perform routine maintenance, helping to extend the life of the machine

With so many benefits, there's simply no reason not to consolidate your fleet of office machines in this day and age.

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**9. Target Keyword:** used office equipment

**Page Title:** How Old is Too Old When It Comes to Used Office Equipment?

Replacing or upgrading your office equipment is an unavoidable part of running an office, but it sure can be expensive. One way to keep those costs to a minimum is to buy used office equipment instead. If you are careful about the buying decision, a used machine can be just as productive and last just as long as a new one, for significantly less.

### **How Long Does it Last?**

A machine designed for office use has the ability to last for years or even longer than a decade if maintained properly and refurbished when necessary. High-quality printers can print hundreds of thousands of pages over the course of a lifetime, so buying a printer that's just a few years old is usually a safe bet in terms of the lifespan of the machine.

### **Where to Buy**

Although buying used office equipment can save you hundreds of dollars, it's important to be choosy about the source. We don't recommend opening up the Classifieds or surfing Craigslist to find a used printer - you simply have no way of knowing how well it's been maintained.

Instead, choose a print provider you trust when you buy used office equipment. For example, at Marco we require our used printers to go through significant refurbishment and maintenance. Before our used printers are sold, they go through a rigorous 12-step inspection process, are thoroughly cleaned, and all parts are examined and replaced if necessary based on condition and manufacturer recommendations.

### **Key Features**

When you shop around for used office equipment, you will look at many of the same qualities you'd examine in a new printer:

- Is it multifunction?
- Will it meet your output needs?
- Does it have some "high-tech" options like wireless printing?
- Does it have convenient, time-saving settings like scanning directly to email addresses, stapling pages automatically, and so on?

When buying a used printer, you'll want to pay attention to whether it has the technological abilities that you might take advantage of in a brand-new printer; technology is always changing, and while a printer manufactured in the past few years will probably have the abilities you need, it's important to be sure.

After the purchase, we believe that managed printer services are more important than ever. You will want maintenance to be automatic and usage to be carefully monitored and examined. With care in the buying process and proper maintenance after the purchase, used office equipment can be both reliable and frugal.

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**10. Target Keyword:** quality printing

**Page Title:** Are You Getting Poor Quality Printing Results with Your Printer?

Some printing problems are obvious - if the printer stops printing or prints in the wrong color, you know that something's seriously wrong. Other times, the printer is doing its job but the quality of the printing is simply poor. Often, some simple solutions can fix the issue. Try the following to get better [quality printing](#):

1. **Align the cartridge or head.** Most printers can do this on their own using an automated system that you can access through the control panel.
2. **Adjust print speed.** If your pages appear to have bled and warped, it may be an issue with over-saturation of ink, and you can solve it by increasing the print speed. If the pages appear faded, you can increase ink saturation by decreasing the print speed.
3. **Print from high-resolution files.** If you are printing an image or a logo, printing a low-resolution file will cause poor image quality because the "dots" that make up the picture will be too far apart. Be sure to print from the highest resolution of the file available. In addition, your printer also needs to be set to print in a higher resolution for this fix to work.
4. **Clean the printer, the heads, and the cartridges.** The heads, nozzles, and other components of the printer can become dirty or clogged, leading to issues with quality, such as white lines that go across the page. Your printer may have a head-cleaning feature available through the control panel.
5. **Handle toner carefully.** Toner cartridges can be damaged easily, so be sure to store them as directed by the manufacturer and always on a level surface. They should be moved and handled as little as possible.

6. **Protect the printer from heat and humidity.** Printers may produce poor quality printing if they are exposed to too much heat, so the printer shouldn't be stored by other major devices. In addition, don't store them near windows, where humidity can be high.
7. **Check for driver and firmware upgrades.** If you aren't using the most up-to-date software, the print quality may suffer.
8. **Call in a professional.** If you can't fix the poor quality printing with these steps, a professional may be able to identify the issue. This isn't a splurge - if your printer doesn't print well, it's likely that there's an underlying issue that will affect the printer's lifespan if not addressed.

In addition to trying these fixes, be sure to perform regular printer maintenance as outlined in the manufacturer's guidelines. All of the printer's major internal parts need to be serviced or replaced periodically. Alternatively, you can invest in a printing management service that will schedule and perform the maintenance for you.

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**11. Target Keyword:** mobile printing

**Page Title:** 7 Mobile Printing How-to's

Innovations like high-quality, reliable computers, cloud computing, and remote data storage have led some business operations to go entirely paperless, but paper continues to play a key role in most business settings. At the same time, new devices are transforming the business world - and printers have kept up.

Mobile technology is yet another wave in the transformation of the consumer and business worlds brought about by computers and the Internet. Many employees now perform at least part of their work through their mobile phones or tablets, and it's common to view and receive documents and pictures on those devices. At home, on lunch breaks, on commutes, and during business meetings, a growing number of people use mobile devices for work. Printing directly from your mobile device can be as easy as printing from a desktop once you know how. With these 7 tips for mobile printing, you'll be ready to bring the practice into your office.

1. Use mobile-friendly programs whenever possible. Everything from Word documents to email will be viewed differently on mobile devices, and in order for documents to transfer well from the device to a printer, you need to be using the right programs.

2. If you have a smartphone, especially an Android or an iPhone, you should be able to download an app that will allow you to print, such as PrinterShare Mobile Print for the Android. Through these programs, you can adjust print settings on a variety of documents and use a USB cord or memory card to print.
3. If you do a lot of mobile printing, consider upgrading to a premium mobile printing app, which will have more advanced capabilities, including the ability to print wirelessly.
4. You can print using a mobile phone even on older printers as long as you have the right software on your phone; however, a newer printer built with mobile devices in mind may be easier to work with at first.
5. As you would do with traditional printing, make sure all employees are using the most efficient printing settings, such as printing in grayscale and, if appropriate, fast-draft as a default setting.
6. If many of your employees complete work on their mobile phones, or are interested in doing so, then you may want to hold a company informational session to ensure that everyone is on the same page.
7. A multifunction printer can work with your phone to do more than just mobile printing. For example, you can access scans and faxes directly from your phone.

**12. Target Keyword:** security printing

**Page Title:** Work Within Your Privacy and Confidentiality Policies with Security Printing

By necessity, printers store information about the documents you print on their hard drives. In addition, documents are often sent across network or wireless connections, in which case these documents are only as secure as your network. Below, we'll explore the basics of security printing.

### **Do You Need It?**

Security is a huge issue in many fields, such as medicine and law. Ethical and legal standards require that medical practitioners and law professionals keep all records completely confidential, so it's essential for organizations in these fields to take every possible step to ensure the privacy of their clients. In addition, even if you are not in those fields you may be concerned about confidential business information being accessed.

### **Know Your Printer**

Each printer company has its own security policies. Some companies, like Sharp, offer add-on security packages, while others, like Konica Minolta, have security measures already built in to the current software. Look into your printer's security printing tools.

### **Hard Drive Vulnerability**

During the normal life of your printer, you will not generally have an issue with security as long as you keep your drivers and firmware updated and follow the manufacturer's instructions for a secure network. But after you sell or recycle your printer, the hard drive will be vulnerable to being accessed by unauthorized persons. We recommend that you either secure the hard drive, encrypt it, destroy it, or have it wiped at the time the printer is disposed of.

### **Wireless Printers**

Like all wireless networks, you need to set up proper security standards for your wireless printer. Wireless printing networks should be accessible only through passwords or only through authorized computers.

### **Key Steps**

With those issues in mind, we recommend that you do the following for security printing:

- Password-protect the printer itself
- Password-protect the network, and encrypt the admin access
- Encrypt the network connections
- Keep drivers and firmware up-to-date
- Ensure the hard drive security as described above when disposing of printers