

Using Reports Effectively



For many dealers in the imaging industry, print data is an untapped resource that can provide valuable insight into their operations. Using device data to make smarter business decisions can help set dealers apart from their competitors, but only if they have the technology to collect and analyze that data.

Remote monitoring tools like PrintFleet Optimizer (PFO) can help businesses collect and analyze critical print data. Our data collection agent (DCA) collects device data from the customer location and securely transmits it to PFO, the user interface that underpins our Vision, Enterprise and Corporate solutions. PFO comes equipped with a powerful reporting tool that provides users with valuable insights into their print fleets and helps them identify areas for improvement and target new opportunities for device management.

There are over 30 preconfigured standard reports available that cover everything from supply levels to stale and problem devices, so I asked our Customer Experience team which reports they recommend most to PrintFleet users and put together a list of the top three most valuable standard reports.

Toner Swap Reports

There are two versions of the popular Toner Swap report: the Toner Swap Summary and the Toner Swap History. As the name suggests, the Summary provides an overview of the last replacement for each cartridge of a device, including the group the device appears in, device information such as serial number and IP address, and the change date and time with run days, total pages, run start level, old level, new level and current level.

The History is an enhancement available in PrintFleet Optimizer 3.7.0 and higher. It allows you to see all cartridge replacements of devices within a group over a specific period of time, providing the same information you would find in the Summary report but with the added ability to input a custom date range. For example, you could look at cartridge replacements for your customer since you signed them, over the last year, over the last six months or any timeframe you'd like.

What can you do with that information? Both Toner Swap reports show you how often cartridges are being replaced with remaining toner. Photizo Group has found that, on average, toner cartridges are returned with 15 percent toner remaining. Consider how much toner you ship on an annual basis – how much in shipping are you paying to send cartridges that aren't being fully utilized? Understanding how your customers are using supplies can help you educate them on the issue, improve inventory management, streamline distribution and ultimately save money.

Page Coverage Report

The Page Coverage report lists current coverage values for Black, Cyan, Magenta and Yellow toner, helping you better understand the percentage of toner being printed on a page. Page coverage can then be used to determine toner requirements and service costs in addition to accurately calculating your cost per page (CPP) rates.

Top 10 Problem Devices Report

The Top 10 Problem Devices report provides users with a list of their top problem devices based on errors and warnings. The report can be used to identify devices that may need replacement parts or servicing as well as devices with an unusually high incident of errors and warnings. With this data you could optimize service routes to ensure issues with problem devices are quickly resolved and even identify devices that should be consolidated or replaced. Managed print services is all about increasing the efficiency and profitability of devices which users cannot do if their devices are not functioning properly. Using this report to closely monitor problem devices will help reduce downtime and increase efficiencies.

We recognize that no two businesses are identical, so if these reports don't provide the information you need, here are some general tips and best practices for reports:

- **Establish a report schedule:** Reports are only as valuable as the insights they provide; if you're not running reports regularly and analyzing the data, there's a good chance they won't provide the usable information you need. How often you run reports will depend on your business needs, but you should establish a reporting schedule and identify how often you'll run them (e.g. weekly, monthly, quarterly, etc.). You can then use this data to improve your operations and identify sales opportunities.
- **Set KPIs to measure your success:** How do you know you are doing well? How do you identify areas for improvement based on your reports? Key performance indicators (KPIs) will help you measure your progress against your goals to better understand how your business is performing and set priorities. If you're new to managed print services and you don't have historical data to rely on, you can use industry benchmarks to measure your MPS success. It's important to keep in mind that these metrics can always be adjusted. If after six months you realize your goals are not realistic, you can update them as necessary.
- **Make reports part of your quarterly business reviews (QBRs):** If you have regular QBRs with your customers to discuss their business and how you can support them, consider reviewing reports at this time. You can educate your customers on issues like cartridge swaps while also identifying new ways to reduce their print costs and increase efficiency.

In addition to standard reports, PFO includes a report builder that allows you choose from over 100 unique fields to create custom reports. Want to learn more about the report builder? Follow the link to watch the how-to video on building a custom report!

[Watch How-To Video](#)