

*A Simple Option for Everyday Printing*

# 5 REASONS COMPANIES ARE EMBRACING PRINT-AS-A-SERVICE



Remember when everyone worked in the same office? And used the same printers? For many businesses, the hybrid work environment is here to stay, and along with it new ways of printing and managing documents.

Printing has changed. Fewer people in the office means less demand. More people working from home means a whole new set of printing considerations. Add in the ongoing move towards digital document workflows and, well, those high-capacity copiers may no longer be worth their large monthly expense.

And yet, businesses still run on paper. In fact, research firm IDC projects that by 2025 there will be around 2.3 trillion pages printed globally<sup>1</sup>. While that number is indeed trending down, it still translates to 4.4 million pages being printed every minute worldwide.

So yes, printing is still part of business. However, the way companies are managing their printing is changing – from the traditional ownership model and its many responsibilities, to a subscription model, in which just about everything is included. Here are five reasons organizations of all sizes are choosing print-as-a-service.

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## **PREDICTABLE COSTS**

The core idea of subscription printing is that you pay a simple flat rate fee, month after month. Once you choose your devices and page volume range, the monthly cost is set. Toner replacement and maintenance are both included and there are no hidden costs or extra charges. You supply the paper. That's it.

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## **LOW UPFRONT COSTS**

With print-as-a-service, you don't buy the hardware. The upfront cost – a set-up fee – is considerably less than a traditional purchase. This is especially attractive if your company is overdue for a multi-device upgrade. You can take advantage of the low out-of-pocket costs to provide new, company-approved hardware for remote workers, an option that would otherwise be cost-prohibitive.



### **FLEXIBILITY IS BUILT-IN**

Why should you pay for hardware and supplies you don't end up needing? Why make big ticket purchases or sign on for long-term commitments? Print-as-a-service is designed to shift with today's evolving work environments. For example, if your company expands, it's easy to add more devices to the flat rate plan. If you're streamlining operations and need to lower expenses, no problem: you can reduce the number of devices on a month-to-month basis.



### **SUPPLIES ARE DELIVERED MONTHLY**

You'll no longer have to worry about replenishing supplies. Print-as-a-service programs include regular deliveries of toner tied to your volume plan and usage, eliminating the panic of running out of toner at the wrong time, and the need to pay rush delivery fees. Supplies can be delivered across multiple locations, at no additional cost. It's all part of the flat monthly rate.



### **PEACE OF MIND**

Operating a successful business is complex and time-consuming. Business owners don't want to spend a lot of time thinking about their printers; they just want them to work. Print-as-a-service virtually eliminates the burden of managing a printer fleet. Another hallmark of print-as-a-service is the comprehensive service and support. Whether the issue is training, printer maintenance, or implementing customized document workflows, help is just a phone call – or a click – away. Trouble with a device? If it can't be repaired quickly, it is simply replaced, at no additional charge.

## **PRINT-AS-A-SERVICE SIMPLIFIES EVERYTHING**

Predictable invoicing, no commitment, flexibility to change plans, hardware, toner, and service – all for a simple, flat monthly fee. If you'd like to explore print-as-a-service for your business, the Brother Value Subscription Program ([brother-usa.com/vsp](https://brother-usa.com/vsp)) provides a wide range of available printer models at a monthly cost that is ideal for your budget.

