Xerox® User Analytics Service

Capture and visualise data to produce better results.

Multifunction devices (MFDs) and printers may produce business documents, but it's the users of those devices who drive processes. That's why a holistic view of a document environment also includes users. Without understanding what documents and devices your employees are using, you miss opportunities to reduce costs, improve security and modify behaviour. Xerox® User Analytics Services can capture that information and present it as clear, useful visualisations.

MEASURE THE VALUE OF YOUR XEROX® MPS SOLUTION.

As Managed Print Services (MPS) environments mature, calculating the return on your investment gets more complicated, and analytics become critical. Through analytics, organisations can capture and analyse data from various Print Management Solutions to make key decisions in the MPS environment. And as employees continue to drive the usage of smartphones and tablets, user analytics can inform you on how to respond to an increasingly digital workforce in your organisation.

Understanding how users drive document output is the starting point for optimising and automating the processes behind volumes. You will uncover specific opportunities to capture savings, improve fleet efficiency and sustainability, tighten information security, increase productivity and drive digital transformation.

With the knowledge gained from Xerox® User Analytics Services, organisations can:

- Identify printing peaks, so service teams can adjust device resources accordingly.
- See which users print a lot and who's using colour or duplex.
- Improve security by identifying who prints outside of work hours.
- Enforce established print, security and sustainability policies.
- Achieve better control over printing today and plan for future needs.
- Utilise visual, intuitive dashboards to capture a true picture of user behaviour.
- Identify process points that are candidates for digital transformation or workflow optimisation.
- Provide in-depth analysis of document costs and automated internal cost recharging.

Visibility and Insight with Advanced Reporting

DATA IN LINE WITH BUSINESS GOALS

The information gained through user analytics can guide you to other services and solutions to help achieve a variety of goals, including sustainability, security and productivity.

Sustainability: Learn how and when users print to target print reductions and contribute to your organisation's sustainability goals.

Information security: Every organisation has information that must be protected. User analytics let you see who is accessing and printing certain types of documents and intellectual property, and when they are printing them. You can then decide what additional safeguards may be needed to protect information.
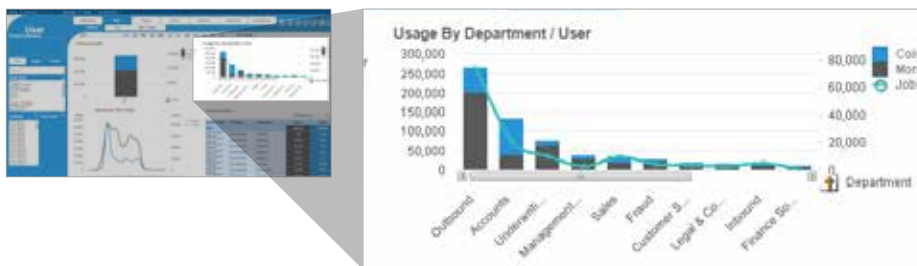
Process and employee productivity: Productivity is all about getting more done in less time. User analytics help identify paper-intensive processes that could be digitalised for improved productivity. Armed with that knowledge, you can optimise workflow and leverage digital productivity tools.

USER DATA HANDLED WITH SECURITY AND PRIVACY

User analytics protect sensitive document and user details, as data is transferred to a secured, cloud-based server. Users, department names and document types can be suppressed, and privacy levels can be adjusted.

What you can track and measure:

- Gain insights into users' document and device-related behaviour.
- Get device-specific information by person, department and function.
- Identify paper-intensive output areas and users.
- Understand cost drivers and inefficiencies.
- Provide governance for your Managed Print Services (MPS) programme, print policies and compliance.