The power of analytics.

Uncovering insights beyond devices and print.

made to think.

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The digital workplace is not a destination. It's an ongoing journey.

The internet of things is exploding. The number of devices connected to the internet (machines, sensors, cameras, etc.) will only continue to grow, along with the data the digital workplace brings.

Analytics can turn data across devices, users, documents and processes into relevant workplace insights that give you a deep understanding of what's really happening in your business every day and how to make your employees more productive and your workplace more efficient and secure.

In short, analytics can help you simplify and automate your workflows and reshape your processes so they're truly aligned with your business priorities.

This guide examines the four levels of the analytics that are the backbone of Xerox® Intelligent Workplace Services.

It reveals the insights available at each one and how they lead the digital transformation that will improve the way your company works today and ensure it's ready for tomorrow.

Are you leveraging the vast amount of data that lies within your devices, users, documents and processes? Do you know if your business is as productive, efficient and secure as it can be?

28.7%

The compound annual growth rate of IoT device data from 2018–2025.

Source: Worldwide Global DataSphere IoT Device and Data Forecast, 2019-2023 (IDC #US45066919)

Four key layers every business needs insight into.

Device
Optimize and secure your print environment

Your Organization

User
Understand user behaviors

Process
Identify inefficiencies

Document
Identify the reasons behind printing

Each layer offers a different type of analysis and builds upon the other to offer progressively more sophisticated insights that you can act upon to improve performance and productivity across your business as a whole.

Analytics provide workplace intelligence about:

- Printer utilization and feature optimization to **reduce costs**
- Real-time and trending printer and service information such as **service levels** and volumes
- Labor-intensive process identification that can be simplified with **digital workflows** to improve employee productivity
- Insight into **sustainability impacts** such as power consumption and trees consumed
- **Security risks** such as compliance with printer security policies, and unauthorized content that is scanned, copied or printed
- **User behaviors** such as what, where, when and why they are accessing documents

Device Analytics

Do your printers have a better line of sight into costs than you do?

Device analytics helps you understand the total cost of ownership of your print services, as well as their environmental impact — it's all about having the right device in the right place at the right time to support an efficient, sustainable workplace. You may have done a device assessment in the past, but if your organization or infrastructure has undergone changes since then, it's time to take another look. For example, you may discover you're generating far larger print volumes than you think. That's a big cost to be unaware of.

WHAT OTHER ACTIONABLE INSIGHTS CAN IT REVEAL?

Device analytics helps you make an informed decision about the devices you really need across your business, where you need them and whether you should allocate your high print volumes to multifunction printers or a centralized print room.
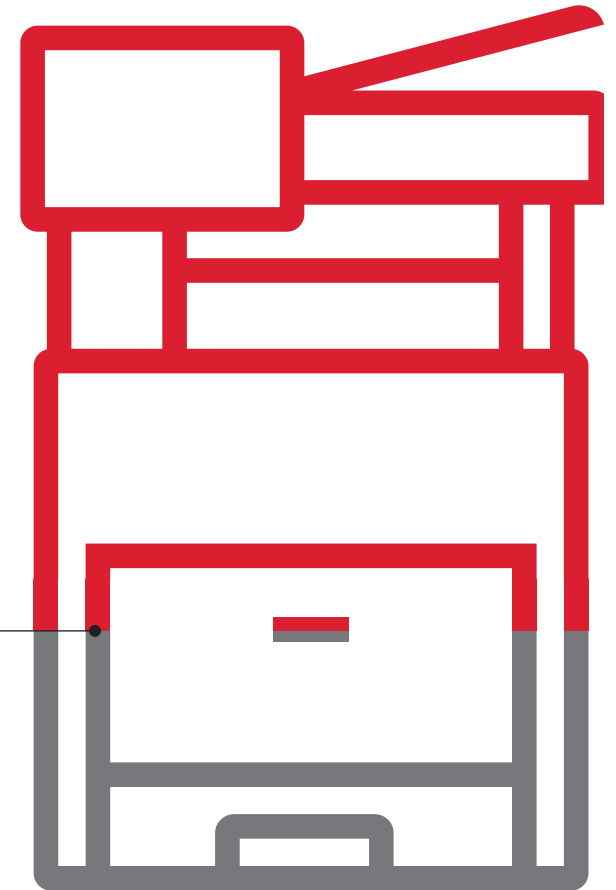
You can also optimize the way you use your devices, ensuring none are over- or under-utilized. You may find you can drastically cut the number of devices you use and still print all that you need.

Most companies are missing out on

10–30%

in potential savings.

Source: Gartner Group

Device Analytics

But how do you know where to start?

Unless you know where you are today, you can't successfully plan your journey to where you want to be tomorrow. This phase is crucial to optimize planning.

Actions to take to establish your benchmark include:

Step One: Determine your printer fleet by mapping and analyzing all devices and software tools, and collecting make, model, page count and serial number data.

Step Two: Establish a cost baseline such as current cost per page or total cost of ownership.

Step Three: Evaluate the environmental impact of devices and printed paper volumes.

Using this base, it's possible to use predictive analytics to model "what if" scenarios and evaluate different options for improvement.

> **Do you have line of sight into your fleet and your total cost of ownership? Are there devices with low utilization that are candidates for optimization?**

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Device Analytics

You know where you are. Now what?

ASSESS, DESIGN, MONITOR AND REVIEW

Just as the digital workplace is an ongoing journey, analytics is a continuous process that enables you to ask and answer the right questions and make better decisions. Xerox® Intelligent Workplace Services helps you create a comprehensive print policy that assesses maturity in six dimensions: insight, security, mobility, sustainability, cost and productivity — starting with device analytics.

This helps us identify non-essential printing, build out the appropriate print policy — agreed upon with you to optimize your print infrastructure and help you meet your goals — and inspect for compliance.

Real-time monitoring and trend review enables us to make immediate changes and provide actionable insights to help ensure we're meeting your KPIs now and over time. Because device analytics aren't just a pre-contract, one-off process — they help us deliver continuous improvement over the life of the contract as your trusted advisor and partner.

Define your goals.

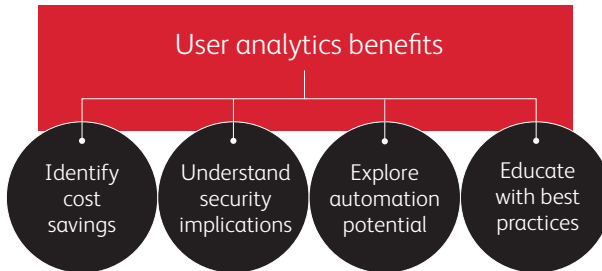| Reduce print volumes by	Cut storage space by	Shrink device fleet by
30%	20%	20%

User Analytics

Devices don't print. Users do.

User analytics benefits

- Identify cost savings
- Understand security implications
- Explore automation potential
- Educate with best practices

Discover who, what and when. User analytics can ultimately help you save costs, improve security and modify behavior.

Behavior: Who accesses and prints what content? Where do they print it? And when?

Volume: How much are individuals and teams printing?

Content: Which documents are people printing? Are they printing documents that don't align with an established print policy?

Waste: Did you know that 30% of paper is never picked up from the printer and that user analytics deliver insight and behavioral modification via gamification? With that in mind, are people using paper and toner wisely? Could they use less paper or make better choices about what and how they print? Are they printing in high-resolution color when black-and-white would work just as well?

Trends: How do all these factors change over time? Are there peaks or valleys in a given day, week, month or year?

**WITH USER INSIGHTS,
YOU CAN DRIVE BEHAVIOR CHANGE.**

- **See** where you can achieve cost savings.

- **Analyze** usage at a device, user and departmental level to gain deeper insight into user behavior.

- **Discover** new ways to share or allocate costs, such as chargebacks at the department or individual level.

- **Identify** non-essential printing and inspect for compliance to print policies.

- **Explore** the potential of automating paper workflows to digital ones.

- **Understand** security implications and make sure your security policies are set and followed.

- **Educate** people, teams and business functions about best practices.

- **Monitor** printing to make sure your savings, safeguards, processes and training have taken root.

Do you know if users are printing after hours? What departments are the most document intensive with manual steps? Are you able to accurately charge print to the appropriate budget centers?

Document Analytics

Your documents have much to say. Are you listening?

Document analytics illustrates the role that printed documents and their associated processes play in your organization.

LEARN WHERE BOTTLENECKS AND DELAYS ARE.

Every workplace process has room for improvement. For example, did you know that 45 % of print has a lifespan of less than one day?* Document analytics gives you hard data on processes that you suspect are inefficient but need proof. It also provides evidence on the benefits of improving them. Similarly, document analytics help you to gain a clear understanding of the document lifecycle and identify quick win opportunities for digitization. With that insight, you can look at ways to digitally transform or automate your workflows, which can be cheaper, more sustainable, more efficient and more secure than paper-based workflows — and much easier to transition to than you may think.

Do you have a print policy in place, and are employees aware of it? Is an audit trail in place to prove who sent what and when? Document analytics provide an audit trail in addition to ensuring print policy compliance.

Where does your printing end up?   Filed >> Shredded >> Recycled

*Source: The Facts: Office Workers and Their Waste Generation Blog - Shelley Beel - June 11, 2019.
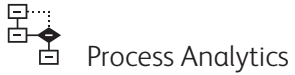
Process Analytics

Going granular to reveal a bigger picture.

Process analytics breaks down the steps that make up your business processes, giving you a clearer view overall. From there, it's possible to identify steps that don't add value (to you or your customers) and are therefore expensive in terms of cost, resources, time, customer satisfaction and potential security risks to the organization.

By speaking with process experts or owners, you'll gain the insights and granular data you need to help identify opportunities for improvement.

Analytics helps you pinpoint inefficiencies in your processes so you can simplify and optimize them to meet your business priorities.

How process analytics helps your business:

• Improved productivity

• Improved compliance

• Improved sustainability

• Cost savings

• Risk reduction

• Streamlined processes

• Reduce non-essential print

• Less chaos, more control

Based on the insights you gain, you can explore the opportunities for turning manual processes into automated ones, turning reactive actions into proactive ones, and making processes that were once expensive and error-prone, more economical and certain.

Are documents being scanned to the wrong people, causing frustration and delay? Do you know where inefficiencies, bottlenecks and security risks lie?

Analytics in Action

Ensuring a secure digital transformation.

CHALLENGE:

A growing financial services company needed to transition to more collaborative and digital ways of working. They also needed to enable access to client documentation from multiple sites while maintaining security of financial and personal information to ensure EU General Data Protection (GDPR) compliance.

SOLUTION:

Our device and process analytics helped them clarify their digital ambitions and better understand information flows and user access requirements with a secure solution that could grow with them.

RESULTS:

They were able to reduce information and security risk, increase end user productivity and **realize cost, time and storage space savings of 25–35%**.

Analytics in Action

Streamlining process, increasing loyalty.

CHALLENGE:

An international retail chain with 400 locations in 88 cities needed to optimize their fleet and print usage, and enable users across five sites to access client documentation swiftly and easily, while streamlining their loyalty card processes.

SOLUTION:

Our device, user and process analytics identified the processes that would benefit from digital transformation. Implementation of pull printing, print policy enforcement and a print awareness tool enabled them to reduce time to produce shipment documents by 30%.

RESULTS:

With a redesigned forms process for loyalty card member onboarding, it's now **2X faster, which will save $730,000 over 5 years.**

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Analytics in Action

Finding a better, more secure way.

CHALLENGE:

A regional French government needed to find a better way to secure and distribute captured meeting notes to Commission members. Their existing manual process was wasteful, time-consuming, unsecure, error-prone and cost $25,000 over five years — with a potential printer breach costing as high as $2.1 million.

SOLUTION:

Our process analytics helped map a step-by-step process to identify inefficiencies and flag security and compliance risks, and developed a custom digital process to better secure and distribute captured meeting notes to Commission members.

RESULTS:

They're now able to vastly reduce exposure to security risks, **turn a 23-minute task into a 1-minute one and reduce costs by 90%.**

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Designing an Intelligent Workplace

You're ready to see what's really going on. So now what?

Xerox® Intelligent Workplace Services will meet you where you are in your journey to give you a deep understanding of what's really happening in your business — and help you improve it. These questions will help establish where you are in the journey:

- Is your print infrastructure optimized for your current or future planned real estate changes?

- Do you know if your employees are in compliance of your print policy?

- Can you flag unauthorized content being printed or users printing outside working hours?

- Do you know the impact of your print infrastructure on the environment?

- Can you track your overall power and carbon consumption, including paper and trees?

- Are your devices compliant with security policies?

- Do you know where your most valuable documents are?

- Can you identify essential printing — and the non-essential, which should be avoided?

- Do you know the true cost of your key document processes?

- Can you identify the inefficiencies associated with your document processes?

- Do you understand the security risks associated with your document processes?

By analyzing every aspect of your print environment, we can advise you of deeper-level insights you can use to drive business improvements and grow your bottom line.

UNLEASH THE POWER OF ANALYTICS

The business intelligence we unlock is the foundation of Xerox® Intelligent Workplace Services and can be the backbone of a digital transformation strategy. That's the power of Xerox® Intelligent Workplace Services analytics.

Leverage the insights available in the connected workplace to make your business more efficient and sustainable, your employees more productive and your data more secure.

Contact your Xerox Representative to get started.

About Xerox

In an era of intelligent work, we're not just thinking about the future, we're making it. Xerox Corporation is a technology leader focused on the intersection of digital and physical. We use automation and next-generation personalization to redefine productivity, drive growth and make the world more secure. Every day, our innovative technologies and intelligent work solutions — Powered by Xerox® — help people communicate and work better.

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