

# Xerox® User Analytics Service

XEROX® USER ANALYTICS SERVICE

Capture and visualize data to drive 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 behavior. Xerox® User Analytics Services can capture that information and present it in clear, useful visualizations.



## 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, organizations can capture and analyze 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 organization.

Understanding how users drive document output is the starting point for optimizing 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, organizations can:

- Identify printing peaks, so service teams can adjust device resources accordingly.
- See which users print a lot and who's using color 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.
- Utilize visual, intuitive dashboards to capture the true picture of user behavior.
- Identify process points that are candidates for digital transformation or workflow optimization.
- 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 organization's sustainability goals.

**Information Security:** Every organization 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 it. You can then decide what additional safeguards may be needed to protect information.

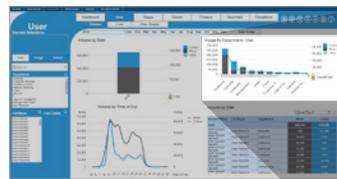
**Process and Employee Productivity:** Productivity is all about getting more done in less time. User analytics help identify paper-intensive processes that could be digitalized for improved productivity. Armed with that knowledge, you can optimize workflow and leverage digital productivity tools.

## USER DATA HANDLED WITH SECURITY AND PRIVACY

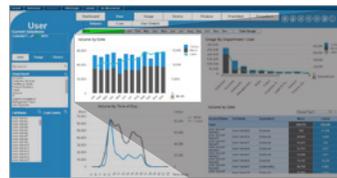
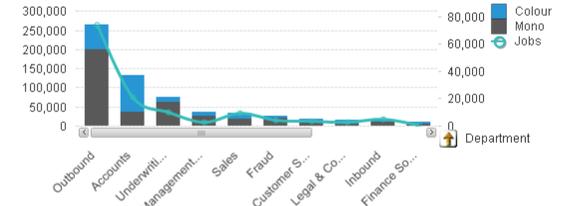
User analytics protect sensitive document and user details, as data is transferred to a secured, cloud-based server. Users, department names and document types can be suppressed, and privacy levels can be adjusted.

### What You Can Track and Measure:

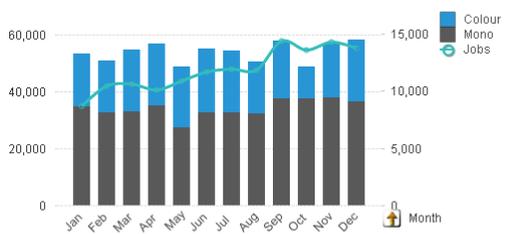
- Gain a deep dive into users' document and device-related behavior.
- Get device-specific information by person, department and function.
- Identify paper-intensive output areas and users.
- Understand cost drivers and inefficiencies.
- Provide governance for your Managed Print Services (MPS) program,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



Usage By Department / User



Volume by Date



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