



‘We’re focussing on what we’re good at —
outsourcing the rest.’

**From Survive to Thrive: Smarter
Business Beyond the New Normal
— here, for you**

Innovating our way out of 'new normal' —

The print technology industry has long been regarded as a bellwether for the state of the economy because the demand for print is directly proportional to the overall level of economic activity.

The COVID-19 crisis and subsequent lockdown has brought many industries to a standstill and constrained demand for many others.

THE OBSTACLES BETWEEN NOW AND A BETTER 'NORMAL'

The cost of lockdown in the Asia-Pacific Region and the knock-on effects on supply chains, tourism and financial services have been significant. The impact across APAC has been profound.

Now that lockdown is slowly easing in areas, some markets have begun to recover. A slow recovery is predicted. Businesses have met an unexpected set of obstacles alongside the growing urgency to prepare for the times ahead.

Supply and demand

Across industries, consumer confidence and spending has bottomed-out; and this is only exacerbated by income uncertainty. Coupled with continued supply-chain disruptions and further complexities, exporting to other countries in lockdown has led to significant supply and demand disruptions.

Cost

As staff come back to work, whether physically or remotely, businesses will have to maintain a tight focus on reducing costs — such as resources and operational efficiencies — in order to minimise the financial impact and protect cashflow¹.

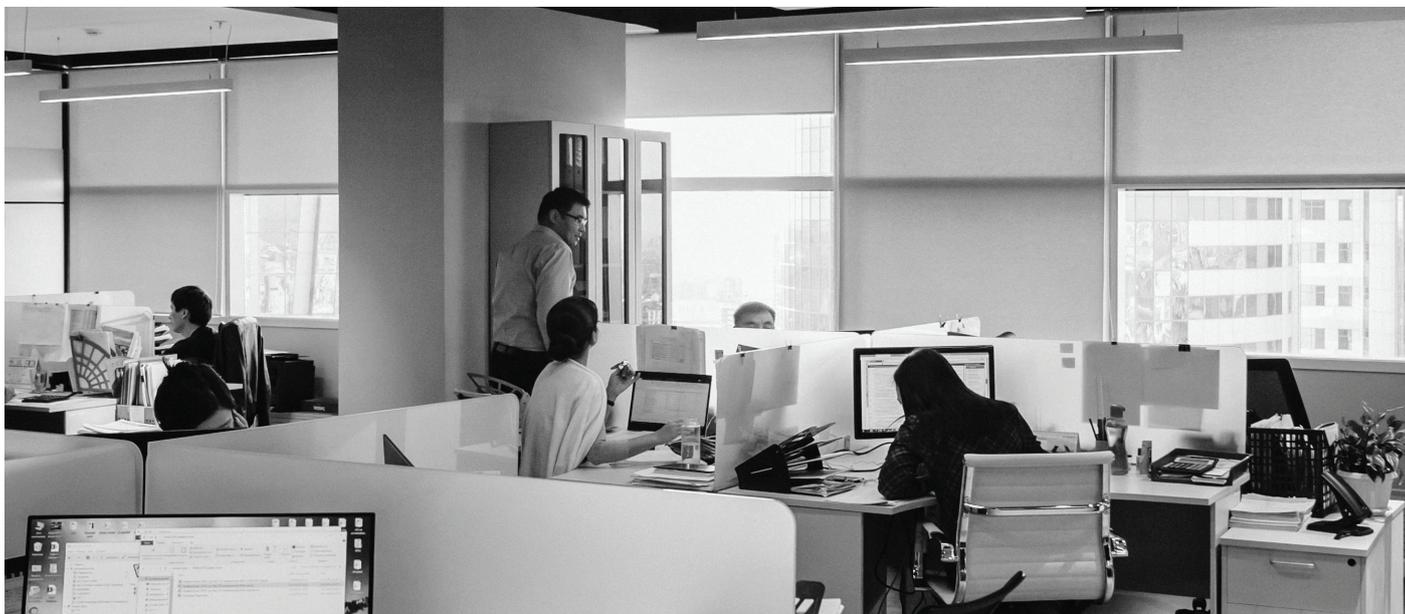
Security

Secondly, security must be prioritised. Without vigilance, business networks are vulnerable to hackers — one of those entry-points being through a printer². Furthermore, networks are becoming more complex, for example; Gartner predicts that 41% of employees will continue to work remotely at least some of the time post coronavirus³ — taking sensitive data outside the secure environment of the office and posing further risks by side-stepping usual security measures.



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1. COVID-19 response: Cashflow is biggest worry for Finance Directors <https://www.theaccessgroup.com/blog/fms-covid-19-response-cashflow-is-biggest-worry-for-finance-directors/>
2. Majority of UK SMBs at serious risk through printer hacks <https://www.itproportal.com/news/majority-of-uk-smbs-at-serious-risk-through-printer-hacks/>
3. Gartner HR Survey: <https://www.gartner.com/en/newsroom/press-releases/2020-04-14-gartner-hr-survey-reveals-41--of-employees-likely-to->



INDUSTRY CHALLENGES

Government

Government bodies are struggling to maintain service continuity through digital channels, with an increased demand for virtual services.

Education

Educational institutes must ramp up digital transformation initiatives and overcome hardware and software gaps to provide learning remotely. Communication between parents, teachers and students will also be difficult — especially with some students having limited capacity to work remotely.

Financial Services

As financial institutions move more banking services online, managing the customer experience throughout a sensitive time will be incredibly difficult. There are also concerns with cybersecurity and compliance, as well as the issue of legacy systems and outdated data management processes that hamper performance efficiency.

Healthcare

Telehealth offerings have significantly expanded, reducing patient contact with both health professionals and other patients. However, non-essential health services have struggled as the stay-at-home orders severely restrict their ability to operate.

POST-PANDEMIC PRINTING

Many of these issues pre-dated the pandemic — only now they are set against a backdrop of urgency. IDC research suggests that the technology reality in organisations has not kept pace with policy⁴: the accelerated digitisation brought about by COVID-19 has only compounded this issue — the new, pressing necessity for remote capabilities is a perfect example.

The journey to a 'better normal' demands businesses generate new revenue fast while also laying the foundations for secure and efficient digital operations. This will be critical for organisations to maintain business continuity and cashflow.

A seemingly impossible task lies ahead for office and production print environments across APAC. This is rooted in a need to cut costs to tackle immediate cashflow issues, but also to invest in innovative solutions that can prepare them for the digital, post-pandemic operation.

However, there is a solution — Managed Print Services — that is simpler and less daunting than making the immediate leap to complete digital transformation.

Throughout history, pandemics have sparked waves of innovation and societal change — whether that's the invention of the first vaccine in 18th Century Boston, or the widened boulevards of 19th Century Paris to bring fresh air and better hygiene to the city. Today, COVID-19 is driving the rapid adoption of digital collaboration — remote working is steadily becoming the 'new normal.'

MPS AS A SOLUTION

It is becoming clearer to businesses that they will be responsible for adjusting products and services to meet the changing printing and imaging demands of this new normal.

In many ways, this crisis represents an opportunity for product and service innovation. Changing the way businesses print — boosting resource efficiencies, cutting costs and unlocking new levels of productivity from teams — is a logical place to begin.

Over the past 10 years, Managed Print Services (MPS) has become the preferred method by those organisations who wanted to consolidate printing devices, reduce costs, increase sustainability and gain office space — due to the lower total number of devices, lower maintenance costs and more energy efficient devices.

However, with the recent requirements imposed by the pandemic, like working from home, the evolution of MPS has been accelerated. This 'Advanced MPS' enables organisations to enjoy the benefits of increased security, workflow automation, digital transformation and IT governance.

Advanced MPS is the complete outsourcing of a business's printing management, maintenance and support. An expert third party assesses existing printing environments to fine tune an organisation's printing networks and manage printing infrastructure — reducing costs as well as boosting staff productivity and network and data security.

Advanced MPS involves the partial or complete replacement of existing hardware, including printers, faxes, scanners, photocopiers and Multifunction Printers (MFPs). The service provider manages and services all the required hardware and also provides parts and supplies. In addition to output devices, advanced MPS optimises print and document management-related IT infrastructure and related business processes.

Outsourcing print-related infrastructure bridges the gap between coping with the strains induced by the lockdown and the digital innovation required by the approaching post-pandemic economy.



WHY ADVANCED MPS?

Cost control

In 2019 Quocirca reported that, even after implementing MPS, colour print volumes continued to increase for 53% of businesses — this is a major contributor to overall costs if left uncontrolled⁶. With advanced MPS, resources are controlled by the expert third party, reducing printing-related costs significantly.

In order to have complete control over printing, visibility is essential. Advanced MPS provides businesses with clarity over: device printing and security status; break-fix and consumable delivery, and usage by entity, department or individuals – as well as deep analytical insights.

New print technologies

In order to sustain business throughout and beyond COVID-19, organisations must focus on implementing emerging technologies and industry best practices in their printing processes. In other words, they should seek out solutions that not only reduce costs, but simplify and modernise their print architecture and improve the quality of their print management.

Future innovation

Innovation extends beyond the immediate; by its nature it is forward-looking. Organisations must approach any new technologies with the aim of looking beyond print — automating manual processes and empowering employees.

Advanced MPS services provide a platform for future transformation, laying the groundwork for digitisation through services such as Workflow Automation. These capabilities elevate workplace productivity and efficiency by deploying features like data-driven analytics that offer insights that will help to achieve new revenues.

It is therefore most advisable to seek-out an MPS provider with an enhanced workplace service portfolio that encompasses broader non-print related functions.

Print security

Even before COVID-19, organisations were under increasing pressure to meet regulatory requirements and reduce risks of data breaches. It is therefore unsurprising that Quocirca found 48% of businesses are looking for an MPS provider with security expertise⁵.

Outdated printing practices increase the chance of security breaches. This risk extends beyond simple mistakes like leaving personal or sensitive printed material in the printing tray: for example, a poorly optimised and secured printing network will leave your printers open to hackers — an unlocked backdoor to your business network.

However, this awareness alone is not enough to protect organisations from cyber-attacks – this is when visibility is essential for security. Print devices can experience loop holes in the way they

are operated, for example by delaying changing a password or altering a printer's security settings. With advanced managed print services like FUJIFILM Business Innovation's, MFP settings are tailored to a business's requirements — some being more stringent than others — but regardless of preference, all printers are protected. This is ensured by continual monitoring of settings, passwords that are changed regularly as well as firmware that is remotely updated with every known threat.

Advanced MPS itself doesn't complicate network security with bolted-on solutions — it is a service that helps customers employ best practices in managing their print security, maximising device security features.

Sustainability

Although a relatively new consideration, 47% of business leaders see sustainability as a priority⁶. Advance MPS reduces the footprint of print devices by removing unnecessary devices and optimising the performance of existing machines to help meet your environmental targets.

5. Orange Business Services: Transforming for a digital "new normal" <https://quocirca.com/content/can-the-covid-19-pandemic-spur-innovation-in-the-print-industry-channel/>
6. Quocirca: Managed Print Services Landscape, 2019 A vendor analysis of the global MPS market

At FUJIFILM Business Innovation, advanced MPS implementation is driven by the needs of each individual business. The following advanced MPS framework enables businesses to adapt to the post-COVID-19 behaviour of its users and rapidly changing environment.



Stage 1 ASSESS AND OPTIMISE

- 1. Assess** — using our industry leading assessment tools, we provide insight into an organisation's current and future state of print and document operation.
- 2. Optimise** — we guide businesses in the optimisation of their print fleet using industry benchmarks to ensure they have the most suitable size and quality fleet necessary for the jobs at hand.
- 3. Total Cost of Ownership (TCO)** — by combining the assessment results and taking a baseline of a business's fleet footprint, we can pinpoint how to effectively reduce usage and costs, including those related to IT, staff and processes.

Results — cost savings and sustainability contributions.



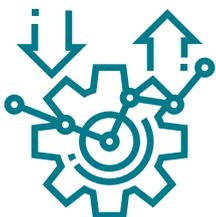
Step 2 SECURE AND INTEGRATE

In the second stage, we work with your IT teams to enhance security and control across office print, centralised print and mobile devices, including:

- Mobility
- Security
- Print management
- Premium software support
- IT infrastructure management

Results — enhanced agility, mobility, security and overall user experience.

For more information on how an assessment can quickly optimise your print device and reduce costs, see our [Print Device Evaluation guide: 'Why it's Critical Businesses Evaluate Their Office Printing Environment'](#)

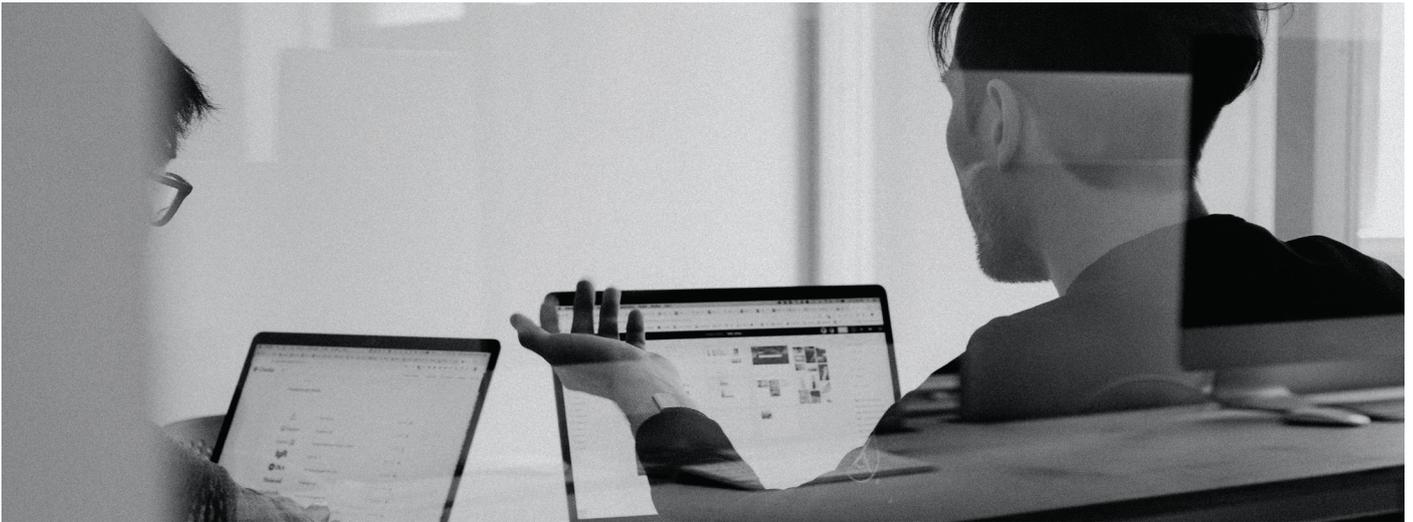


Step 3 AUTOMATE AND SIMPLIFY

The backbone of any viable MPS solution must be in the ability to offer businesses access to further analytics-driven digital transformation. This is the third stage of our MPS framework — the gateway to Workflow Automation.

- 1. Workflow Analysis** — we analyse an organisation's critical processes, and the workflows that have the biggest impact on performance, in order to identify opportunities for automation and areas where we can simplify processes.
- 2. Workflow Automation Services** — we provide integrated services and technology that seamlessly dovetail with your already-optimised infrastructure.

Results — we integrate this into our solution, so you're also investing automation into key processes. This means you can reap the rewards of Advanced MPS now, while preparing for future end-to-end digitisation, cutting-edge productivity and an enhanced user and customer experience.



FUJIFILM Business Innovation has 60 years of experience in Australia and was first to bring Managed Print Services to Australian markets. We now operate over 300 MPS clients — and thousands of other clients — all benefiting from leading-edge solutions that draw on our diverse expertise.

As a result of COVID-19 and the subsequent lockdown, organisations are facing both industry-specific and widespread obstacles like poor cashflow and vulnerable security: merely weathering these hardships will not be sufficient to prepare them for a post-COVID-19 digital economy.

Printing remains a bellwether for economies — indicating downturns and surges in activity.

But in these uniquely difficult times — and with the right expert guidance — MPS can be a cost-effective route to necessary transformation.

Advanced MPS can give organisations the efficiency, agility necessary to cut costs in order to tackle immediate cashflow issues: and also ensures they can compete effectively in the digitally-enabled post-pandemic era — without taking the risky leap to complete digital transformation.

To find out more about our advanced Managed Print Service or other services in our solutions portfolio, please call us or visit us at: [Visit \[www-fbau.fujifilm.com\]\(http://www-fbau.fujifilm.com\)](http://www-fbau.fujifilm.com) or [Call 13 14 12](tel:131412)