

**More Value
More Quickly**
from Your
Printer
Investment

**More
Than
Print**



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Introduction

When it comes to managing information, it's all too easy to simply say "it's all about the data".

Fundamentally that's correct, but there is so much more to consider when making an informed decision, such as what are we trying to achieve with the data? What is the value of that data? And how does our intent impact the value? The same could be said about managing new technology investments. One thing that everyone in any organization wants from any technology investment is value, but everyone defines that value differently.

The company and its management want an assured return on their investment, so the value they seek is to get more done, more quickly, with fewer errors. The intended result, as in any business, is to increase profitability by growing revenue or decreasing cost.

Users want it to be easier for them to get more done which will increase their job satisfaction and sense of self-worth. They also want to justify their next salary increase with that productivity, and they want to be able to fit a day's work into a working day so they can get home on time and enjoy their families.

So, whose 'wants' do you prioritize? Is it possible to satisfy both?

This white paper is designed to help operations professionals who are responsible for requesting, procuring, deploying, and/or managing technologies to maximize the return on their investment by understanding how to define value, identify it across your organization, and effectively manage change in order to optimize that value.



Building your business case for new technology investments

Employees often approach requesting new technology without thinking about what value those investments would provide to the company that would better persuade the executives they are requesting their funding from.

In many cases they write up a document that extols the features, functions, benefits and capabilities of the equipment they are requesting.

As an example, consider how the business case for the purchase of a new printer, or an upgrade to an existing printer, might be more effectively built.

"When the company invests in the procurement of new or upgraded all-in-one (AIO) printers, it's not really the AIO itself they're investing in. This is true of any technology investment. It's not the technology product itself. It's about the increased value the new equipment will provide.

As such, the specifications of the device itself are not important to the decision maker. Their primary concern is what their personnel will be enabled to do that they couldn't do previously, and what value can be generated from those activities. This can also be defined in terms of how it enhances and increases the customer experience.

In the case of our printer business case, we are not actually requesting an all-in-one printer. We are requesting an expansion of network capability that will enable us to transform printed matter into digital information that can more readily be moved, shared with others, and enhanced to increase value. So, our business case becomes the important role printing and scanning technology plays in our digital transformation."

When constructing your business case, consider not only outlining the technology components and abilities but highlight the overall process improvement that can be realized with the purchase

Best practices for managing technology implementations or upgrade transitions

Here again it's critical to stop focusing on the device itself because, in essence, it's not so much the AIO device that we're concerned with as it is the results obtained through the operation of the device. In other words, it's not so much what it is as what it does.

Probably the easiest part of any technology deployment project is the installation and configuration of the devices themselves. There are clear instructions on how to accomplish this, or trained professionals available to do it for you.

The challenge is in assuring that every technology device is used in such a way as to maximize the value realized from its use. That requires thorough and effective training of the user community. If they lose sight of the desired results and focus instead on the technology, it is not likely they will achieve optimal productivity.

Worse, it is possible that they won't use the new technology at all, and it will sit idle. It is estimated that between half to three-quarters of all projects fail due to the failure of the users to adopt the new products and their intended use. The prevalent cause for this is that the users have not been adequately convinced of the value that they will enjoy when they do adopt. If the old technology was getting the job done, and they see no increased value or advantage for themselves, they won't be able to articulate why they should make the effort of undergoing change.



Best practices for the planning of any technology deployment consider the timing of several elements to achieve the most timely convergence of them. This includes the actual installation and configuration of the equipment, but it also considers when would be the optimal time to make the cutover from the old to the new with minimal workflow disruption. On the other side of that transition there should be thoroughly trained employees ready to put the new products to effective use.

Optimizing Investments

Here are three considerations when planning an investment that will return optimal results. All three concern themselves with the concept of information increasing in value whenever it is transported.

Protect – The AIO device we discussed earlier is a component of the overall network, so not only must the data be protected at all times but the network itself must also be as close to immune to unauthorized access as possible, and always in full regulatory compliance. This requires a combination of plans and actions to properly identify the user, their access device, the network they are on, the software running on their device and at the network core, and the rights accorded to each of these objects.

Manage – The device's performance and results must always be carefully measured to assure effectiveness. This includes management of the users on the network, as they are the most vulnerable to error or misuse. New technologies that bring automation to repetitive, task-based processes can significantly reduce errors, but successful implementation also requires effective change management to ensure adoption and proper use by employees.

Connect – Connection of that AIO as with every other network component is dependent not only on the physical connection of each, but also on the interoperability built into the entire digital ecosystem. With various components coming from various providers,

care must be taken to ensure that every device is able to fulfill its function in concert with all others, including the users in order to maximize employee engagement.

Why you should invest in upgrading your printer – Increased Value

Returning to the business case we were preparing; the requestor must keep in mind that the approver will give their approval only when they can clearly quantify the increased value that will be received through the acquisition.

INCREASED VALUE FOR THE COMPANY

Again, what the device is should not impact the decision. What it does is what's important, and how much value that generates to the company. This is not referring to the "productivity gains" and "improved efficiencies" derived from the investment beyond where these "soft savings" translate into improved efficiencies and lower operating cost.

INCREASED VALUE FOR EACH USER

Anyone planning a technology implementation project must constantly be mindful of the critical role the users play in creating a successful outcome. If they do not adopt the new technology, the investment cannot provide a return. Attention must be paid to what the users want from the technology and how thoroughly they receive it.

HOW THE TWO CONTINUALLY INCREASE EACH OTHER

As with the technology investments, companies also invest in personnel to achieve a return. Profitability of each employee is a key concern to any effective executive. When a proficient user optimizes their use of new technology the value of that technology increases. The fact that the technology was deeply involved in the increase creates new value in the user. As the user gains experience and proficiency with the technology it is reasonable to expect that the company's return on investment will increase with no further increase in investment.



YOUR PRINTER AS AN INTEGRAL COMPONENT OF BUSINESS SOLUTIONS

One cannot estimate the value of any given technology device unto itself. Each device must be put into context to determine its value by defining it in terms of what it enables. Yes, your printer is a printer, but it is an integral component of the overall network and the systems it supports. When seen this way it becomes far easier to conceptualize and express the value required for a successful business case.

Today a fully integrated solution comprises hardware components, software, and cloud connectivity. An AIO device not only produces printed matter it also scans printed matter and converts it into a digital format. Users can then use automated workflows to move the digital information where it needs to go to create new value with minimal user involvement and greatest efficiency.

Time-to-Value

It's easy to forget or neglect the fact that the inherent value of anything changes over time. Market conditions change, currencies are increased or devalued. Consistently, the sooner one can extract real value from any given investment the better.

When data sits idle in storage it is not generating new value. Transporting that data for sale to a customer or for processing an invoice enables that data to appreciate. The sooner it starts appreciating the more total value will be achieved.

The most common cause of delay in time-to-value for technology investments is mismanaging the confluence of planning, preparing, deployment, and user training. When any of these are delayed, time-to-value is increased.

Intrinsic to that is the fact that the faster users adopt, the less impact that has on extending time-to-value. Taking good care of user training and preparation is a great investment in optimizing return.

Impact of effective change management on return on investment (ROI)

What we're describing here is the value of effective change management. It is almost a given that things will change. Priorities will change. Urgencies will change. Circumstances will change, and most of this happens with no preparation or warning. Effective project management leverages a well-developed change management methodology to ensure that they can minimize latency wherever it may be introduced. Not every organization has personnel on board who are formally trained and experienced in project or change management, but all can engage such resources from Ricoh when needed.

Many companies may not think of resources like Ricoh because they have experience with other manufacturers they categorize as printer makers, who ship a box, perform an install, and walk away. Ricoh is committed to providing a full turnkey solution that goes beyond deployment and implementation to include all the services that create success when adding new equipment.

Key Takeaways

Here's how to change how work gets done while adding new value:

PLANNING FOR THE DEPLOYMENT OF NEW AND UPGRADED TECHNOLOGY

There is a ring of truth to the axiom, "If it isn't broken, don't fix it." Too many squandered technology investments are caused by a failure to properly analyze and determine in advance what will be required to achieve increased value from every investment. Buying new equipment just because it becomes available can easily become a budget-buster. Analyze in advance to determine how you're going to protect each investment, manage it to optimal return, and connect it into the overall workflow of your operation.



PREPARE PERSONNEL TO ACCELERATE ADOPTION

Implementing new technology will not necessarily produce new or increased value. That value is completely dependent upon how users leverage the new technology to achieve and exceed their goals. So, perhaps the most impactful way to get employees excited about the prospect of new technology is to include them as much as possible in the analysis, the planning, the selection, and the justification of the investment. Help them see that the real investment being made is being made in them and their ability to deliver optimal performance.

FUTURE-PROOF YOUR INVESTMENTS

Every product has an anticipated lifecycle, but most are only estimated. By orienting your users to the value of each product rather than the features, you give them the ability to determine end-of-life based on the device's capacity to continue generating value. They will then advocate for the next improvement demonstrating their pride in the job they are able to do and the contributions they are able to make to the continued growth of the company and themselves.

Your Best Source of Digital Workplace Insight

Your business needs security, productivity, and connectivity to avoid risk, optimize its assets, and compete successfully in a digital world.

All of this depends on how you manage your information. Doing it well is not optional; therefore, finding the right partner to guide and assist you is essential.

Ricoh has been managing the flow of business information for over 80 years. We design systems that empower creativity and communication across every industry, enhancing the employee and customer experience, improving customer satisfaction, streamlining account management, reducing operational spending, and enabling customers and employees to access the information they need, when and where they need it.

We have made it our mission to protect, manage, and connect.