



# Your guide to smarter printing



2024 edition



Make  
Printing  
Simple

# Your guide to smarter printing



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**Think managed print services (MPS) are just for big businesses with an even bigger print need? Think again. At Brother, we Make Printing Simple for all kinds of businesses.**

So, whatever the reason you're looking for a new approach to printing for your business, we've got a smarter solution that's perfect for your needs.

This means we recognise what matters to you day-to-day – and offer a range of managed print services for your business.

Taking away long-term commitments and giving those with a smaller print need a service that delivers exactly what they need now, means we can continue to meet your requirements, even as they change.

No matter your printing needs, we're "At your side" to find the solution that saves you time, keeps costs down, and helps you stay productive.

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# 1

## Smarter printing: Rethinking print operations



According to recent research, businesses suffer up to 91 hours of printer downtime per year<sup>3</sup>.

**Not only does downtime cost businesses money – an estimated \$26.5 billion (roughly £22.2 billion) in lost revenue every year<sup>1</sup> – but it also massively impacts on productivity and can damage a business' reputation.**

For businesses that are already facing economic uncertainty, this kind of business loss is simply untenable. Yet, despite this, many still don't consider the long-term impact of continuing to use outdated equipment.

However, with figures like these, it's clear that where businesses may think they're saving money in the short term by not investing in good quality equipment, they're likely creating more long-term costs – and reducing their capacity to complete work in a timely manner.

**What businesses need is a smarter way to print.**

### But what is smarter printing?

Smarter printing makes thinking about printing a thing of the past.

It's a simple solution for managing all aspects of running a printer, including:



**A printing and payment plan**



**Ongoing optimisation of your plan**



**Automated ink and toner delivery**



**Support, services, and maintenance**

A managed print service (MPS) is designed to reduce downtime for your business as well as save money.

2

## Brother's Managed Print Services for smarter printing

Print is still a necessary and useful method for distributing information and materials, and as much as 3% of a company's revenue is spent on paper, printing, and other associated costs<sup>2</sup>. So, it's understandably frustrating that printers still break down and require maintenance.

Brother's Managed Print Services come with first-class remote support within four business hours and next business day repairs, for the lifetime of your printer, enabling your business to keep functioning productively and efficiently.

Add to this: improved information security, the ability to monitor print usage, and inks and toners delivered before you run out.

**Now that's smarter printing.**

**Managed  
Print  
Services**



# 2

## The benefits of Brother's Managed Print Services include:



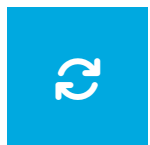
### Cost savings

A more accurate forecast of what you use, as well as breakdown cover, can reduce total cost of ownership and lower ongoing running costs, resulting in long-term cost savings. In fact, research has shown typical cost savings of up to 29% over three years.<sup>4</sup>



### Reduced downtime

Brother's breakdown cover guarantees a four-hour response time and a next business day fix (new printers only).



### Automated ink and toner delivery

With automated reordering of ink or toner, you won't run out again. When your machine is running low, we'll automatically send a new cartridge out to you. Plus, we will even recycle your old cartridges for you at no cost.



### Genuine ink and toner

Ink and toner that are designed specifically for your machine will not only last longer and provide better quality printouts, but they'll protect the health of your machine.



### Stress-free, easy setup

Self-serve or remote printer setup with one of Brother's experts can save time and ensure your MPS is up and running quickly.



### Reduce your environmental footprint

With a monitoring system in place, you should be able to identify unsustainable print behaviours, track levels of print usage and reduce your environmental footprint.



### Improve your information security

Our hardware, services, and solutions provide triple-layer security across your network, devices, and documents, helping to protect confidentiality and lock out infiltrators.

# 2

## How Brother MPS helps businesses save money

Taking a sporadic approach to your organisation's print setup can lead to inefficiencies.

For example, maintaining individual devices one at a time is costlier than having an automated system for doing so at scale. This is because managed print services can connect all devices to one monitoring system to ensure just-in-time delivery of replacement genuine ink or toner and repairs.

This reduces waste and downtime and enables you to benefit from genuine inks and toners. It also ensures you don't use non-genuine inks and toners while you're waiting for new supplies to arrive, which can cause damage to hardware over time and create more long-term costs.



# VIAJES El Corte Inglés



Daniel Herrero Bermejo,  
Infrastructure Coordinator of IT  
Viajes el Corte Inglés,  
discovered several cost-saving  
benefits as a Brother MPS customer.

When the **MFC-L9570CDW** colour  
laser all-in-one printer and  
**MFC-L6950DW** mono laser all-in-  
one printer were implemented, the  
business' cost per copy was greatly  
improved.

VIAJES El Corte Inglés  
Una sonrisa de ida y vuelta

A set of four simple line-art icons arranged horizontally: an airplane, a ship, a train, and a house with the letter 'H' inside. These icons are positioned below the company name and above the slogan.

“

By simplifying the management  
of our printing and document  
management tasks, **we have  
managed to drastically  
reduce the rate of incidents**  
with more advanced and  
reliable solutions. In short,  
thanks to Brother's technology  
and services we have not only  
managed to save money,  
but we are also improving our  
customer-facing image.

”



# 2

## How Brother MPS helps businesses become more efficient



Of course, if you or your team are currently spending valuable business time fixing device malfunctions and replacing ink or toner cartridges, you'll definitely want to know how you can optimise your printer administration processes. Not to mention that the process of actually printing, scanning and copying on an old machine can also be extremely time consuming.

This is why, when you take out a managed print service with Brother, we focus on making printing simple for you, freeing you up to get on with the tasks that matter.

### How a Brother Managed Print Service boosts efficiency for your business

- Automated genuine ink and toner ordering and delivery before they run out
- Easy-to-use management portal so you can exit or amend your service at any time
- Frequent software, firmware, and solutions updates, giving you access to cutting-edge technology when it's released.





**The Head of IT at Day Lewis Pharmacy** enjoyed these benefits first-hand with Brother's Managed Print Service.

“

We are now able to pull off clear management reports about our entire print usage, costs per page and consumable spend. We've freed up valuable resource as Brother now provide excellent maintenance support, helping us to provide an uninterrupted service for our customers.

We have a view of every printer in our organisation and how it is performing. This visibility and the ability to control our efficiency is refreshing in business.

”

## 2

### How Brother MPS helps businesses target sustainability goals

As UK businesses continue to take steps to reduce their impact on the environment by 2050, every business is finding ways to reduce the amount of paper, electricity, and print consumables they use.

With a monitoring system in place as part of your MPS, you should be able to identify and track levels of print usage more accurately. That way, you'll be in a better position to intervene and reduce your environmental footprint.

All Brother customers are encouraged to use our market-leading recycling programme, giving your business the confidence that e-waste is responsibly disposed of and guaranteeing that nothing goes to landfill. By remanufacturing genuine cartridges we are able to reduce the carbon required to make a new toner by 33%.

And what's more, with the reporting available through a managed print service, you'll be able to evidence the results of your efforts in your Corporate Social Responsibility or Environmental, Social and Governance impact report.

By remanufacturing genuine cartridges we are able to reduce the carbon required to make a new toner by **33%**



## The businesses already printing smarter



### How Brother MPS helped Higgins Miller Solicitors cut print costs by £1,800

Higgins Miller Solicitors' IT partner of 25 years, Lowthers, recognised that there were potential time and cost savings to be made by modernising its legacy system for storing sensitive client information, and called on Brother UK to provide a solution.

#### The challenge

Reduce costs and increase the efficiency of printing and scanning for a law firm that deals with large quantities of confidential paper and digital documents.

#### The solution

An integrated managed print service that delivers fast, secure printing and scanning through award-winning technology and ongoing management support.

#### The results

- Annual print costs cut by £1,800
- Automated ink and toner ordering saves management time
- Full visibility of all print use
- A secure, space-saving solution
- Fast printing with sharp detail



## The businesses already printing smarter

icopiers.co.uk



### Would your IT provider recommend a Brother MPS?

Many do, including Essex Office, a trusted print partner, providing high-quality print devices and consumables to small businesses and schools across the UK.

### The challenge

Recently, Essex Office wanted to provide a service that would enable its customers to access the hardware, consumables, and 24/7 support they need on a hassle-free, subscription basis.

### The solution

To do this, they turned to Brother's Managed Print Service "to respond to demand from customers that see it as the best way to procure print solutions for hybrid working."

Joshua McDonnell, Business Development Manager for Essex Office, continued: "The back-end support Brother provide to our customers is second to none – we can trust them to deliver the services that meet our high standards."

### The results

Joshua believes that Brother's Managed Print Services are perfect for the businesses that make up its customer base, because they don't require a minimum page volume.

He said: "Pay-as-you-go and pay only for what you print is lowering the barrier for entry to small companies building their print infrastructure."



## Brother MPS for your small business



### Managed Print Services

E S S E N T I A L

#### What is Brother MPS Essential?

MPS Essential is an off-the-shelf solution designed to simplify the way your business prints.

Working seamlessly alongside you day-to-day, it's the ideal solution for businesses looking to make printing simple.

### Managed Print Services

P R O F E S S I O N A L

#### What is Brother MPS Professional?

MPS Professional is a customisable solution for businesses with a more complex printing need. It makes printing simple for your business, while also giving you more choice and flexibility over your payments, maintenance, and support.

# 4

## Expert support, whenever you need it

At Brother, we are “At your side” to help. This means our Manchester-based team will provide you with first-class service and continually monitor your print requirements so you’re getting exactly what you need, both now and in the future.

# FIVE

ways Brother MPS can turbocharge your business:



### Make Printing Simple

Brother MPS Essential ensures that everything print related just works.



### The ability to print, whenever you need it

With Brother MPS, you never have to be without a working printer again.



### Automatic supplies delivery

With genuine ink and toner printing supplies ordered and delivered before you need them, you can save your business time and money.



### No contractual obligations

Exit or amend your service at any time with the easy-to-use customer portal. Plus, with one flat monthly fee, there are no surprise costs.



### Eliminate downtime

Brother MPS also includes a breakdown service for all new printers for the lifetime of the device.



# 4

## See how much you could save with Brother MPS

Ready to see how much you could save on your printing costs with Brother MPS? Our handy **MPS Print Cost Calculator** will show you just that. Here's how the simple tool works:

1

Tell us whether you want to use your current printer or need a new one.

2

Share an estimate of your monthly print volume.

3

If you need a new printer, tell us a few extra details – like the number of users per printer, whether you want to print in standard or larger format, your colour options, and whether you need additional functions like copy, scan and fax.

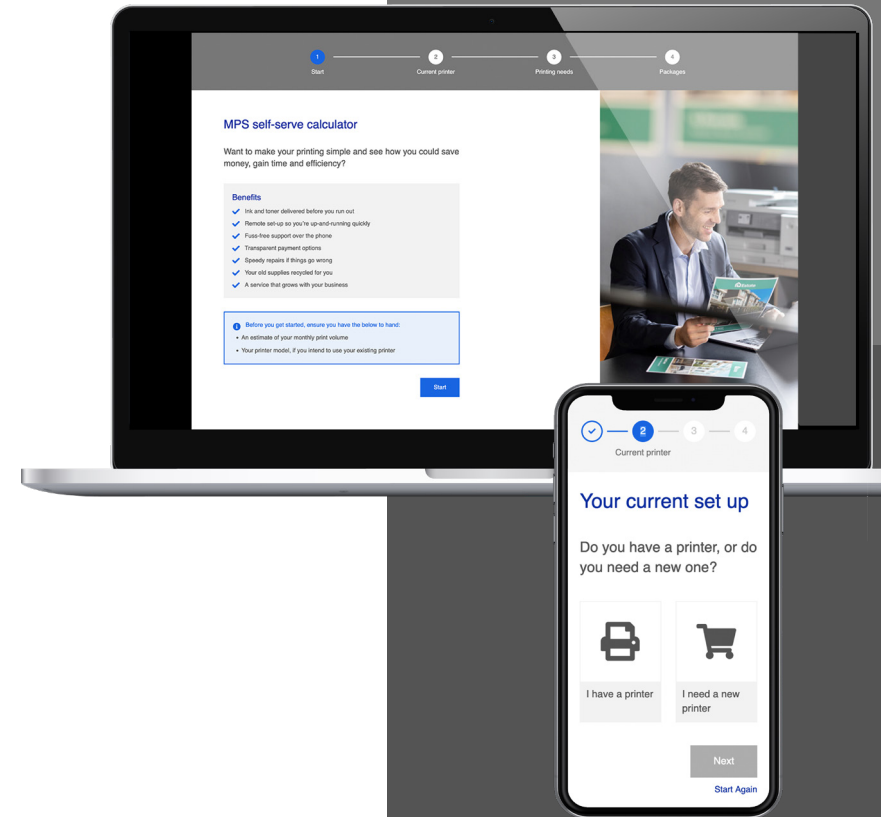
4

Get your personalised recommendations and see how much you could save with Brother MPS Essential compared to making a one-time purchase.

5

Fill in the form at the end of the page and a member of our team will be in touch to discuss your MPS requirements.

Just [click here](#) to use the MPS Print Cost Calculator and see how you can **Make Printing Simple with Brother MPS**.





[brother.co.uk/mps-essential](https://brother.co.uk/mps-essential)

Our “At your side” philosophy means that we’ll provide you with first class-service and continually monitor your print requirements to make sure you’re getting exactly what you need, both now, and in the future.

To get started with your smarter printing solution, book a 15-minute call with one of our team [here](#).

#### References

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