



2024 edition

How to grow your business with

# smarter decisions

It's a no-brainer



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## Foreword



**First and foremost, we need to reflect on the time that has passed since this guide was originally published. Because, when we last wrote, the economic climate was uncertain, yes, but most importantly it was being clouded by talk of a looming recession. This meant that businesses across the UK were battening down the hatches in preparation for what may or may not have been ahead.**

And at that time, we were well practised at battening down the hatches. One could even say that we were so used to existing in a perpetual state of fight or flight, talk of a recession was met with a world weariness rather than outright panic.

Which might, as it happens, have been a saving grace. Because instead of making rash decisions fuelled by fear, we focused on making the small, incremental changes that we talk about in this guide. This means, instead of trying to do more with less, we learned to use our resources more intelligently. We worked smarter, not harder.



**Greig Millar,**  
General Manager Sales,  
Service and Solutions,  
at Brother UK.

Continued . . . . . 

Now, nearly a year on from the original release of this guide, while we're still doing business in an economically uncertain period, it's worth noting that we're not in the **worst** economic period. While that might not seem like a glowing endorsement of the time that's passed, it should be. Because it means that the worst **didn't happen**. More significantly, it also means that the steps we took to prepare for the worst were worthwhile. And as a result, more organisations have reported having fewer concerns for their business overall.

Interestingly though, while fears of a deep economic recession have largely dissipated, we are again facing predictions of stilted growth in 2024 and continued high inflation rates.<sup>11</sup> So, it seems prescient to move forward in a way that we know, from experience, works. To this end, the advice we got from our business experts is just as relevant now as it was in 2022 and 2023.

Because while economic growth may not be within touching distance, if we focus on maximising productivity, efficiency, and minimising costs, business growth still can be.



**Greig Millar,**  
General manager sales,  
service and solutions,  
at Brother UK.

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# The power of smarter decisions



For this guide, we wanted to do a deep dive on three core subject areas that can enable businesses to grow during a period of economic uncertainty:



### Productivity

**Why these three topics in particular?** Well, because productivity, efficiency and cost savings are all intrinsically linked. Essentially, you cannot have one without the other. Productivity enables efficiency, and efficiency enables cost savings.



### Efficiency

This is because productivity and efficiency are about so much more than just doing more, faster. Try to do more with less and, generally, you'll find your business simply doing less. But if you can nurture productivity with effective attention management, and enable efficiency by streamlining your technology, you can create meaningful changes that will continue to bring your business benefits for years to come.



### Cost savings

Plus, the most effective cost savings aren't those we make suddenly and drastically, they're those that come from making **smarter** decisions. But what are those smarter decisions?

To find this out, we not only undertook desk-based research but spoke to business experts to find out exactly how they recommend businesses make smarter decisions to navigate the toughening business climate.



The advice in this guide represents the real low-hanging fruit for organisations looking to optimise performance. By focusing on productivity, efficiency and spending, it offers practical tips to help businesses thrive amid uncertainty.

– Dayana Nikolova







We spoke to: .....



**Lisa Johnson**  
**Bestselling author of Make Money Online**

Lisa is the Sunday Times Bestselling Author of 'Make Money Online'. Her focus is on helping entrepreneurs, business owners, and decision makers find ways to make money with ease and integrity, and she regularly communicates ways for small business owners to simplify their own strategies.

**Interests:** Cost saving, profitability, simplification, and social media.



**Dayana Nikolova**  
**Digital marketer and influencer**

Bulgarian born digital marketer with over 10 years' experience, owner of digital marketing agency, Fome and TikTok small business creator Dayana has built an engaged audience of followers for her daily tips and tricks for digital marketers and small business owners. Her TikTok channel currently has 73k followers.

**Interests:** Tips, tricks and advice, small businesses, social media, digital marketing.



2

**Making gains  
instead of cuts  
in the face  
of economic  
uncertainty**



## Making gains instead of cuts in the face of economic uncertainty

From rising costs to reports of a looming economic downturn, margins are being squeezed left, right, and centre across all businesses.



The unfortunate truth is that inflation is still on an upward trajectory, though it is predicted to potentially start to decrease at the end of 2024 (depending on how businesses continue to respond to the crisis)<sup>1</sup>. In fact, businesses have reported that the impact of sustained inflation is currently their top issue<sup>4</sup>.

As a result, businesses are looking for ways to cut costs while increasing their overall revenue. Yet, so far, to respond to this economic instability, businesses are favouring passing on increased costs to their consumers. Interestingly, according to the Office for National Statistics (ONS), only just over a third (36%) of businesses are absorbing costs as a result of general price increases.<sup>3</sup>

Of course, this approach has a roundabout effect as rising costs mean consumers spend less, causing a vicious cycle of rising costs. The longer this goes on, the longer it takes for inflation to decrease. So businesses are now having to think smarter and harder to tackle the challenges ahead in ways that don't contribute to a snowball effect – some quick wins include: .....



According to research<sup>7</sup>, the “top-tier challenges” shared by the businesses surveyed are:

**45%** Finding qualified employees

**35%** The economy

**29%** Wage inflation



Consolidating suppliers



Focusing on profitable clients



Making better use of assets

## Making gains instead of cuts in the face of economic uncertainty

But what sets businesses apart in their response to a time like this is their ability to be more agile with their decisions – meaning they can focus less on making cuts and more on making gains.



### So, how can businesses make gains instead of cuts?

In partnership with our experts, we propose a threefold approach:



1

Focus on productivity



2

Increase efficiencies



3

Make cost savings





1

## Productivity

Small and medium sized businesses, in particular, can struggle to find the time to address productivity. With a small team often working across a combination of roles, considering how their employees can do more can seem somewhat counterproductive.

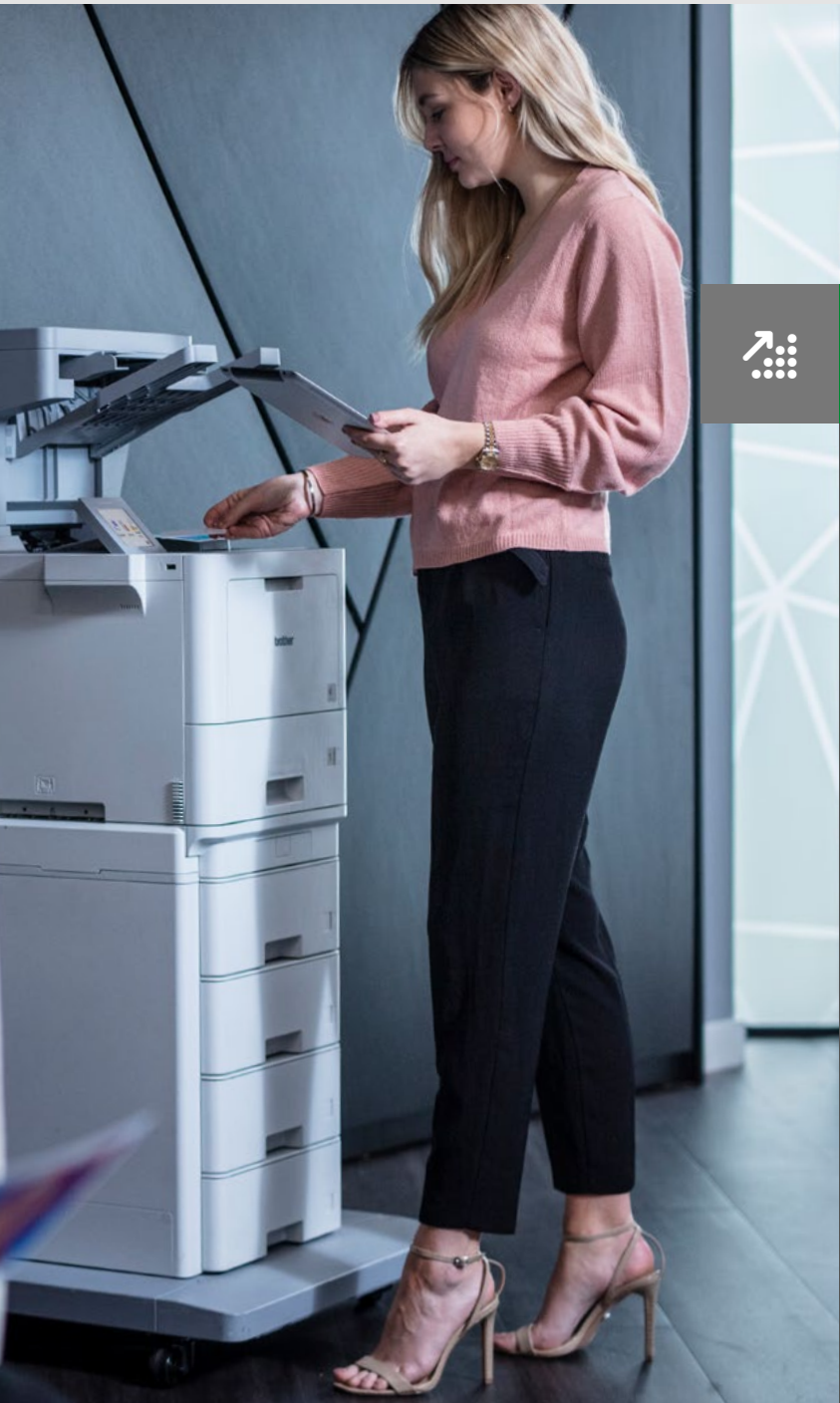
But productivity doesn't and shouldn't just mean 'doing more'. In fact, according to our research, businesses sometimes fail to evaluate productivity properly, addressing it as a number to target instead of the satisfaction related to it.



**I spent a long time in the corporate world, where fighting to spend the most hours in the office was seen as something to be proud of. This is not, and will never be, a successful model for productivity. Now, my team work the hours that best suit their job roles and their personality types. There is no regimented structure or expectation for them to be working all hours. I have found this approach yields far more consistent productivity returns than the old fashioned “cracking the whip” approach. – Lisa Johnson**



With this in mind, in the coming years, experts believe it will be psychology before technology. This means, before wanting to increase productivity, businesses should understand the reasons behind doing so. **Read on to find out what our research revealed about how to increase productivity in your small business.**



## 2

### Efficiency

According to Timeular: "If productivity means doing more work during the same time frame, then efficiency means doing the same amount of work in less time. Productivity relates directly to quantity and efficiency to quality."<sup>5</sup>

Essentially, if productivity is all about what you get at the end of the day, efficiency is about equipping you with the resources you need to get there.

"With an efficiency mindset, small businesses can streamline processes through marginal gains that target waste and friction." – Dayana Nikolova

To this end, efficiency doesn't just mean doing things quickly. As Dayana points out, "boosting efficiency doesn't have to mean rushed, stressful work – it's about doing things right." Rushed jobs lead to mistakes and mistakes lead to wasted time.

Instead of leaving efficiency improvements to a rainy day that may never come, businesses should develop an overall strategy designed to manage resources more effectively. And 'resources', of course, doesn't just refer to your technology and equipment, but to your team members.

This means efficiency is instilled into business culture through honest conversations both top down and bottom up, with the right mix of new and experienced workers, and a reward system to keep outstanding employees committed and motivated.



3

### Cost savings

Remember how we said we want to focus on gains, not cuts? Well, the good news is by focusing on productivity and increasing efficiency, you can save costs by ensuring your time is put to better use.

Essentially, while cutting costs in more immediate ways may seem extremely tempting as we move into a time filled with unknowns, doing so comes with a risk of creating more costs in the future.

**Read on to find out more from our experts about how you can improve productivity, increase efficiencies, and save costs despite the economic forecast.**



3

**The biggest  
challenges for  
businesses  
right now**



## The biggest challenges for businesses right now



### Inflation and economic turbulence

If anything can be said for the last few years, it's that businesses are now prepared for most scenarios. Perhaps that's why UK business owners say they are currently winning the battle against inflation<sup>3</sup> and are ready to face whatever the future holds head-on.

However, as real GDP growth continues to slow to 0.3% in 2024, businesses are going to have to develop strategies to ensure they don't just survive but thrive.

Fully aware of the challenges ahead, entrepreneurs tell us they're ready to roll up their sleeves, learn from past mistakes, and overcome any obstacle in their way.<sup>2</sup>







## Difficulties retaining talent

There are all sorts of reasons why businesses should be putting strategies in place to retain talent, even during times of relative economic certainty. But the fact is employee retention is now a critical measure to supporting your ability to drive productivity, efficiency and also save costs.

For starters, no new hire can immediately compare to your longstanding employees. Hiring is extremely resource intensive and can eat up valuable time that your current employees could be using to help your business thrive.

But this is especially important during a time like this, when money is not just tight for businesses, but for people too. This means your employees will be on the lookout for opportunities that may enable them to see through the cost of living crisis more comfortably – businesses need to be aware of this and ensure they are providing enough incentives to motivate them to stay where they are appreciated.



**An economic downturn can cause staff movement. The risk is that your best people move first – this can create efficiency issues, and if you've got an inefficient operation, it's hard to upskill people.**

– Dan Fiehn



**Retaining talented staff and maintaining their motivation and enthusiasm is imperative to creating and running a sustainable business.**

– Lisa Johnson





### Accelerated technological developments

Technological developments are already beginning to transform business operations, from the Cloud to AI, the Internet of Things, and 5G. Understanding whether or how to incorporate these new technologies into your business can seem both exciting and overwhelming.

Yet, one of our experts, Dan Fiehn, said on this:

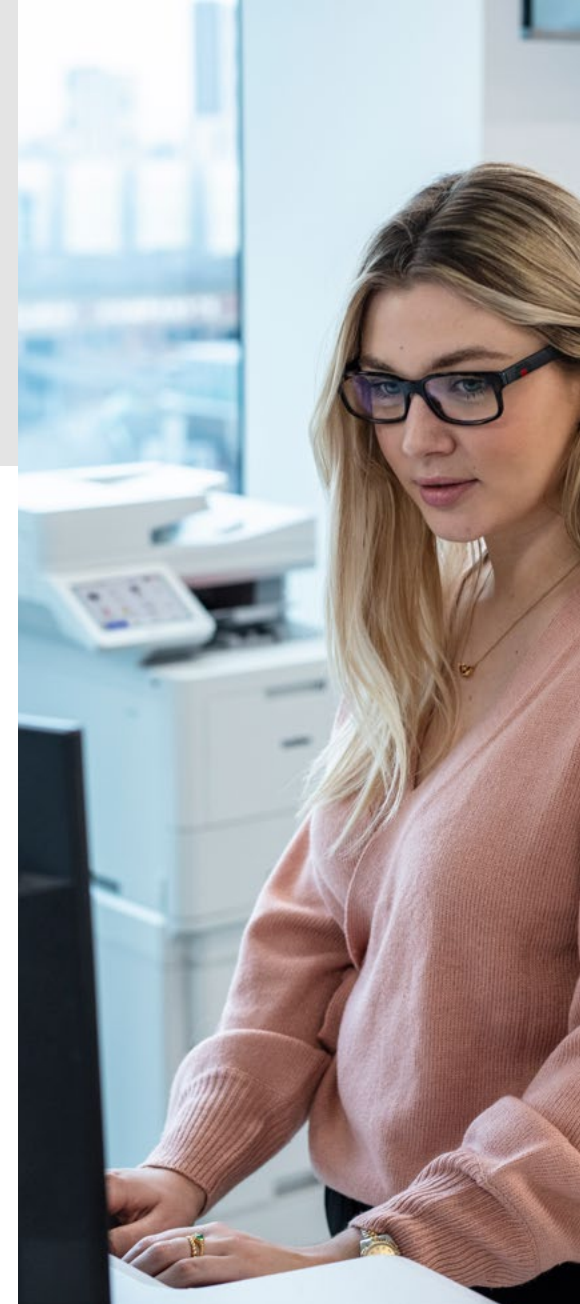
**“It can be tempting to focus on the innovations that are new and relevant, but it can end up adding pressure to senior leadership to take part.**

**So, they end up investing in things that look like they might support their processes, but they just end up as distractions, causing them to miss the real low hanging fruit right in front of them.”**



**Technology is often designed to try to take friction away, but it can end up causing more friction because of the learning curve associated with new software.**

– Grace Marshall





## Sustainability

Climate change is a hugely pressing priority for every business, large and small. Not just because of the net zero coalition but because consumers are now demanding transparency in sustainability practice through their buying habits.

This means they are actively choosing to spend money with businesses that have or are reviewing their business practices, switching to renewable energy, and investing in sustainable packaging.

As a result, implementing sustainable practices should now be a top priority for every business that wants to encourage customer loyalty and continue to go from strength to strength.



**With the ESG agenda, shareholders and the public are now taking business sustainability really seriously. The reality is, if you haven't got sustainable processes in place and your impact on the environment is higher than your competitors', people will probably choose other businesses over yours.**

– Dan Fiehn



4

# Productivity no-brainers





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Building a successful business takes time and effort. The hard truth of the matter is you need a long-term, sustainable business model. Be diligent, be strategic, and be committed to what you do.

– Lisa Johnson

”

According to Grace Marshall: “True productivity is satisfaction in a world where the work never ends.” This means: “Excitement without exhaustion. Opportunity without overwhelm. To be on fire with passion and purpose, without burning out.”

But of course, imbuing your business with productivity isn’t as simple as just knowing what it takes. It requires action, goals, and strategies to get you there. So, how do you do this?

### Create a productivity culture

Firstly, a productivity culture might not be what you think it is. No, it doesn’t mean staying late, working through lunch, and instant responses. All those things display busyness, but it’s important to note that busyness does not equal productivity.

“

**A key takeaway from this guide is that true productivity is about worker satisfaction and effectiveness, not just getting more done for the sake of busyness. By switching from time management to attention management, implementing rewards, and ensuring psychological safety, companies can unlock productivity in a sustainable way.**

– Dayana Nikolova

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## Switching from time management to attention management

Ultimately, productivity for productivity's sake isn't actually the goal here. What we mean by this is: getting lots of tasks done isn't as worthwhile a use of time as getting the right things done at the right time. In a culture that promotes busyness, you might be promoting the former.

To overcome this, you need to start the switch from thinking about time management to attention management. This is because a focus on time distracts us from what we're actually trying to achieve. Trying to get something done in a set amount of time becomes more about ticking off a task than doing it well, and it also sets us up for failure.

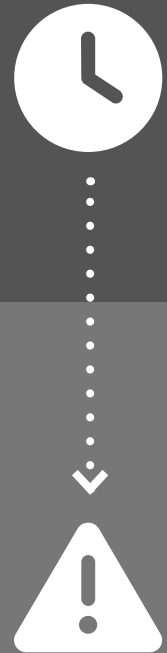
Because if you need to spend time in meetings for a few hours, you can't also be using that time to tick things off. But not ticking things off makes us feel like we've not achieved anything when we have. So, there's something to be said for learning to hone your attention.

“

**People want a sense of 'tick, I've done something' because sometimes that just feels easier. But we need to comprehend the difference between fake work and real work, and the dangers of being too focused on now.**

– Grace Marshall

”





**As Grace says: “Understand when you’re in collaboration mode, or in deep dive mode, and be deliberate about both of those things in equal measure.”**

This might involve switching off your notifications or, on the other hand, remaining open to conversation.

Each approach has its place, but at the right time, and in the right way.

For instance, businesses with limited resources should avoid distractions and narrow the tools and channels they use to focus on what really matters. When you do this, you can switch to a productivity mindset, rather than a busyness mindset.

“

**What are the channels that we’re using for collaboration and what are the rules of engagement around that?**

**So, if I send you an e-mail, what's the expected response time? What's the best way of getting hold of each other? How are we going to keep each other updated on the project?**

– Grace Marshall

”

## How to instil productivity in your business



“In 2024, productivity is set to be a linchpin for economic growth.”<sup>12</sup>

### 1 Develop a company vision

You can't get somewhere without a roadmap, and to develop a roadmap you need to know where you're trying to go. Now's the time to sit down and define that.



### 2 Define individual goals

“ Then, define clear goals for each of your employees in relation to the main business goal. “Equip people to be thinkers and decision makers: Define clear goals that everyone else is aware of so employees know what they should say yes or no to.

– Grace Marshall



### 3 Ensure psychological safety

“ If team members are to be given the freedom to contribute, make decisions, and say yes or no, they need to feel safe to do so. “Understand how safe people feel when speaking up, otherwise their attention will shift towards trying to keep themselves safe, rather than furthering the cause.

– Grace Marshall



### 5 Allocate resources efficiently

Because productivity isn't just about doing more, it's about how you do it.



### 4 Provide a sense of satisfaction

“ What makes a day productive is not just the number of tasks we tick off a 'to do' list, it's the satisfaction we get from what we do. The sense of achievement and progress, and the knowledge that what we do matters.

– Grace Marshall





5

# Efficiency no-brainers





Put simply, efficiency refers to how effectively a business can produce output based on the resources it puts into this process. In this sense, a business that is high in efficiency is one that has the resources in place to produce quality output in a time-efficient manner.

But of course, for many businesses, finding the time to focus specifically on efficiency tends to be left to a rainy day when they're either going through a cost reduction exercise or preparing for something like an acquisition or a merger.

**As Dan says: “Because most small businesses are very leanly resourced, they just don't have the resources or the people to really take the time to consider efficiency. So, they end up caught in a vicious circle where it becomes much simpler to just carry on as they are.”**

But he continues: “A lack of efficiency can lead to increased waste, which drives up prices and makes a business less competitive in the market. This can drive up stress, increase absenteeism, and lead to a higher turnover of staff.”

In this sense, then, staff wellbeing and efficiency are intrinsically linked, especially as small businesses aiming to improve efficiency are relying on autonomous team members to drive their efficiency culture forward.

### Creating an efficiency culture

An efficiency culture, then, relies on a business' resources and its employees. As Dan says:  
"It is both top down and bottom up." **So, how can a business create a top down efficiency culture?**



#### Communicate from the top

If you want people to understand why you're doing what you're doing, you need to communicate that from the top down. The action required to undertake this journey is then bottom up, but without communication from the top they won't know where they're going.



#### Implement reward systems

When people are doing things well, let them know. Too often we think people are mind readers, that they automatically know when they've done a good job. But frequently they don't – they need positive input to continuously motivate them and let them know what they're doing is both worthwhile and appreciated. For example, through employee of the week/month schemes, incentives, and personal reinforcement on an individual level.



#### Reimburse people fairly

We are still in a cost of living crisis. This means people will jump ship if they are given the financial incentive to do so – and that's not personal, it's business. To keep people on board, you need to ensure their wages are in keeping with the market rate before someone else does.



#### Focus on retention

Of course, people will always leave businesses, for a variety of reasons. That is, to an extent, unavoidable, and not necessarily a bad thing. **But as Dan says: "You need a combination of new people and old people. New people bring fresh ideas and they're not attached to the old ways you used to do things. But your veteran employees bring expertise and context, they know your business inside out, and the knowledge they possess is extremely valuable."**



#### Streamline your technology

Dan commented: "Sometimes people think of efficiency as intrinsically related to the latest technology, but it doesn't need to be. Something as simple as condensing the number of suppliers you've got delivering one type of technology may drastically improve your efficiency."



Analysing, measuring, and streamlining your business processes is crucial to optimising efficiency. Automation and technology can help too. So if you aren't a tech lover, make sure you work with someone who is!

– Lisa Johnson



## Using technology to improve efficiency

Technology doesn't have to be complicated and expensive. In fact, Dan recommends that technology comes last in your drive to promote efficiency, in a structure that goes:



People



Processes



Then technology

He then suggests creating a heat map of the areas in the business that aren't where you want them to be yet. You need to have a clear view of the current state of the business to put a plan in place to improve them. To this end, nothing needs to be done at once. In fact, the faster you try and rush through this process, the more things you are likely to miss. Instead, create a three-year, five-year, or even 10-year plan.

Then, when it comes to investing in technology that is going to serve rather than hinder, the key is in consolidating your suppliers. Why have multiple suppliers serving one area of the business when you could have one? Simplify, consolidate, and by doing so you should minimise distractions and allow technology to support your business, rather than create friction.

## Efficient printing



Instead of having four+ printing suppliers across the estate, move and consolidate into one supplier to get economies of scale, then start putting in clean processes to become more efficient.

– Dan Fiehn



On a similar note, it can be useful to simplify your printing strategy. That doesn't just mean print less, it simply means: print smarter.

Because often printing can be spread out from department to department, meaning spend is incurred at a departmental level and the combined cost of this somehow gets lost. But having lots of printing hardware that isn't living up to its full purpose is an inefficient way to print. More hardware requires more electricity, more consumables like ink and toner, and more manpower to make sure machines are serviced and working properly.

A managed print services model is a much smarter way to print. It means, as your company grows your service plan can too, providing you with more agility and flexibility. It also means you can offload your printing requirements to a third party, get your consumables delivered automatically, and have a support system in place for if things go wrong.

**“Look for more agile teams, more autonomy, so there's more accountability at a lower level, because often in large organisations people feel it's beyond their remit to make the change. A lot of inefficiencies can be solved at an individual person level, if they're just given the permission.”**

– Dan Fiehn

1

**Identify the areas of inefficiency in your business**

2

**Reward and upskill your staff**

3

**Streamline your technology**

4

**Develop an efficiency roadmap**

5

**Review your progress and make changes along the way**

6

## Cost saving no-brainers



## Cost saving no-brainers

Of course, at a time like this every business is considering how it can cut costs. And in the short term, there's nothing wrong with trimming away the fat. In fact, it can be an extremely beneficial exercise to consider the areas of your business operations that are vital, and those that are not.



But what we don't want to do during this process is lose sight of what's ahead. Ultimately, you don't want to cut things now that will need to be reintegrated into the business at a later date and at a greater cost.

What's also vital is to keep your customers in mind. If you're cutting costs, it's important not to cut quality at the same time. Nothing is gained from making cuts that affect the quality of what you offer, especially as every business and consumer is now considering how they can do the same thing you are.

**Why give them a reason to cut your services too?**

## Small vs large business cost saving challenges

The benefit of being a relatively small business is that you have agility in a way large enterprises do not. This means you can think outside the box and make quick decisions at the drop of a hat.

The other benefit, of course, is that SMEs are eligible for a wide range of small business grants. This can encourage creativity and risk-taking, enabling start-ups to explore new possibilities.

But the real benefit of being so flexible is that you can treat the root cause of an issue without having to deal with the bureaucracy of a large enterprise. That means, rather than making cuts that simply act as a sticking plaster, you can root out the problem to make your business stronger than it was before – and make changes that lead to a higher return on investment overall.

“

Cutting costs is just a temporary solution as many small businesses operate with small budgets, and there's only so much you can save. Treating the cause and optimising spending can lead to a significantly higher return on investment in the long run.<sup>9</sup>

– Databox

”





## How to develop an optimised spending culture



### Businesses can create a culture of optimised spending:

Analyse the company's costs and revenue to create a customised savings plan and analyse channel performance to allocate resources correctly.<sup>9</sup>

– Databox



1

### Eliminate unnecessary costs

This is the time to trim the fat. This does not mean trying to justify cutting resources you actually, in the long run, still need. **Don't hack – trim.**

2

### Consider how you're spending your money

Are you spending money on multiple pieces of tech that could be consolidated into one? Do you have hardware you don't need? The key point here is not to not spend, it's not to overspend.

3

### Look after the resources you already have

From consumables to employees, everything lasts longer when it's taken care of.

4

### Develop an efficiency and productivity mindset

Make sure you are getting the most out of your working days, and when your people deliver over and above on your behalf, recognise their accomplishments.

5

### Get to the root of any issues that arise

Thinking long term is the key here; a short-term fix is rarely cost effective.

7

# How to make smarter decisions





For lean teams trying to do more with less, the tips here on strategic focus, culture, and technology represent business fundamentals, not buzzwords. It's all about working smarter, not just faster.

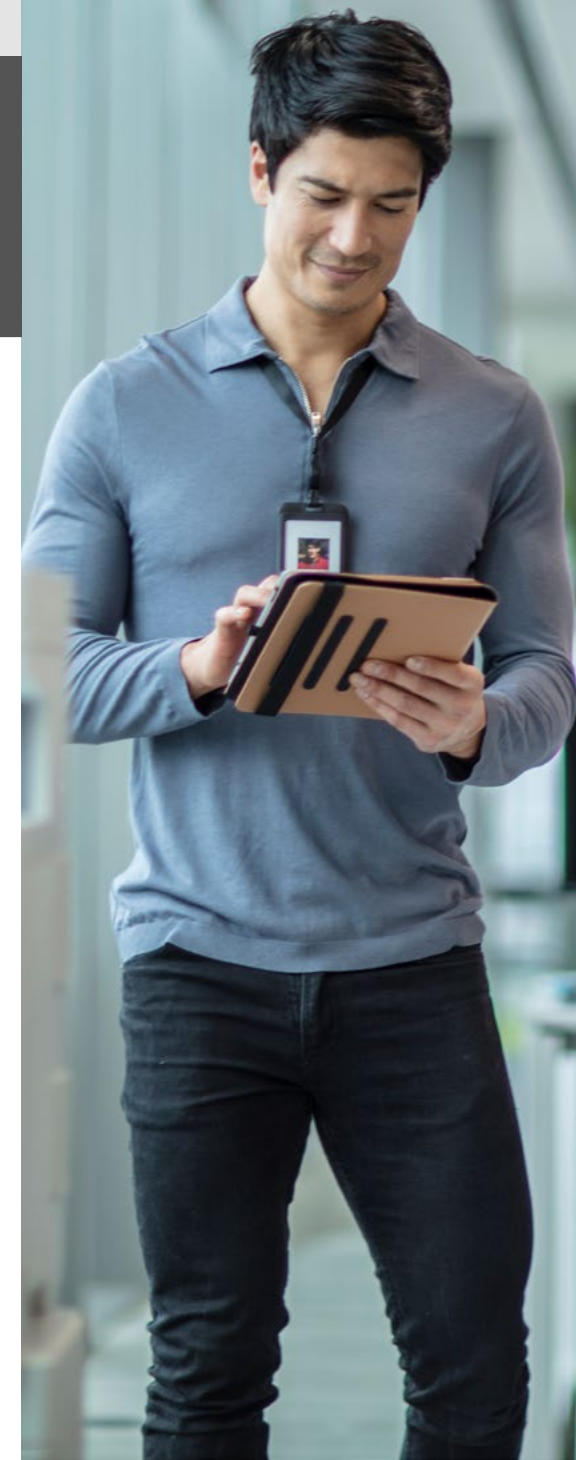
– **Dayana Nikolova**



So, if we know what we're aiming for, how do we actually get there? Well, the power of marginal gains has been well proven by the British cycling team<sup>10</sup> and businesses alike. Essentially, the power of marginal gains theory states that huge progress can be made from incremental changes.

**That means, if you look to improve and optimise your performance by just 1% across a number of different areas, the cumulative gains should add up to an even more substantial improvement.**

What this indicates is that slow and steady really does win the race. You don't have to make huge adjustments to your productivity, efficiency, and costs overnight. You don't even have to make huge adjustments at all. Small ones can be just as good, if not more effective over time.



In what areas can you start to make small adjustments to support your business this year?



## Make your technology work for you



**An analogy we use is a melon – you wouldn't try to eat one whole, you'd slice it up and eat it in manageable bits. So, why take an all at once approach with your business, or more importantly, its technology?<sup>6</sup>**

– Razor



The truth is, most of a business' technology is siloed, meaning an individual piece of software or hardware works alone. This can be effective enough, but it's not particularly efficient or economical.

Technology that can talk to each other, however, can make a huge difference. It reduces the need for manual input which can free up your team members to take on other, more important tasks. And it can automate processes, making parts of your business run seamlessly instead of disjointedly.

Now, to achieve this, you don't need the most expensive, latest technology. You just need tech that is designed to work together. Consider the way team members can edit documents for everyone, in real-time, in Microsoft Teams. That means implementing technology partnerships and sticking with one supplier for one service.



## Cultivate job satisfaction

Researchers from the University of Oxford found that happy workers do not work more hours than their discontented colleagues – they are simply more productive within their time at work.

### Why?

Because happy employees don't just motivate themselves to do things quickly and do them well, they motivate the people around them. And, as you can imagine, unhappy employees do exactly the opposite. They demotivate the team around them and cause a lack of productivity.

Clearly then, creating a healthy workplace culture is not just about attracting talent and looking good on LinkedIn, it's also good for business. So, if you want to promote productivity and efficiency, start by motivating your staff to want to be on top of their game.

### How?

Well, like we said, start small. Implement a reward scheme. This doesn't just mean thanking employees on a large, business-wide scale, it means recognising the small wins too. Compensate them fairly and appropriately, give their voice a platform, and allow them to be themselves, whatever that looks like for them.



Businesses suffer up to **91** hours of printer downtime per year



## Streamline specific processes

As we mentioned above, the impact of small, incremental process changes can really add up when it comes to overall business performance. So a great place to start is identifying specific areas that you might previously have overlooked as too embedded or too insignificant to be worth changing.

Areas like printing, for instance. According to recent research, businesses suffer up to 91 hours of printer downtime per year.<sup>8</sup>

During a period of economic uncertainty, this kind of business loss is simply untenable. Yet, despite this, many businesses still don't consider the long-term impact of continuing to use outdated equipment – preferring to upgrade “shinier” elements of their tech instead.

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 and consumables, they're likely creating more long-term costs. With printers that jam, break down, and ultimately reduce their capacity to complete work in a timely manner.



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

8

# Kickstarting gains with managed print services



## Why a Brother Managed Print Service is a smarter way of printing?

# Managed Print Services



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. With a managed print service, you can connect all devices to one monitoring system to ensure just-in-time delivery of replacement genuine ink or toner cartridges, and effortlessly arrange repairs should they be needed.

This reduces waste and downtime and ensures impatient colleagues don't use non-genuine ink 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.

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**Brother MPS eliminates the everyday headaches of printing through proactive management and automation. It's an easy 'no-brainer' for busy teams trying to work smarter.**






– Dayana Nikolova

”



## Which Brother MPS service is right for my business?

### How can Brother MPS boost business efficiency?

-  Four-hour breakdown response and next business day callout for support (new printers only)
-  Automated genuine supplies ordering and delivery (for example, ink and toner) before they run out
-  Easy-to-use management portal so you can exit or amend your service at any time
-  Self-serve or remote printer setup with one of Brother's experts to ensure your MPS service is up and running quickly
-  Frequent software, firmware, and solutions updates, giving you access to cutting edge technology when it's released

## Managed Print Services

E S S E N T I A L

### Brother MPS Essential

Eliminate your everyday printing frustrations and simplify the way your business prints with Brother MPS Essential. This simple, managed print service is the ideal solution for businesses that need a solution that works seamlessly alongside their day-to-day.

## Managed Print Services

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

### Brother MPS Professional

Brother MPS Professional offers all of the reliability, ease and simplicity of MPS Essential but provides you with the ability to customise your managed print service to ensure that it works with any specific or unique print needs your business has.

Kickstarting gains with managed print services

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.



### 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.

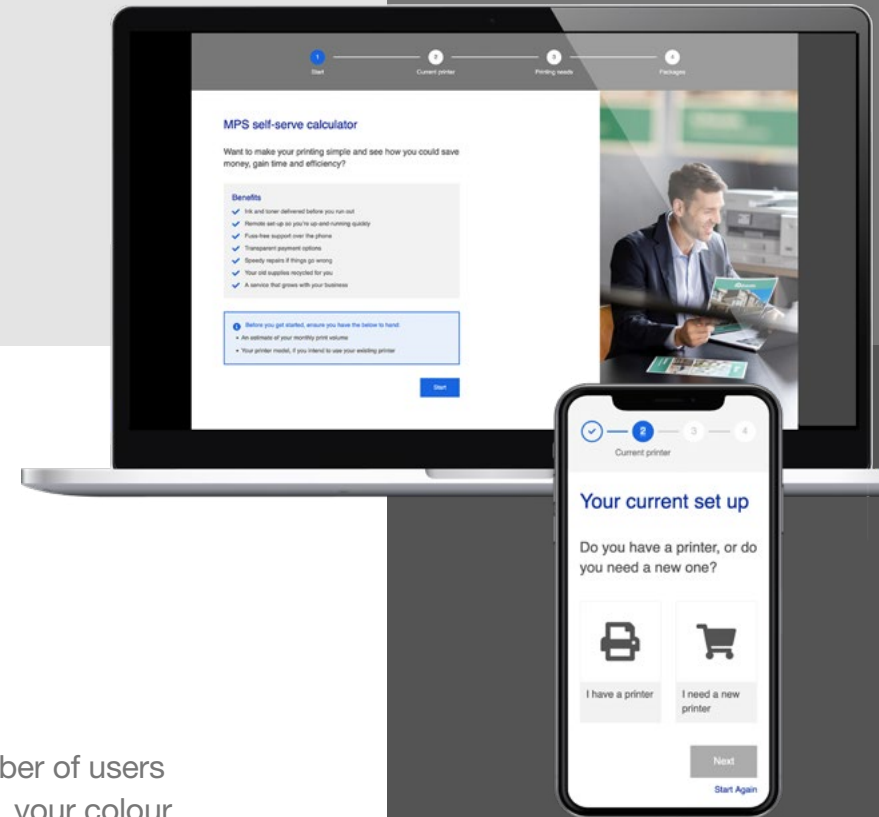
4

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)

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

## It's time for smarter printing

Our 'At your side' philosophy means that we'll 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.

Want to find out more about how smarter printing can help you grow your business in 2024 and beyond? It's a no-brainer! Visit our website [here](#).

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Make  
Printing  
Simple