THE 3 PITFALLS OF PRICE-BASED PRINTER PROCUREMENT – AND HOW TO AVOID THEM

Choosing the lowest-cost printer may seem like a good deal, but putting too much weight on an initial purchase price can cause big problems for agencies down the road.

HOW TO HELP AVOID PITFALLS:

- Undertake an assessment of your current print environment.
- Create a long-term strategy to ensure you have the right print solutions in place — this includes rightsizing the printer fleet and utilizing multifunction devices (MFDs).
- Always consider total cost of ownership; initial prices may not include the cost of fleet replacements, consumables, management, etc.
- Consolidate buying power (e.g., by teaming up with other agencies, municipalities, and departments) to benefit from economies of scale pricing for high-quality MFDs.
- Select one supplier/partner for your print management needs to benefit from value pricing, better control, and user consistency.

### PITFALL 

**PITFALL #1**

“CHEAP” DOESN’T EQUAL “AFFORDABLE.”

Low-cost printers may not be cheaper over the long haul. They may need extra maintenance, and the cost of replacement ink or toner for these printers may be higher.

**PITFALL #2**

PATCHWORK PRINTING ENVIRONMENT:

Choosing the cheapest option or having a mixed print fleet can create an inefficient patchwork of solutions, including single-function devices on employee desktops. In addition, your IT staff may struggle to provide support because it’s difficult to remain knowledgeable about disparate devices.

**PITFALL #3**

WEAK SECURITY:

Government agencies regularly handle confidential information, but lowest-cost printer options may not include features such as access control, IPsec options, and updated network and hard drive encryption features.

PROICE PRINTER INK:

A CDG survey found 30 percent of respondents spend between $10,000 and $49,999 per year on printer ink. If a cheap printer guzzles expensive ink, you won’t save money long term.

PERSONAL PRINTER PROBLEMS:

Nearly 1/3 of CDG survey respondents said they print more than 10 pages per day. When employees have access to personal printers, it’s more difficult to regulate printing practices.

HARD-TO-PROTECT DATA:

One-third of respondents to the CDG survey indicated that up to 24 percent of their data breaches over the last two years involved paper records.

Contact your Canon Solutions America Bid Bid Support team today and help ensure responsible privacy and security practices for your government agency.