

Adobe® LeanPrint: A new way to print economically and responsibly

An innovative solution for cost-effective printing



Adobe LeanPrint

Printing presents a challenge for organizations competing in today's global market. Organizations have grown increasingly vigilant about their costs of doing business and are actively seeking new ways to manage costs while enhancing productivity. In addition, a renewed focus on environmental stewardship and responsibility has emerged, adding sustainability to the list of organizational objectives. With paper, toner, and printing devices always increasing in cost—if only incrementally—and taking an ever-higher toll on the surrounding environment, printing is a logical area in which to search for eco-friendly cost savings.

This document highlights the strategies companies can employ to bring down the cost of printing. It includes scenarios of how companies can manage and reduce their print costs with new technologies, while simultaneously minimizing the organization's carbon footprint.

Existing solutions

Understanding exact print costs is a crucial aspect to systematically reducing expenses, but many organizations today find it difficult to identify the exact costs of the various aspects of their print operations. Printing market players that have traditionally supplied business partners with high-end printing equipment are now turning more attention toward offering monitoring services to help organizations better manage printing costs organization-wide. These outsourced managed print services (MPS) can offer helpful guidelines for IT managers to aid them in establishing printing rules or imposing quotas to reduce printing costs.

For IT managers wishing to take on the responsibilities themselves, establishing and managing printing operations in house is also an option, as is outsourcing printing execution to print specialists who can help monitor and reduce printing activity levels.

However, to truly transform printing activities into leaner, more cost-effective, and eco-friendly operations, IT managers need a solution that empowers employees to make significant contributions toward effective cost management and also provides a greater level of insight and control. Turning employees into partners is the right approach in the endeavor to reduce the cost and environmental impact of printing. In addition, the ability to visualize printing costs and environmental impact data for individuals, departments, and the organization as a whole enables managers to develop a more comprehensive understanding of how printing impacts an organization's bottom line.

Cut costs without cutting quality or quantity

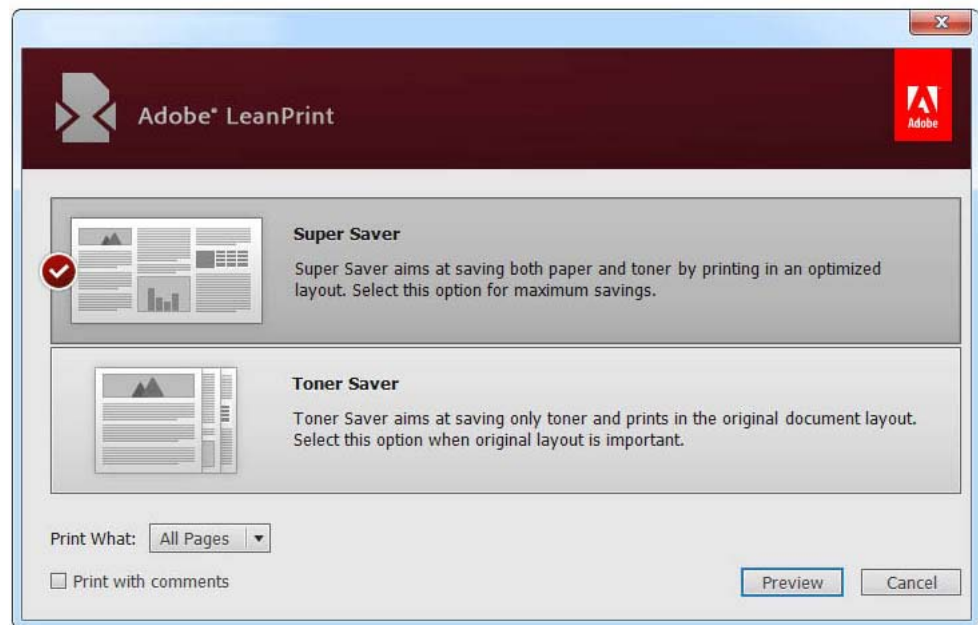
Managing printing costs doesn't have to come at the expense of producing quality documents. Adobe LeanPrint is an enterprise-class, software-only printing solution that helps keep expenses in check without adversely affecting print volume. The solution uses an innovative method to reformat the layout of documents while printing from popular business productivity applications and web browsers. Adobe LeanPrint enables greater control over print operations by leveraging technologies that blend traditional desktop publishing tools and print workflows for more efficient and cost-effective printing.

Adobe LeanPrint offers organizations greater flexibility in controlling what happens before documents are sent to printers for optimal cost-effectiveness. Adobe LeanPrint can substantially reduce paper and toner use, dramatically lowering costs and environmental impact without enforcing restrictions on employees that can stifle productivity.

With its patent-pending technologies, Adobe LeanPrint fully supports the most popular business applications, such as Microsoft Word, and Excel, Adobe Reader®, Adobe Acrobat®, and Internet Explorer and Firefox web browsers. For each application, the solution defines an ideal print output that balances readability with reductions in paper and toner consumption for virtually any printing device.

The Adobe solution brings unparalleled, best-in-class technologies to make printing leaner, cleaner, and greener. With Adobe LeanPrint, users can:

- Put more content on fewer pages to reduce toner and paper use and an organization's environmental impact, while maintaining the integrity of content. Formatting, colors, and layout are automatically fine-tuned at print time, delivering exceptional savings.
- Easily track and analyze print savings with rich reporting functionality at the job, user, and organizational levels for a comprehensive perspective of an organization's print operations.
- Deploy and use quickly with a simple software download to end-user terminals. Accelerated rollout can help companies begin immediately reducing consumption of paper and toner by an average of approximately 40% (per Adobe Lab tests) when printing typical office documents, significantly impacting the bottom line.



Users can choose how much they want to save by selecting the Super Saver or Toner Saver mode in Adobe LeanPrint.

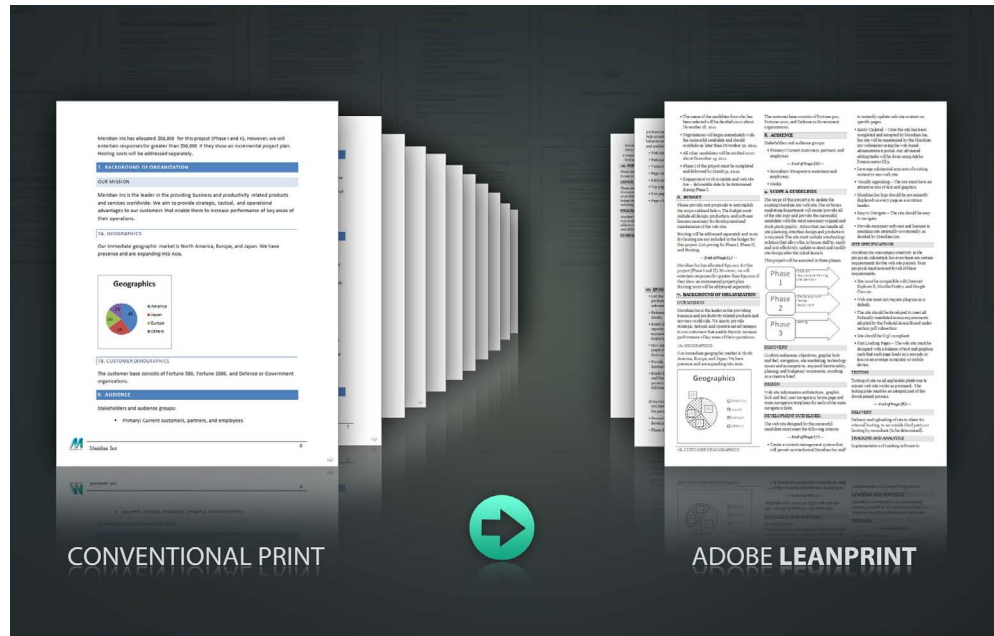
Adobe LeanPrint features Super Saver and Toner Saver modes, which allow individual users to choose how much toner and paper they want to save. The Super Saver option dynamically transforms longer, full-color documents and presentations into shorter, more resource-friendly documents by automatically altering the layout to be more space efficient. Users can conveniently transform any DOC, XLS, or PDF file to a print-optimized version with a single click to reduce the number of pages and amount of toner required, regardless of whether a document is printed in color or grayscale.

For example, printing Excel spreadsheets often requires elaborate preparation to manipulate data to fit the content within page boundaries and then choose the proper print layout. Adobe LeanPrint automatically resizes charts, graphs, and data in Excel files for optimal printing and gives users a convenient preview of the document prior to printing.

Similarly, Toner Saver applies intelligent printing techniques to significantly reduce toner consumption—in color and grayscale printing—without impacting the layout of a Word, Excel, and PDF documents.

Toner Saver mode fully maintains the structure and layout of visible content, so it's perfect for printing documents in which layout is vital to the document's intentions and integrity.

In addition, extensive reporting capabilities empower managers and employees to track their paper and toner use. Individuals can electively control how much they print on a per-document basis and review their savings in real time. Adobe LeanPrint features a simple, intuitive interface that makes it easy for everyone to manage printing, helping to ensure that cost-saving practices are more widely adopted organization-wide.



Super Saver mode empowers employees to be proactive in saving money. Users can print long documents in fewer pages to save toner and paper.

Adobe LeanPrint for IT managers

IT managers have a lot on their plates. And while partnering with an MPS provider can alleviate some of the burden, Adobe LeanPrint combined with MPS solutions can be an asset for those seeking to have a larger, more direct impact on printing expenses.

Adobe LeanPrint deployment is a two-step process, enabling IT managers and decision-makers to try and then buy.

- **Trial phase**—IT managers can deploy Adobe LeanPrint for a trial period, enabling all the tools and capabilities to end users on their desktops. During the trial phase, IT managers can set Adobe LeanPrint as the default print setting, automatically transforming users' typical print activities into leaner, greener, and more efficient printing. The trial phase also enables IT managers and employees to take advantage of the rich reporting capabilities available in Adobe LeanPrint, demonstrating the savings achieved on a per user, department, and organizational level.
- **Purchase phase**—At the conclusion of the trial period, IT managers can continue the savings achieved by purchasing Adobe LeanPrint for all desktops on a full-time, ongoing basis.

Because cost savings are only valuable if they can be measured, Adobe LeanPrint features multiple ways to make it easier for users and IT managers to view reports of their printing activities, costs, and savings. At the employee level, a personal dashboard helps employees track their contributions to an organization's cost-saving efforts by monitoring daily, monthly, or yearly paper and toner use. In addition, each document printed with Adobe LeanPrint displays on-screen paper, toner, and print cost savings. This helps users visualize and understand trends in their personal use, which can help guide them toward more efficient uses of resources in the future.

With the enterprise dashboard (available soon), IT administrators and managers can get a comprehensive view of an organization's printing activities. The enterprise dashboard makes it easy to segregate data among user groups or departments and generate reports for the entire organization to provide better insight for strategic decision-making and resource allocation.

Adobe LeanPrint can be deployed in different modes. By default, it can be used as the primary print path, helping to ensure that all users print in a cost-effective manner. IT administrators can also choose to universally disable conventional print settings, further reducing costs and wasteful printing across the organization. Adobe LeanPrint can also be deployed as an option: Users' default print experience does not change, but they can specifically choose to print some documents with Adobe LeanPrint.



Adobe LeanPrint reports provide clear, concise insight into how much paper, toner, and money an organization saves.

Achieving ROI with Adobe LeanPrint

Adobe LeanPrint is a flexible solution enabling organizations of all sizes to save as much or as little as they desire and in the manner of their choosing. Regardless of the size or scope of your organization's operations, there are numerous ways to achieve real returns with Adobe LeanPrint. Here are three scenarios illustrating returns on investment (ROI) with the Adobe solution. The scenarios are based on an organization with 1,000 employees and an average of 10,000 pages printed annually per employee, with 90% of pages printed in gray and 10% in color.

- **Scenario A** A department prints a lot of internal documents for reading, reviews, and archiving. Super Saver mode is ideal for most of the documents because layout changes do not impact the effectiveness of the documents. Printing 80% of the total pages using Adobe LeanPrint—applying Super Saver for 80% pages and Toner Saver for 20%—results in an overall print cost savings of approximately 25%.

- **Scenario B** Most of the documents printed are for external use, and changing the layout is not generally an option in most cases. Here, printing 30% of all pages using Adobe LeanPrint, with 40% of those pages printed in Super Saver mode, produces an overall cost savings of around 5%.
- **Scenario C** Many departments print all kinds of documents for both internal and external purposes. On a case-by-case basis, it may make sense to change the layout of a document, but for other documents the layout needs to be preserved, so Toner Saver is the better option. If half of all pages are printed with Adobe LeanPrint, and 60% of these are printed using Super Saver, an overall print cost savings of around 12% can be expected.

1000 Employees, 10000 pages printed annually per employee, Color prints: 10%, Gray prints: 90%, Total Print Cost: \$260K					
Scenario A		Scenario B		Scenario C	
80%	20%	30%	70%	50%	50%
LeanPrint	Conventional	LeanPrint	Conventional	LeanPrint	Conventional
80%	20%	40%	60%	60%	40%
Super Saver	Toner Saver	Super Saver	Toner Saver	Super Saver	Toner Saver
\$66k	25%	\$12k	5%	\$31k	12%
\$ Savings	% \$ Savings	\$ Savings	% \$ Savings	\$ Savings	% \$ Savings

With Adobe LeanPrint, organizations have numerous options for realizing significant cost savings.

Getting Adobe LeanPrint

Whether a business is using an MPS or managing printing on its own, Adobe LeanPrint is a valuable solution for any organization wanting to reduce printing costs and operate more sustainably. IT managers can easily install and launch the solution on employee workstations and begin achieving cost savings almost instantly.

For more information

Product details:
www.adobe.com/products/lean-print.html
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