



## Solutions for Corporate Enterprises

### Pharos Systems Overview

Pharos Systems International provides powerful and innovative print optimization software and services focused on **making every print an intelligent decision**. Our customers are corporations (including 5 of the Fortune 20 companies), educational institutions, and libraries across the globe. Pharos pioneered print control and management software in 1992 and continues to lead the industry today. Our solutions save customers money on print and copy, foster eco-friendly printing, and make printing more secure and convenient for end users.

Pharos was founded in Auckland, New Zealand, where we maintain a large R&D facility. Corporate headquarters are in Rochester, NY. We have customers in 50 countries and are proud of having a 98% customer retention rate since 2002.

### Customer Success Stories

Pharos On-Site Print Specialists have helped a **defense contractor** with about 20,000 employees trim its equipment fleet by 38.9%, reduce print volume by 42.5%, lower TCO (Total Cost of Ownership) by 40%, and consolidate 10 print centers to 6.

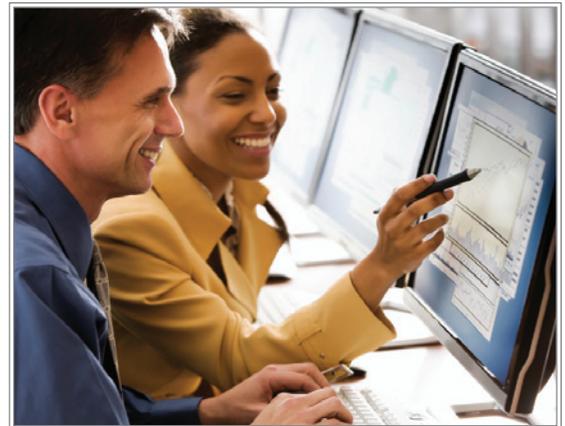
Pharos Blueprint® Enterprise software has enabled a global **IT management software company** to automatically identify, track, and cost every printer used by employees in 54 offices—and then use that information to optimize the fleet. The integration of Blueprint into new multifunction printers has made printing more secure and convenient, and has significantly cut print volume and print waste. In a 4-month period, the company saved 2.7 million sheets of paper, equivalent to 327 trees.

A large **telecommunications company** is using Blueprint Enterprise to manage printing by its 300,000 employees working in 5,000 buildings in 1,500 cities. Blueprint enabled the company to discover that it had over 50,000 devices (including 749 unique models), many of them expensive desktop inkjets. Moreover, the employee-to-device ratio was a low 2.3 to 1. Blueprint Enterprise provided this company with the information it needed to take charge of printing. Costs have been cut by \$20M annually and 98% of the inkjet devices have been eliminated. Rightsizing the equipment fleet has yielded an employee-to-device ratio of 14 to 1.

Pharos On-Site Print Specialists created an internal campaign for a **beverage company** to motivate employees to print less. The campaign was launched at the peak of a drought, and the key message was that it takes a soda can's worth of water (12 ounces) to make one sheet of paper. This campaign, along with other initiatives that Pharos manages for the customer, has reduced print volume by 36%, shrunk the fleet by 31%, and lowered TCO by 41.5%.

One of Pharos' customers is a large **financial institution** that has been an environmental leader for decades. Since 2000, this bank has succeeded in reducing paper usage by 40%. It recently announced a new goal, powered by Pharos, to reduce employee printing by 50% over the next three years. A group of bank associates is piloting just a few of the capabilities of Pharos print optimization software, and they have already reduced their print volume by more than 30%.

- Save money
- Reduce waste and print greener
- Enhance services
- Easily secure devices and documents



## What Makes Us Unique

- Vendor and hardware neutrality
- Rich portfolio of technology and services for print optimization
- True enterprise-wide perspective
- Track record of delivering results
- Award-winning software
- Thought leadership in all aspects of print
- Dedicated On-Site Print Specialists
- Dual Path strategy of sourcing and process excellence

## Pharos' Services Portfolio

We provide services to optimize printing wherever it happens:

- In the office
- In internal production print centers
- Externally sourced from commercial printers

### Print optimization services:

- Current-state assessment
- Print strategy design
- Deployment and measurement, including RFP development, vendor selection, implementation of print management software, design and management of fleet refresh, and user printing behavior modification
- Ongoing management services, such as end-user training and monitoring, vendor management, invoice reconciliation, reporting, and process reengineering

## Pharos' Technology Portfolio

### Software

Pharos Blueprint Enterprise software incorporates sophisticated discovery, tracking, and accounting technology that provides a comprehensive picture of enterprise-wide printing to the user level. It features Policy Print™ for deploying printing policies that encourage employees to print more responsibly. And it has Secure Release Here®, which holds print jobs until their owners badge-in at the device. You'll never have to worry about confidential documents sitting unclaimed on top of network printers—or about unauthorized people using your printers, copiers, or multifunction devices.

### User Interface Solutions

Pharos offers embedded software solutions (integrated multifunction printers or “iMFPs”) for over 150 multifunction devices from the leading printer manufacturers. For non-supported MFPs and single-function printers, we provide Omega external controllers. In all, Pharos has solutions for any kind of output device.

## Customer Requirements Addressed

- Cut spending on paper, toner, ink, and equipment
- Reduce unnecessary printing; reduce unnecessary color printing
- Create a more sustainable workplace by reducing print volume and waste
- Make printing more secure, convenient, and flexible
- Track, monitor, and report on printing and copying
- Charge employee usage to appropriate department
- Make fact-based decisions about rightsizing the fleet



80 Linden Oaks, Suite 310, Rochester, NY 14625  
888-864-7768 (toll free US/Canada) • 585-360-1010 • [www.pharos.com](http://www.pharos.com)