

September, 2010



“Converge and Emerge...into the next decade of Reprographics”

**CRA Convention Dallas, TX
October 6-8, 2010**



RESIDENT SPEAKS...

See You Soon in Dallas!

The weather is getting cooler, football is getting ready to start up, and yes, it's almost time for the CRA convention. If you visit <http://www.cra1.org/> you can get all of the fine details regarding our upcoming convention. As you consider all of the great reasons to attend, don't forget that Dallas is one of the easiest, if not the easiest, city in the country to get to. Almost every flight is non-stop from your hometown.

Once you arrive in Dallas we will get to work in presenting the finest convention we possibly can. We really do need your support and attendance. Please call and make your hotel reservation as soon as possible. Deadline for our great group rate ends on September 10th. Rooms at the group rate may not be available after this date. If you have any questions, please feel free to contact me (kent.long@thomasrepro.com) or Shirley (shirley@cra1.org) anytime. We are here to make the convention a great experience for all of you.

We know the economy is always in the news and not always giving us the most confidence and I think that can work to your advantage. Let us have the chance to keep you connected to the industry and give you some great networking opportunities. Together we can all work together and make it a great year!

See you soon,

Kent Long
CRA 2010 President

IMPORTANT ACTION DATES

September 9, 2010	Cost Recovery Webinar by Mike Becker, AbacusPCR (see article on page 2)	NO CHARGE to participate, email shirley@cra1.org for link
September 10, 2010	Deadline for group room rate at the convention hotel	Sheraton Hotel Reservations Register on line
September 10, 2010	Deadline to register with early bird discount	Convention Registration form
September 10, 2010	Golf registration deadline	Golf Registration form
September TBD	Where's the Color? Webinar	Presented by Peter Lawrence, OCE date and time TBD
October 6-8, 2010	CRA Convention Dallas, TX	CRA web site for complete convention information

ARE YOU PARTICIPATING IN THE RECESSION?

“Converge and Emerge into the next decade of reprographics.”



In a down economy everybody cuts back on spending and plays defense. The first to go are the “unnecessary” items and on top of the list are conventions and business meetings. But is that the right thing to do?

What about being **pro-active** and searching out new ways to generate revenue? That is harder because you won’t find answers sitting in your office. No explorer ever discovered anything by sitting still...they went out and searched where something new could be found...like a “business trip or convention”.

Did you know that...

One Dollar on Travel = \$12.50 in Revenue*

*According to Oxford Economics USA’s extensive research report “*The Return on Investment of US Business Travel*” for every dollars spent on business travel, companies benefit an average of \$12.50 in increased revenue and \$3.80 in new profits. Such figures present a very compelling case for face to face meetings. Want to know the potential return on investment of your business travel and meetings? [Click to read the report.](#)

Don’t rule out attending conventions, especially when they feature education and can help your company adapt to current business conditions and prepare for the future.

The CRA Convention has four great educational sessions that are timely, important and applicable to our businesses today. [Convention Education Program](#)

“Converge and Emerge” in Dallas! It’s not too late to [register](#) and get a great ROI on your dollar spent at the CRA!

The following article is being presented in advance of the “COST RECOVERY” Webinar scheduled for September 9, 2010 at 11 AM CDT, 12PM EDT. Email shirley@cra1.org for link. NO CHARGE to participate.

Printing Cost are Rising....are you in control?

Businesses that ignore the rising costs of printing are losing money. Lots of money! According to Gartner Research, print and printing related expenses increase 10% to 30% each year. The research also shows printing expenses consume between 1% to 3% of a company’s overall operating budget. Firms may not realize the impact on any budget. For example, a \$5 million dollar budget at 3% amounts to \$150,000 of printing costs. A \$10 million dollar budget is \$300,000 annually and a \$25 million dollar budget is a whopping \$750,000.

For AEC firms – once accounting for the number of printed documents in addition to the wide format drawings, a realistic figure for an annual printing percentage can be upwards of 5% or 6% of an annual budget.

Have YOU considered?

How much in volume and in dollars have YOU printed in the last 6 months?
 How much, just in dollars has YOUR company printed in the last 6 months?

Chances are you don't know. Most likely your AEC customers don't know either. Perhaps it's because no one's considered the cumulative cost of each user and project. It could be the mindset of many is that printing costs are just another cost of doing business; just like taxes, utilities, benefits, rent, travel expenses, and payroll. Any successful executive would dissect the facts and figures of any other business expense; printing costs should be no different.

CFO Findings – “Like a Massacre”

As one astute CFO pointed out to me, “the inaccuracy of not knowing the true printing cost for projects can be underestimated by as much as 25%.” The CFO explained his findings by comparing his past manual tracking methods to his current automated process. In the past, printing was only marginally considered. End users would occasionally write down details of what had been printed - along with the specific project, date, time, device and quantities. Unfortunately, participation was poor and most jobs were seldom recorded. Because the numbers were so low, the assumption was that printing was inexpensive. And to his credit, no one had a reason to think otherwise. That was... until one particular afternoon.

Having just reviewed three hefty bills submitted by a local reprographer, the CFO coincidentally sent a document to print. As he walked in the print room to retrieve it, what he saw in his words looked, “like a massacre.” More than 100 wide format drawings were scattered on a planning table, the tops of printers were littered with unclaimed documents and recycle bins were overflowing with crumpled documents and drawings. “This has got to be costing us money,” he thought. Upon reflection he told me, “I was angry at the conditions, but even more disturbed that I had to pay a recycling company to come in and take the paper away.”

Understanding the Cost

In order to understand the cost, the CFO installed cost recovery software for a 30 day trial. Each project/phase, user and device was tracked, along with the cost. Within two weeks he found the firm had greatly underestimated its printing costs: two large projects excluded printing cost during the project bidding process, most projects were not print cost-tracked, end users used devices for personal use, inkjet printers were purchased without authorization, and replacement ink cartridges were expensed by department managers.

The CFO realized printing costs were out of control and lacked proper oversight.

The numbers were disturbing. When the CFO shared his findings at a weekly management meeting, one project manager inquired, “Are you sure these numbers are right?”

The numbers were indeed right. The management team all agreed, printing cost were out of control.

The CFO purchased the software after the 30 day trial period ended. Projects/phases, devices, quantities, sq. footage and users were now tracked and the actual cost reviewed. Bidding for new projects now included a review a similar projects to best estimate the printing cost. Data was integrated with the firm's accounting software, eliminating manual data entry. Also, reimbursement cost went up because of the accurate printing details submitted to customers.

The return on investment was less than 90 days.

Summary

Cost recovery isn't always about reimbursement. It's about the confidence of knowing the cost and expense of printing, copying, and scanning. Guessing any expense is a dangerous business practice. Automated cost recovery is inexpensive and reaps high returns in a short timeframe. Firms implementing cost recovery typically find a significant cost savings, with the added benefit in many instances of a higher profit return.

Printing costs are going to continue to rise 10%-30% each year. So when you meet with the CFO, partner, or other executive don't forget to ask, "Do you know how much it cost your firm to print, copy, and scan in the last 60 days?"

Submitted by:
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Special Thanks to our Corporate Sponsors for their support this year!

The Canon logo is displayed in a large, bold, dark red serif font.