

From Cost Cutting to Smart Spending: Making Wise IT Budget Decisions

By Vincent Scire, vice president of Greater Philadelphia, Xerox

The latest findings from Forrester Research show that IT spending is beginning to bounce back and is on track to grow by 8.4 percent worldwide in 2010. Forrester also expects IT decisions and commitments to new initiatives to increase this year. The recovery is starting to translate locally, with Select Greater Philadelphia's and IHS Global Insight's Leading Indicator for the Greater Philadelphia region suggesting the economy will feel a gradual recovery during the first half of 2010.

With budgets cautiously optimistic, IT directors are revisiting projects that have been on the back burner. The question is – with the limited resources available – what initiatives will make the most impact? Xerox is seeing savvy organizations shift from cutting costs to smart spending by identifying strategic priorities that will grow business.

Optimizing the print environment is a way to control operational costs, improve employee productivity and decrease environmental impact all without a major capital investment. Consider:

- **Partnering with a managed print services (MPS) provider** to assess and better manage the volume of documents flowing through the organization. A comprehensive MPS strategy can save companies up to 30 percent annually by reducing the costs associated with printing, sharing and updating documents. MPS partners assess work processes and employee habits to develop a plan that optimizes the document environment.
- **Consolidating equipment** and remove devices with a high cost and low level of productivity in favor of sophisticated multifunction printers (MFPs). MFPs have advanced features that help automate document-intensive business processes. With their own operating systems, hard drives and supporting subsystems, MFPs help improve workflow by digitizing documents. By using MFPs, companies reduce the device to user ratio, working toward objectives in terms of cost savings and environmental sustainability.

For more advice on making the right IT decisions for your business, please call us at 856-797-4078 or email us at Jill.Piecko@Xerox.com.