

MANAGING PRINT

SO THAT TOGETHER,
WE ARE A FORCE FOR GOOD



May 21, 2018



PHAROS



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AUG 2017
PUBLIC
BENEFIT
COMPANY

Corporation[®]



PHAROS' PURPOSE:

To help people see their world differently,
so that together,
we can be a force for good.



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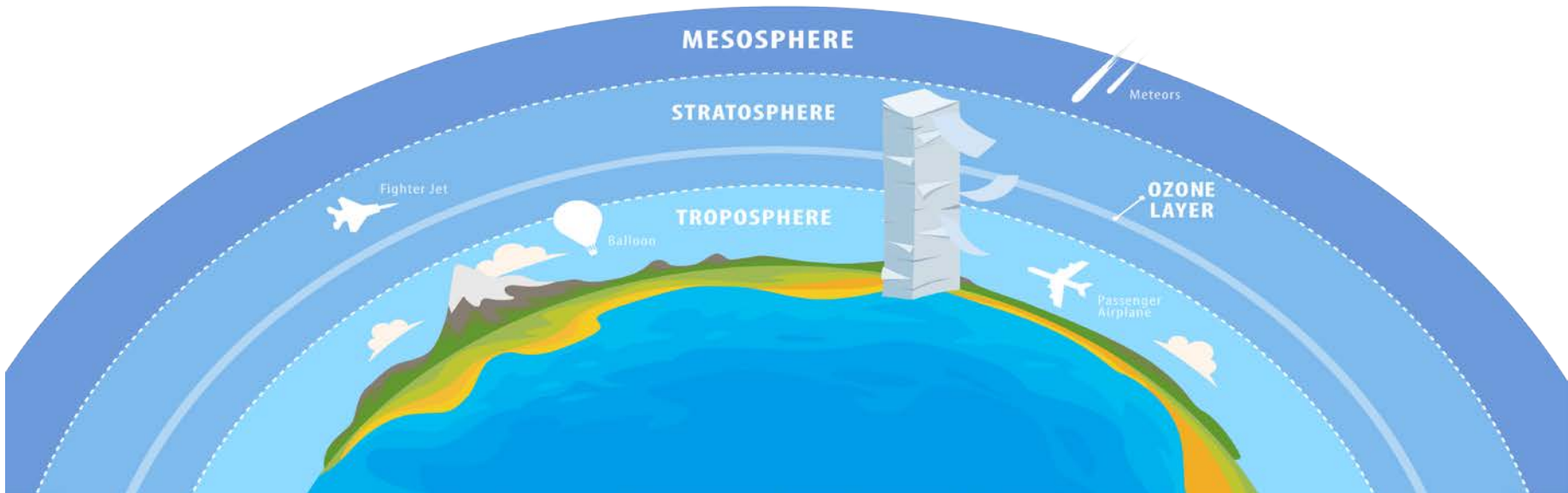
THE CHALLENGE TO SOLVE



Banner Health.

A year of print at Banner Health would
reach far into the Stratosphere!

23 MILES HIGH!





PRINT VOLUME IMPACT IS HIGH

So, transactional office printing is necessary, yet:

- Hard costs, while well-characterized, only account for 10-15% of TCO*
- **Soft costs are diffused in multiple budgets, but in aggregate are HUGE!**



CPC = 1.5 – 9.5¢

4.5¢

9.5¢

?.?¢

KEY: PRINT VOLUME
Less total cost
Less carbon footprint
Less information security risk

LIFECYCLES

THE BANNER SUCCESS STORY



Banner Health.

By focusing on
reducing print volume,
securing the print devices,
and consolidating the fleet,

Banner was able to **save while we solved!**

BANNER HEALTH

\$17 Million in Savings

was recognized over the
course of the 5-year
Print Optimization initiative.

With an additional
>\$10 Million identified



DEVICES DON'T PRINT.
PEOPLE DO.





INFLUENCING THE DECISION TO PRINT

The energy required to produce one sheet of paper could **power your home for 15 minutes.**

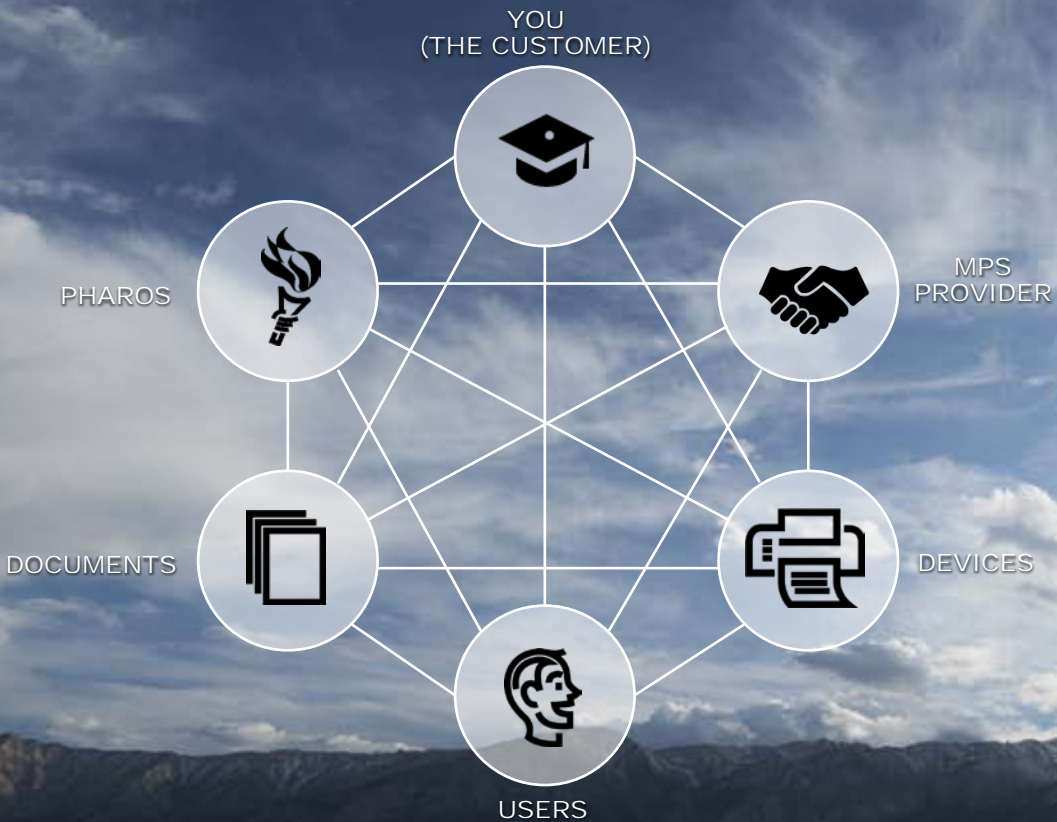
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Every time we print, it has a cost.
Let's make print the way it should be.

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Source: Cornell State University and 2012 EPA study on Home Electricity Usage

INTERDEPENDENCE PERSONIFIED



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COMPETING TO BE
NOT JUST THE BEST
IN THE WORLD, BUT

**THE BEST
FOR THE
WORLD**



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