



Business Link Northwest

PretonSaver™ CASE STUDY

Business Link Northwest Makes Significant Financial and Environmental Savings On Print Consumables Whilst Improving Document Security and Control.



“This is an environmentally friendly solution which provides real financial benefits. Every organisation should review its consumption of non-sustainable resources to achieve reductions.”
Martin Gore IT Infrastructure Manager

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IT infrastructure Manager,



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Business Link Northwest

Business Link Northwest is an independent, free-to-use business support and information service, providing relevant and up to date information for all businesses in the North West, and people thinking of starting their own company in the region.

Business Link was restructured in the North West in April 2007, when the resources of five sub-regional Business Link offices in the North West were amalgamated to create Business Link Northwest. The new streamlined organisation, which is headquartered in Preston, has cut down on administrative overheads and has focused on providing a greater level of local face-to-face support to help businesses thrive.

The Solution - *PretonSaver*

As well as a telephone and email enquiry service, Business Link has more than 250 business advisers who work remotely across the region. This ensures that businesses can access face-to-face support at a local level, which has enabled the service to work intensively with more than 5,000 companies and engage with over 60,000 businesses across the region from April to September this year.

However, at an operational level this presented the organisation with a printing challenge faced by many companies that have a remote workforce. As much of the printing occurred in the advisers' homes, the IT team were unaware of who was printing from which application and subsequently lacked the information it needed to manage the printing process in a cost-effective and environmentally efficient way.

Like most home-workers, many of the advisers were equipped with entry-level printers and consumed significant volumes of ink cartridges. This was costly and also meant that the company's carbon footprint was unnecessarily higher than it needed to be. It was at this point that John McDonald of Team Logic met Peter Watson, Managing Director at Business Link Northwest, who introduced John to Martin Gore, IT Infrastructure Manager at Business Link Northwest.

The Solution - *PretonSaver™*

After a demonstration of PretonSaver™ Enterprise, Martin Gore saw the software's potential to help the organisation evaluate and streamline its printing process. A pilot installation was arranged and PretonSaver™ was installed for a number of users to allow Business Link to fully evaluate the benefits and prepare a business case. After several weeks of testing the decision was made to install the software for 250 users. This was successful and PretonSaver™ was rolled out across all 400 staff in January 2009.

The software is completely transparent to staff, with no need for them to undertake any training or change their existing printing practices. Since installing PretonSaver™ across the organisation, its consumption of both Laser toner and Inkjet cartridges has dropped by almost a third, providing real financial and environmental savings. Business Link's IT team is now in possession of all the information on the cost of printing across the entire organisation and knows exactly who has printed from which application, when and to which printer. It can also assess the cost of printing each document, its coverage and the savings made. This has enabled Business Link to identify which of its printers are the most cost effective, so the service will be able to achieve further savings from printer optimisation.

PretonSaver™ Enterprise has now been enhanced to include a unique identifier for use on confidential documents. This increases security and is supported by a full audit trail, the technology is operational even when the PC is not connected to the network.

Success Case Summary

Business Link Northwest

Industry **Government**

Number of Users **400**

Printer Fleet **laser & inkjet**

Location **United Kingdom**

www.businesslink.gov.uk