



**2011 Global Print Management Solutions  
New Product Innovation Award**





## Frost & Sullivan's Global Research Platform

Frost & Sullivan is in its 50th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The company's research philosophy originates with the CEO's 360 Degree Perspective™, which serves as the foundation of its TEAM Research™ methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2011 Global New Product Innovation Award for Print Management Solutions to Preton Ltd. for its innovative product PretonSaver Enterprise 3.3.1.

## Significance of the New Product Innovation Award

### Key Industry Challenges Addressed by PretonSaver Enterprise 3.3.1

Printing is a significant cost for any business. Statistics show that printing can represent up to 3% of a business' total revenue. Despite this expense, most companies, regardless of size, do not have any centralized management function taking responsibility for the printer environment, and as a result, few businesses maintain an accurate picture or control over their printing costs.

To address this problem, Preton has developed the PretonSaver Enterprise software, which allows a company to lower its printing costs by up to 50%. PretonSaver Enterprise tangibly reduces the amount of toner, ink and paper consumed for a business' printing needs without impacting quality or business requirements, while sustainably lowering operational overhead.

The reduction of ink, toner and paper of course has positive environment benefits too. The reduction of ink and toner directly relates to lesser utilization of chemicals and dyes, while the reduction of paper reduces the consumption of trees.

To iterate on corporate social responsibility, Preton has calculated that approximately 4.8 kg of carbon dioxide (CO<sub>2</sub>) is emitted for a single mono toner cartridge. Furthermore, the calculation has found that during the complete life cycle of a ton of office paper, an equivalent of 6.3 tons of CO<sub>2</sub> is emitted into the air. Reducing an organization's print volume saves 0.035 grams of CO<sub>2</sub> for every A4 or Letter size sheet.

Both operational and environmental savings calculations are actively recorded by PretonSaver Enterprise for every print job carried out. PretonSaver Enterprise will benefit any organization looking to intelligently reduce operational expenses and improve the environmental responsibility of its operations with no impact on its business processes.

## Key Benchmarking Criteria for New Product Innovation Award

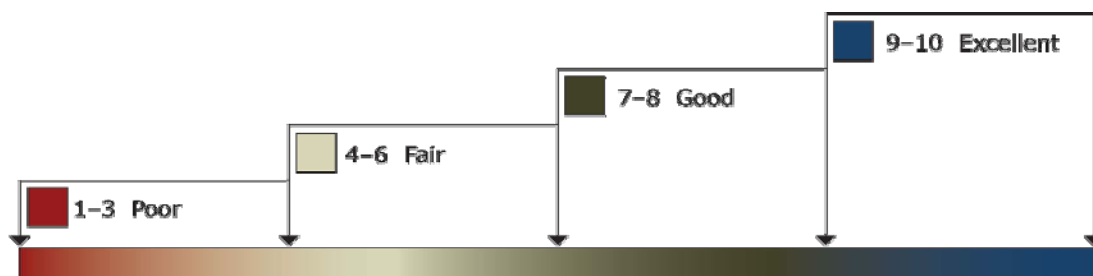
For the New Product Innovation Award, the following criteria were used to benchmark Preton's performance against key competitors:

- Innovative Element of the Product
- Leverage Leading Edge Technologies in Product
- Value Added Features/Benefits
- Increased Customer ROI
- Customer Acquisition/Penetration Potential

## Decision Support Matrix and Measurement Criteria

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Matrix (DSM). The DSM is an analytical tool that compares companies' performance relative to each other with an integration of quantitative and qualitative metrics. The DSM features criteria unique to each Award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. Fundamentally, each DSM is distinct for each market and Award category. The DSM allows our research and consulting teams to objectively analyze each company's performance on each criterion relative to its top competitors and assign performance ratings on that basis. The DSM follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are shown in Chart 2.

**Chart 2: Performance-Based Ratings for Decision Support Matrix**



This exercise encompasses all criteria, leading to a weighted average ranking of each company. Researchers can then easily identify the company with the highest ranking. As a final step, the research team confirms the veracity of the model by ensuring that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

**Chart 3: Frost & Sullivan’s 10-Step Process for Identifying Award Recipients**



**Best Practice Award Analysis for Preton Ltd.**

The Decision Support Matrix, shown in Chart 4, illustrates the relative importance of each criterion for the New Product Innovation Award and the ratings for each company under evaluation. To remain unbiased while also protecting the interests of the other organizations reviewed, we have chosen to refer to the other key players as Competitor 1 and Competitor 2.

**Chart 4: Decision Support Matrix for New Product Innovation Award**

Measurement of 1–10 (1 = lowest; 10 = highest)	Award Criteria					Weighted Rating
	Innovative Element of the Product	Leverage Leading Edge Technologies in Product	Value Added Features/Benefits	Increased Customer ROI (small change)	Customer Acquisition/Penetration Potential	
<b>Relative Weight (%)</b>	<b>35%</b>	<b>20%</b>	<b>25%</b>	<b>10%</b>	<b>10%</b>	<b>100%</b>
Preton	9	9	9	8	8	8.8
Competitor 1	8	7	8	8	8	7.8
Competitor 2	7	8	7	8	8	7.4

## **Criterion 1: Innovative Element of the Product**

At the core of the PretonSaver Enterprise software are two innovative technologies – Pixel Optimizer and Element Identifier.

To understand the full value of these technologies and short description of the printing process is first necessary - printers and computer screens use pixels (dots) to describe data (text, graphics and images). However, there is a significant difference between the size and shape of the pixels on a computer screen and the pixels actually used by a printer. The pixels used on a computer screen are square, while the pixels used by a printer are round. To represent the square pixels used on computer screens, a printer by default prints with overlapping pixels, resulting in unnecessary usage of ink and toner.

The Pixel Optimizer technology identifies these overlapping pixels and deletes the wasteful pixels during the printing process. Element Identifier identifies the different elements (text, graphics, and pictures) in a printed page and allows for additional user-defined savings levels for each element. For example, higher savings levels can be applied to text than graphics or pictures, which are more sensitive to quality reduction.

Conventionally, printers provide an economy mode in the printing options to cut down on the usage of toner and ink. However, the usage of this economy mode brings down the quality of the pages printed. Likewise, there are alternative print savings methods offered by other software, although our research shows that they are less sophisticated than the technologies developed by Preton. These alternative savings methods are either incomplete in that they apply savings to only text or degrade quality on the entire printed page.

The innovative nature of the PretonSaver Enterprise software can be found in the Pixel Optimizer and Element Identifier technologies. These technologies allow Preton's software to not only provide substantial reduction on the usage of toner and ink, but also maintain the quality of the pages to be printed across an enterprise environment.

## **Criterion 2: Leverage Leading Edge Technologies in Product**

PretonSaver Enterprise features centralized management capabilities for defining print rules that reduce toner and ink consumption across the entire organization. These print rules can be set up according to the specific printing needs of the enterprise. Print rules that can be defined in PretonSaver Enterprise include removing pictures and graphics for text only printing, converting color print jobs to black and white for monochrome printing only and including watermarks to identify the source of all print jobs.

PretonSaver Enterprise includes important management information that details an organization's printing habits. Exact costs and savings are calculated and recorded for each printed page processed by the software. Management reports can be used to streamline business processes that involve intensive printing.

These features enabled by the Pixel Optimizer and Element Identifier technologies can allow an enterprise to reduce its toner and ink consumption and associated costs by up to 70% without compromising on quality.

### **Criterion 3: Value Added Features/Benefits**

In addition to toner and ink reduction capabilities, the Enterprise edition of PretonSaver provides valuable print management features that can reduce paper consumption by up to 20%.

The following are some of the enterprise-wide print policies that PretonSaver Enterprise is capable of enforcing depending on the corporate initiatives and zeal of implementation:

- i) Restrictions – are designed to eliminate unwanted printing that generally ends up as waste. A typical example of a printing restriction is a periodic quota on printing volumes for specific users.
- ii) Duplex printing (double sided printing) - is an important paper-saving attribute that is often readily available on many printers, although seldom used by employees. This feature alone if implemented holds the potential to reduce the demand for paper by up to 50%.
- iii) N-up printing - compresses more than one page into a single sheet and serves as a more economical use of paper. For instance, 2-up compression can reduce paper consumption volume by 50%.

PretonSaver Enterprise allows these paper-reducing print policies to be applied either globally or to specific groups or users within the organization. Furthermore, these policies can be applied in the same above capacity to specific applications. For example, N-up printing is ideal for reference material and can be applied globally for all Outlook printing.

These features extend the PretonSaver Enterprise's dual benefit of removing unnecessary operational expenses and reducing the environmental impact of an organization's operation.

### **Criterion 4: Increased Customer Return-on-Investment**

PretonSaver Enterprise is designed for organizations with 1,000 or more users. The return-on-investment (ROI) is tangible and easy to achieve for an enterprise using the software.

Statistics show that an organization typically spends \$150 to \$200 annually per employee on toner and ink supplies and an additional \$50 to \$100 annually per employee on paper. Preton claims that the PretonSaver Enterprise can save an average of 35% on toner and ink costs, resulting in an annual projected per employee savings of approximately \$62. The savings for paper consumption averages around 20%, adding an additional \$15 in annual cost reduction per employee. For a typical PretonSaver Enterprise customer of 10,000 employees, the overall annual savings can then reach a projected \$770,000. At these savings levels, given optimal conditions, the ROI can typically be achieved in less than one year. For some vertical markets in which printing is predominant, such as

financial services, health care, government, and education, it is likely that savings levels can be even higher and the ROI period even shorter.

In terms of corporate responsibility, PretonSaver Enterprise significantly reduces the environmental impact of an organization's operations. Preton suggests that an organization with 10,000 employees can expect to reduce its carbon footprint by 16.8 ton from less usage of toner and prevent the consumption of 2,500 trees from paper savings.

### **Criterion 5: Customer Acquisition/Penetration Potential**

Preton already has an impressive lineup of enterprise customers around the world in the banking and financial services, health care, manufacturing, government, education and technology sectors. These customers are enjoying the benefits of PretonSaver Enterprise and are reporting significant ongoing cost savings.

The innovative Pixel Optimizer and Element Identifier technologies combined with the unique toner, ink and paper-saving features in PretonSaver Enterprise certainly provide Preton with distinct competitive advantages and will enable the Company to attract additional business opportunities and expand its customer base.

## **Conclusion**

The PretonSaver Enterprise 3.3.1 software, developed by Preton, offers a innovative approach for large enterprises to easily reduce their toner, ink and paper consumption without reducing quality or impacting business processes. PretonSaver Enterprise combines two intelligent technologies - Pixel Optimizer and Element Identifier – along with unique print management features to significantly reduce costs and consumption associated with printing. At the same time, the software reduces the environmental impact and carbon footprint of an organization's operations. We are pleased to honor Preton with Frost & Sullivan's prestigious 2011 Global Product Innovation Award.

## The CEO 360 Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360 Degree Perspective™ model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The CEO 360 Degree Perspective™ is also a “must-have” requirement for the identification and analysis of best-practice performance by industry leaders.

The CEO 360 Degree Perspective™ model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies' growth strategies. As illustrated in Chart 5 below, the following six-step process outlines how our researchers and consultants embed the CEO 360 Degree Perspective™ into their analyses and recommendations.

**Chart 5: How the CEO's 360 Degree Perspective™ Model Directs Our Research**





## Critical Importance of TEAM Research

Frost & Sullivan's TEAM Research methodology represents the analytical rigor of our research process. It offers a 360 degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

**Chart 6: Benchmarking Performance with TEAM Research**



### About Preton Ltd.,

Preton Ltd. is a leading provider of ink and toner saving software. Preton's patent-pending Pixel Optimizer™ technology identifies and deletes wasteful pixels during printing, providing substantial savings on toner and ink consumption with visibly reducing quality. Preton's award-winning products, PretonSaver Enterprise™, PretonSaver Premium™, PretonSaver Standard™ and PretonSaver Home™, offer revolutionary savings of up to 70% on printing costs. The company is in the process of developing additional products that will help companies to further control and manage their print resources.

Preton is based in Tel Aviv, Israel. The company sells its toner and ink saving software worldwide through its channel partner network. Preton customers include prominent enterprises in the financial, health care, manufacturing, government, education and technology sectors as well as individual home users.

For more information on Preton, please visit our web site at [www.preton.com](http://www.preton.com).



## About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

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