



# Three Things to Know Before Buying Your Next MFP

By Robert Scalfaro

Whether you are buying one MFP or an entire fleet of machines, making the best decision for your company isn't an easy process.

The MFP is truly the hub of your document and information work flow. The selection of the right equipment, with the right options will enable employees and co-workers to work more effectively and efficiently while also controlling and reducing costs.

Conversely, the wrong equipment can have hugely negative effects on productivity and become an expensive liability.

This report outlines and defines the three most important considerations for any business to take into account before selecting new MFPs.

Taking these considerations into your decision making process will help you to acquire the best equipment and the most effective workflow solutions.

**Consideration One – Future Proofing:** What will your business look like in three to five years? No one truly knows the answer to this question other than it will be different. Don't risk acquiring a new MFP based solely upon yesterday's or today's needs. The "Best of Class" MFPs on the market today allow for users to easily print from Mobile Devices and to access Cloud Based Services such as Dropbox or GoogleDrive.

Some manufacturers include these features, some charge extra, while some don't yet offer these features at all!

Now that these features are available on the best MFPs, selecting a model which provides them is logical and wise. Even if your company doesn't yet use these services, believe me, you will!

**Consideration Two – Reliability and Service Response:** There are two main types of MFP dealerships you should be aware of. These are "Fully Authorized Dealers" and "Independents".



A Fully Authorized Dealership will have the full resources of the manufacturer behind them. They normally offer factory trained Service Technicians to ensure high levels of reliability, up-time and parts availability. With such complex devices as today's MFPs, this factor is of vital importance.

Conversely, the Independent lacks support from the manufacturer and is limited to selling only "open market" or low-end equipment and a limited array of options. This commonly results in the independent dealer suggesting "What he has" as opposed to the best solution.

Lacking direct manufacturer support, the independent dealer is a risky choice.

**Consideration Three – Total Cost of Ownership or "TCO":** There are three components which factor in to the Total Cost of Ownership. These are:

- Initial (or Monthly) Cost
- Cost per Page
- Efficiencies (Gained or Lost)

**Initial Cost** – The initial cost is usually calculated as the monthly lease payment. The vast majority of MFPs are acquired on a 60 month lease, so that figure is easily known.

Similar to an automobile payment, an MFP has a finite number or stable, predictable payments. Of all the factors which make up TCO, this is the only "Fixed Cost" while all others are "Variable Costs". Knowing this, we can see just how important it is to quantify the variables as closely as we possibly can.

**Cost per Page (CPC)** – The Cost per Page is the amount paid to the servicing organization for each page printed. This amount normally includes Toner, Parts and Labor. The standard exclusions are Paper and Staples. This amount is also shown in the purchase agreements, but is variable based upon the actual number of pages printed. As an example, a CPC of .009 at a print volume of 1,000 pages per month would cost \$9.00 while a print volume of 10,000 would cost \$90.00.

This expense is mainly a function of actual print volume. Controlling access and accountability to printing is your number one way to minimize this component of TCO.

**Efficiencies** – The last component of TCO is efficiencies. Efficiencies are more difficult to quantify, but they are very real. With labor costs being one of the largest expenses in most organizations, worker efficiency can actually be the single largest pool of savings in our TCO calculations.



This is why you equip your staff with faster computers, mobile devices and automation. A modern MFP with the latest features is the ultimate “Input – Output” device bringing all of these systems together.

So how do we best quantify these savings? This is where a well trained Account Representative from a reputable and fully authorized dealership can be a strong and valuable aid in uncovering and defining efficiencies as well as bottlenecks in your organization.

A representative who takes the time to get to know about you and your business BEFORE suggesting a solution will help you to pave the way to a smart and well thought-out MFP decision.

The best and most professional MFP dealerships subscribe to what is known as the “Solutions Selling Methodology”, offering true business solutions as opposed to just pushing a product. Beware of the “salesman” who walks in with a brochure in hand. The solution he is likely to offer is not yours, but his!

The true solutions based decision is the result of thoughtful questioning, informed suggestions and finally, a mutually beneficial decision.

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This report was written by Robert Scalfaro and is brought to you by Pacific ConnectTeq. A fully authorized Ricoh MFP, Printer and *Solutions* Dealership. Located in Signal Hill, CA, Pacific ConnectTeq serves Los Angeles and Orange Counties.

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