The Top 3 Pitfalls to Printing

Why care about printing?
The reason is simple. Hundreds of thousands of organizations clamor for print solutions every year after encountering debilitating print-related disasters that have disrupted important meetings, delayed customer relations, and even lost sales opportunities.

It's time for a wake up call!

Most people don't give a second thought to printing when starting a business enterprise. However, from the disconcerting statistic above, it's clear that this decision ultimately costs time, energy, and crucial capital. If you're not fully thinking through all aspects of your business plan, you may be falling into:

Pitfall #1—Failing to clearly define your print requirements during the initial project planning process may equal trouble. This means that whether you think it's important or not, this seemingly minor decision will prove costly in the long run. Instead, anticipate possible glitches before they arise. By counteracting them prior to disaster, you will save yourself significant money and effort.

The indiscriminate enemy
Printing problems are a business component that plagues organizations regardless of size, industry, and computing environment. If your business requires you to print, there's a great chance you too will encounter slow or stopped print requests, mysteriously disappearing printers, incompatible print drivers, or even crashed servers.

It may seem like an inconsequential aspect of business life, but the misconception that printing is unimportant has led the majority of user workspace environments to have inefficient and poorly functioning printers. Consequently, the result of such mismanagement will negatively affect a corporation's bottom line and that is something <u>no</u> business owner or IT manager can ignore.

What about major vendor print solutions or homemade quick fixes?
Say you've tried using the print solution provided by your major software vendor. They said it would work, and you trusted them. However, your business began to grow and the prepackaged, cookie cutter solution quickly became inadequate. So you tried your hand at solving your print problems within the company. That's great! You overcame:

Pitfall #2—Assuming that the print solution provided by the major vendors will work in conjunction with your specific operating system, applications etc. You realized that they provided a basic print functionality that may or may not fit your changing business needs.

What you may have also discovered is that patchwork workaround solutions can ease your printing pain temporarily, but simply are not as effective as complete solutions that professional software developers have spent years formulating. If you tried fixing your print problems in house, your efforts are commended because instead of waiting passively for your printer to botch a business deal, you took charge and tried to prevent those pesky issues before they began. However, you'll want a solution that is not only thorough and robust, but also permanent.

The last straw

At this point you might be feeling pretty lonesome in this fight, but it's crucial not to fall into this last trap:

Pitfall #3—Thinking you are alone in the struggle for seamless printing. Come to find out, there are affordable solutions that allow you to stop hassling IT staff to fix your printing woes. There are companies out there whose job it is to work specifically on the print pains you encounter on a daily basis and who can provide solutions that fit your specific business requirements.

Every implementation is different. Before you begin, understand your environment and its vulnerabilities. From there you will be able to assess what kind of print solution you need. Compare notes with your peers and plug in the holes as necessary before your headache begins.

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