



KONICA MINOLTA

Giving Shape to Ideas

9

Smart Tips

To Make 2019
Your Most Productive
Year Yet





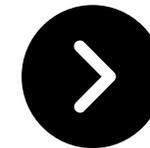
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Making New Year's resolutions isn't only for people looking to lose weight or exercise more. SMEs can benefit dramatically from doing the same. **The start of a New Year can be a quiet time for many businesses, making it an ideal time for you to take some time to think and plan.**

You probably know your business would benefit from cost savings and efficiency improvements but finding the time to think about how to achieve these can seem like an impossible task. However, the time you spend on your business now will pay off over the next 12 months, so it's worth carving out some space to work on the business rather than in it.

Following are 9 ways you can position your business for growth in 2019:



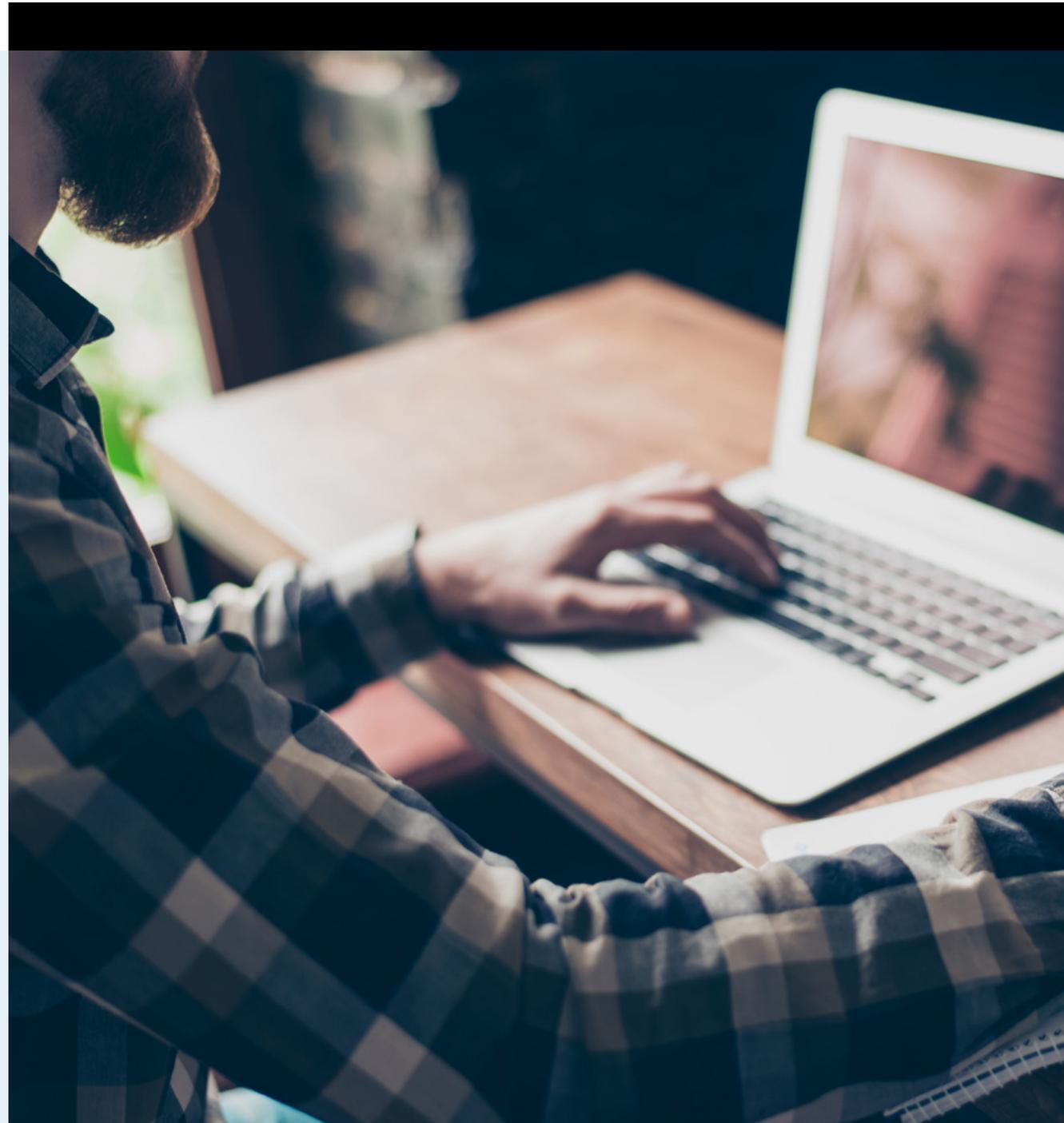


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Revisit your business plans

Every business needs a strong, strategic plan. It could be a single-page positioning document or a lengthier, more detailed roadmap. Regardless of format, it's important to make sure the business's goals are on paper so everyone can commit to working together to achieve them. It's important to set goals that are specific and measurable, as well as realistic. This could include managing cash flow more effectively, for example.





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Create a calendar you can stick to

Once you've set your strategic agenda for the year, it's important to build a calendar of activities that will drive your business closer to your goals. These activities could include marketing and promotions plans, hiring new staff members, and investing in equipment, technology, or training. You may want to focus more on expanding your social media presence, revisiting your prices, or finding new ways to engage with existing clients. Plan out your activities using a calendar so you know what's achievable. As you complete each activity, note how successful it was, how many resources it required, and how much business it generated. This will help you determine where to spend your resources in the future.





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Improve your communications

Having the best products or services in the world isn't going to drive your business forward unless you can tell your customers and prospects about it in ways that compel them to act. If you're like most small business owners, you probably spend most of your time focusing on daily operational issues and not on how to communicate more effectively with your target audience. However, getting communication right can help drive more business to your door, so you can grow your revenue, profits, and income.





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Connect with your customers

If it's a quiet time of year for you, it's likely a quiet time for your customers as well, making it an ideal moment to check in with them to make sure they're still happy with the products or services you're providing. You could find that there are new opportunities to expand your footprint within existing customers. And, if there are issues, you can find out about them before they get too big to fix. If nothing else, it's a great opportunity to remind your customers that you care about them.





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Reduce costs by having the right IT equipment

Having the right IT equipment can help streamline costs and improve productivity. Many businesses install equipment that's fit for purpose at the time, then neglect to reassess as their business needs change. Doing this means you could end up with more devices than you require, adding unnecessary costs and complexity to your IT environment.

To prevent this, conduct an audit of the equipment you have in your organisation and see where you can consolidate. For example, it

may not be necessary to have a printer on every manager's desk, especially if you can implement pull-printing solutions that let them print confidential documents without fear of unauthorised access.

From laptops and tablets to office Wi-Fi and printers, having the right types of devices and the right number in your IT fleet can help you save money, improve security, and avoid wasted time.





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Save time with more efficient processes

Many of the burdensome, manual processes that were unavoidable only a few years ago can now be automated through digital workflows. If you haven't considered these workflows recently, it's worth reviewing them now.

For example, document capture can help you scan and convert printed materials into searchable and editable documents so your team doesn't have to waste time re-keying information. This doesn't just save time, it also reduces the potential for errors and improves accuracy.





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Be more sustainable

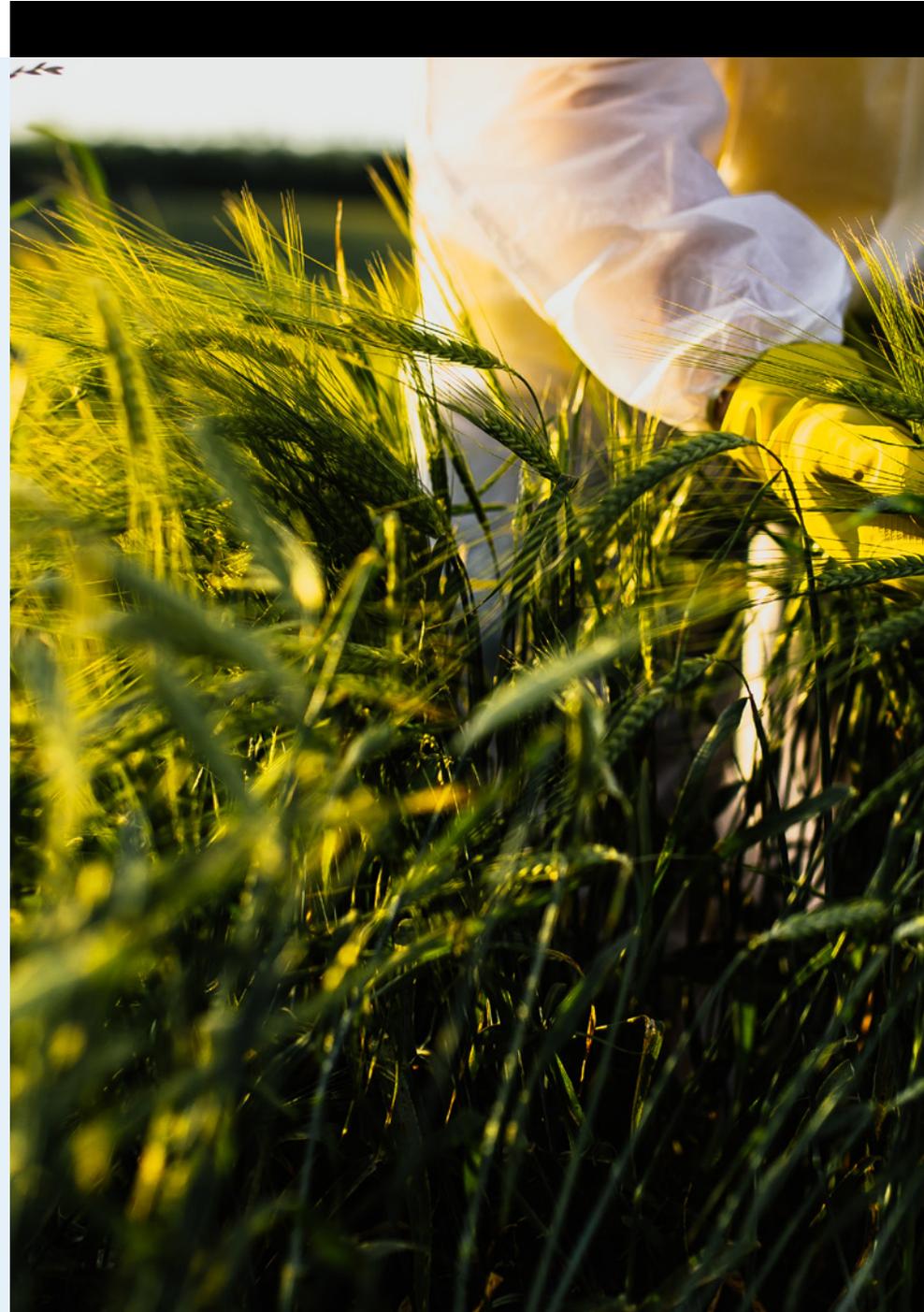
Adopting sustainable business practices isn't just about saving the environment, although there are easy ways to reduce your environmental footprint. These measures can also help you save money. For example, choosing devices with energy saving features and advanced technologies can reduce your power consumption, which lowers your energy bills.

You can also use pull-printing to reduce the amount of wasted paper. Pull-printing requires employees to enter a code or swipe a card at the printer to collect their documents. This reduces the amount of wastage that occurs when people leave unclaimed printouts on the device, and it improves security since

sensitive documents are less likely to be left in the printer tray for anyone to see. Gartner has identified that organisations using pull printing see a reduction in total page volume of up to 20 per cent.

You can also implement printing rules such as always printing in black and white, and double-sided, to reduce the amount of ink and paper your business uses.

Don't forget you can recycle your used printer cartridges as part of the Cartridges 4 Planet Ark program.





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Make your team more productive through mobile solutions

Many businesses are working in a mobile and agile way, with employees needing to work from anywhere. This requires technologies that can keep up with them. If your printers don't support mobile printing, for example, then you could be missing out on valuable functionality that can help keep your workers productive regardless of location.

Furthermore, many businesses also need to offer secure printing services to their visitors. If your printer network can't do this without compromising your network security, it's time to talk to the experts.





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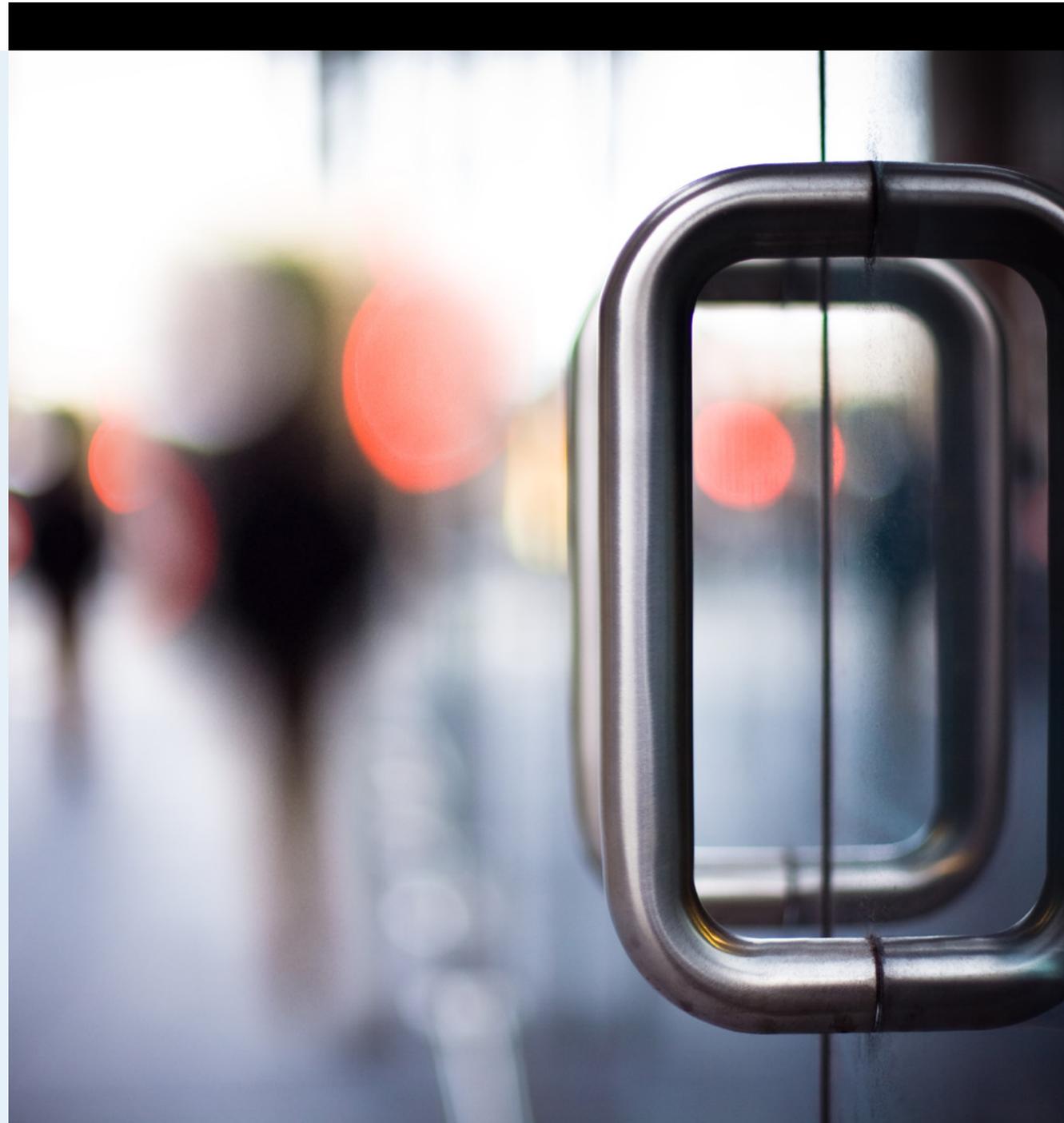
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Improve security with modern solutions

Your responsibilities around data security have recently increased markedly. With new regulations around keeping sensitive information secured, many businesses are reviewing their security measures to prevent data breaches. Whether the laws strictly apply to you right now or not, it is good practice to ensure your customer data is kept private.

Maintaining strong security is about more than just a firewall and a password-protected network. For example, did you know that your printer can store any of the input data you send to it? That means payslips or other sensitive employee information could be compromised if hackers access your printer. You can overcome this by reviewing your printer settings to ensure you've activated the strong built-in security measures including automated file deletion, password protection, an encrypted hard-drive, and more.





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Konica Minolta is passionate in supporting small and medium businesses. In fact, majority of our clients are small to mid-sized businesses. We are acutely tuned in to your ever-evolving needs. We strive not only to meet the most vital challenges in today's technology-driven marketplace, but we continue to develop innovative solutions and services to prepare you for whatever the future brings.

For example, Konica Minolta's Print Managed Services enable small business owners to identify and control printing costs without having to manage the print environment themselves. Our intelligent printers and scanners boast faster speeds and the latest technology to significantly increase efficiency and productivity.



Interested in learning more about how Konica Minolta can help businesses like yours?

Roxanne from Independent Living Specialists, Australia saved 40% on her printing costs with Konica Minolta.

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