



Business Know-How

Smart(er) Small Business: Using Technology To Improve Efficiency And Save Money

(NAPSA)—All businesspersons—whether their workspace is on the kitchen table or in a glass and steel high-rise—are likely looking for ways to improve efficiencies and save money. Discovering, developing and applying new ways to get the most out of time, energy and resources (all of which are needed) is the goal of any enterprise.

Technological advances have enabled people to function better personally, as well as professionally. According to the U.S. Small Business Administration, it's vital for small businesses and home offices to understand and use technologies such as financial software, organization tools, and time-tracking apps, as well as cloud storage services. Such innovative, next-generation technology helps solve common problems and increase day-to-day productivity.

Applied Technology

You might think this same technology is reducing the need for printing, but, according to the results of a survey conducted by Wakefield Research for Brother International Corporation, a leader in office technology solutions, that's not necessarily so. The 2016 Brother Business Survey found 73 percent of the business operators surveyed use their printer between four and 10 times a day. However, with the costs associated with keeping the printer running, as well as the inconvenience of running out of ink (always, it seems, at the wrong times), there has to be a way to manage these necessary stress points.

The multifunction printer—also known as the All-in-One—is one tool that certainly improves the workflow efficiency. Analyst Brian Moran, CEO of Brian Moran & Associates and a Brother consultant, believes small business needs are met with All-in-One technology. The ability to print, copy, scan and fax in a single, cost-effective unit that saves space, time and money is a huge plus, says Moran. Small businesses also look for device functionality that will fit into the business workflow and enable them to take advantage of emerging technologies. For instance:

1. Cloud Services Made Easy in the Home Office: This enables users to directly scan documents to popular services such as Google Drive, Dropbox and Evernote. Scan documents to Brother Cloud Apps such as Office, Outline & Copy, Outline & Scan, Outline & Remove, Note Scan and the Brother CreativeCenter.

2. Mobile Productivity: Users can print from almost any device—



A recent study found that almost half of home offices run approximately 200 print jobs every month.

including smartphones, tablets, laptops and desktop computers—through the freedom of wireless connectivity. There's also mobile device capability with AirPrint, Google Cloud Print, Mopria, Wi-Fi Direct, NFC (near-field communication) and Brother iPrint&Scan.

3. Touch Screen Display: Access powerful features with an easy-to-navigate 2.7" Touch-Screen display.

4. Business-Capable Features: Automatic two-sided printing and 20-sheet automatic document feeder add convenience and functionality.

5. Dedicated Support: There's a two-year limited warranty and toll-free technical phone support for the life of the product.

Cost and Efficiency in One Unit

The right All-in-One device can incorporate key technological advances to make businesses more efficient. Two new offerings from Brother answer these pressing business needs. The new Brother INKvestment MFC-J985DW All-in-One color inkjet device prints a black-and-white page for less than a penny and color pages for less than a nickel each—based on the manufacturer's suggested retail price for individual LC20E black and color ink cartridges. If you're looking for more, the MFCJ985DW XL All-in-One device eliminates the need to purchase ink for up to two years, figuring you're printing about 300 pages a month (70 percent black pages/30 percent color pages in accordance with ISO/IEC 24711 using 12 cartridges provided with the MFC-J985DW XL).

As your own IT Department, keeping your device running is critical. Brother offers a two-year limited warranty on both the MFC-J985DW and the MFC-J985DW XL, as well as free phone support for the life of the product.

For small business, using technology to improve efficiencies and stay within budget is now within reach. The devices are available online at www.brotherinkvestment.com and at Staples, Office Depot/Office Max, Best Buy and Amazon. For more details on page yield, see www.brother.com/pageyield.