

EuroForm EconoTrack Product Overview

If your customers are wondering whether their printers are deployed correctly, are considering replacing old monochrome with new colour printers, or even if they simply want to optimize their spending on consumables, then they should be considering EuroForm EconoTrack.

Overview of printing behaviour

EuroForm EconoTrack helps **not only understand but also manage the costs of a complete HP LaserJet printer and MFP fleet**. EuroForm EconoTrack tracks and consolidates information on the actual usage of printers and consumables to help analyse overall printing behaviour.

- The analysis is the first step in **identifying potential cost savings**. You can then **implement the unique Rule-Based Printing (RBP)** provided by EuroForm EconoTrack, to specify print parameters to be used in particular situations. Because EuroForm EconoTrack runs directly on the printer, you can be sure of 100% adherence.
- The consolidated information on who is using the printers and consumables is also an ideal starting point for **allocating consumable costs and apportioning overhead** (such as support and maintenance).
- Tracking usage can also be the basis for planning better location and organization of printing assets to achieve an **optimal deployment** that maximizes both return on printing investment and employee productivity.

EuroForm EconoTrack can be **rented** for a limited period to take a „snap shot“ of the printing behaviour, for example, as part of an initiative to regain total control of printing costs, or can be **installed permanently either as a self-contained local solution or using a public server**, to continue providing important feedback for tracking and fine-tuning improvements.

The EuroForm EconoTrack Client runs on each printer to track both **job information** such as originating application and user, and **consumable usage** (paper size and type, monochrome/color, simplex/duplex, and percentage toner coverage). When collated by the EuroForm EconoTrack Server, this information gives you the perfect overview or printing behaviour – including the **workload for each device** – of the complete HP LaserJet printer and MFP fleet.

Accurate information on **toner coverage**

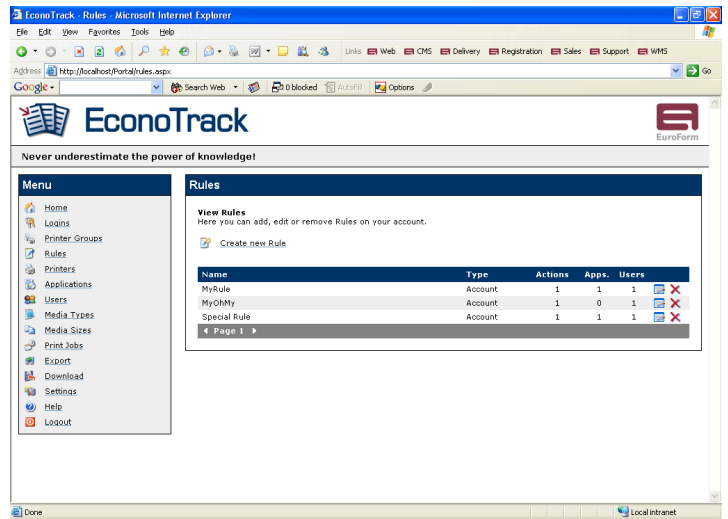
When analyzing the total cost of ownership or comparing figures for cost per page, knowledge of the actual toner coverage is essential. EuroForm EconoTrack gives you the actual toner coverage per print job enabling you to calculate an **accurate cost per page**. This information is a particularly valuable when **replacing monochrome with colour printers**: when considering the potential increase in printing costs, the actual toner coverage is a very important factor.

Rule-Based Printing

Today, originating application control the printing parameters (monochrome/color, simplex/duplex, normal/EconoMode, paper type, ...). **Most often, users do not think about printing parameters**, do not know how to adjust them, or do not care.

This could result, for example, in jobs from the e-mail program printing single-sided, in colour, on letterhead paper for no reason. **The potential for cost savings is substantial.**

The EuroForm EconoTrack Rule-Based Printing



option allows you to **configure „rules“ centrally** on the EconoTrack Server, **according to originating applications, originating users or file extensions**, and **assign them to individual printers or MFPs or to groups of devices**. The EuroForm EconoTrack Client on each device proactively retrieves the rules assigned to it and executes them **to set the printing parameters for incoming print jobs**. The rules are **applied on the printer to ensure the best possible adherence**.

Continuing the example above, one rule could be that everything from the mail program is printed double-sided, in black-and-white on plain paper – which could reduce the printing cost for this type of job by more than 50%.

A learning mode that tracks the print job headers (inserted by the printer driver) provides important support for simplifying the setup of rules.

The EuroForm EconoTrack solution is a server/client push system.

The EuroForm EconoTrack Server is built on the .NET framework and runs on Microsoft XP Professional, Microsoft Windows 2000 and Microsoft Windows Server 2003. (Microsoft Internet Information Services (IIS) must be installed prior to installation of the server software.)

An organisation can **install the server locally or can use the public server** at <http://www.econotrack.com>.

- Using the public server means the creation of a private account on this server, and requires that the HP LaserJet printers and MFPs have direct access to the (public) Internet. Because the client initiates and controls all communications, using Hypertext Transfer Protocol (HTTP), the security risk is no greater than a standard web-browser.
- When installed locally the EuroForm EconoTrack Server can either serve a single organization or it can service multiple organizations – just like the public EuroForm EconoTrack Server.

The server configuration, via a standard web-browser, activates the EconoTrack Clients it should recognise.

All of the information collected by the server is available via a web-browser. It can be **exported to a Microsoft Excel, comma-separated (.csv) or Extensible Markup Language (.xml) file**, for processing and analysis by other applications.

The EuroForm EconoTrack Server

The EuroForm EconoTrack Client

The EuroForm EconoTrack Client is a Java applet installed on each HP LaserJet printer or MFP. It runs on:

- HP LaserJet 4100 and 9000 MFPs
- HP LaserJet 2300, 4200, 4250, 4300, 4350 and 9050 series printers
- HP Color LaserJet 3700, 4600, 4650, 5500, 5550 and 9500 series printers

For information about running on other models, please contact your local JetCAPS partner or EuroForm directly.

Installation on HP LaserJet printers may require an additional hard disk drive, an FSA FlashDIMM or a Memory Flash Card to store the EuroForm EconoTrack Client (MFP devices all have a hard disk drive installed). All devices require a HP JetDirect 610N (firmware version L.20.14 or later), HP JetDirect 615N (firmware version L.22.08 or later), or HP JetDirect 620N (firmware version V.28.06 or later).

The client is configured, via a standard web-browser, to specify the EconoTrack Server with which it communicates.

EuroForm EconoTrack Positioning

The EuroForm EconoTrack solution is aimed at the small and medium-size businesses (SMB) market, with a very economical entry price and – especially for small businesses – the option to use the public EconoTrack Server, with EuroForm EconoTrack Clients installed on all HP LaserJet printers and MFPs. This avoids the trouble of installing, configuring and maintaining a local server.

The JetCAPS printing solution portfolio includes a range of products for job accounting, pull printing and secure printing. Table 1 compares the EuroForm EconoTrack solution with the main features of the other products available in this product segment. This information is meant as a quick, high-level reference. Please note that it has not been verified by the individual vendors. For detailed information on any of the solutions, please contact your local JetCAPS partner, or the supplier directly. More information on the JetCAPS program and the JetCAPS printing solution portfolio can also be found on <http://www.jetcaps.com>

Limitation of warranty

EuroForm A/S makes no warranty of the accuracy and completeness of the materials or services generated by the EuroForm EconoTrack solution.

Table 1. EconoTrack compared with other JetCAPS accounting, tracking and/or secure printing solutions

	EconoTrack	MegaTrack 3.1	SecureJet 4.3B	FollowMe	SafeCom
Vendor	EuroForm A/S	Bluemega Technology	Jetmobile	Ringdale Ltd.	SafeCom a-s
Solution components	Chai (Java) Client Service for installation on FlashDIMM, Memory Flash Card or Hard Disk Drive in the printer/MFP Windows ASP .NET web server application	Windows software	1x DIMM (firmware extension), optional: range of identification devices connected to parallel port of printer Windows software (modular functionality, server-based job retention)	range of external devices, connected to the network for identification Windows software (modular functionality: server-based job retention is standard, options: job accounting)	DIMM or range of external devices connected to the network for identification Windows NT software (modular functionality: server-based job retention is standard, options: job accounting (2 levels), encryption, p-mail (print mail), cheque printing (special function))
License strategy	<i>Public EuroForm EconoTrack Server:</i> per printer <i>Local server:</i> server + per printer	<i>SMB version:</i> 1 server, limited to 500 users/40 printers <i>Enterprise version:</i> 2 servers, and unlimited users/printers	per printer + per server for server-based job retention	per printer (accounting per server)	per printer, user and server
Target applications	Asset utilization Cost allocation Optimization	Cost allocation	Secure printing Pull printing Cost allocation	Pull printing Secure printing Prepaid-printing Cost allocation	Pull printing Secure printing Prepaid-printing Cost allocation
Secure printing	no	no	yes	yes	yes
Pull printing	no	no	yes	yes	yes
Job accounting	yes	yes	yes	yes	yes
- Print jobs	yes	yes	yes	yes	yes
- Copy jobs	yes *	no	yes	yes	yes
- Fax jobs	yes *	no	yes	no	no
- Scan jobs	no	no	yes	no	no
- Stored jobs	yes *	no	yes	no	no
Billing codes – assignment of costs to specific clients or projects	no	yes (printing only)	yes	no	yes (printing only)
Prepaid printing – assign credit to users	no	no	no	yes	yes
Rule-Based Printing – automatic adjustment of parameters in the printer/MFP	yes	no	no	no	no
Actual toner coverage (%)	yes	no	# of pixels	no	no
Independent of OS of originating print jobs	yes	no	no	no	no
Support for non-HP devices	no	yes	no	yes	yes

* User name and application name is not tracked; Rule Based Printing can not be applied to this job type.