

Recover and
Reduce Costs,
Minimize Waste

 **equitrac**
Professional® 5



Equitrac Professional® is a powerful solution designed to help professional services firms track client costs, optimize output devices and support environmental sustainability

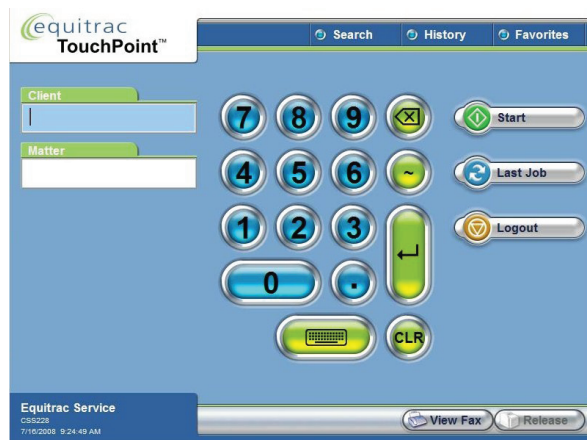
Track Client Expenses Automatically

Equitrac Professional enables smart cost tracking and device management.

Professional firms rely on a core set of services — printing, copying, scanning, faxing, phones and the Internet — to handle essential daily client activities. These services also have significant untapped potential for growing revenue, reducing costs and supporting environmental sustainability.

Equitrac Professional helps law offices, ad agencies, and architectural-engineering firms realize that potential. Designed for automated cost tracking and intelligent device management, this powerful, intuitive solution enables firms like yours to recover service costs without sacrificing productivity, optimize device usage and promote environmental sustainability by minimizing waste.

- **Integrated.** Use a single, easy-to-use platform for tracking document output, telecommunications and all disbursement charges.
- **Accurate.** Capture the client's name, along with a specific matter or project number, for every service.
- **Smart.** Generate the information you need to make informed decisions about your output devices.
- **Easy.** Make it simple for employees to record client names and other details without slowing productivity.
- **Green.** Discourage waste and abuse, enforce rules for output and reduce total print volume.



The Equitrac TouchPoint® Console features a large, bright, touchscreen interface with a full keyboard to ensure a consistent user experience across every device, in every office.

Recover Service Costs

Equitrac Professional makes it easy for firms to track services and recover a higher percentage of operating costs. It also helps firms make better decisions about which costs to absorb and which ones to bill.

- Tracks a full range of activities:
 - Printing, copying, scanning and faxing.
 - Land-line, cellular and VoIP calls.
 - Postage, courier and research charges.
- Automates chargeback to a specific client and matter/project number.
- Converts standard business expenses into new revenue streams.
- Integrates with accounting and billing software to streamline invoicing.
- Works with existing printers, multifunctional products (MFPs), copiers, scanners and fax machines.
- Imports all disbursements with easy exception handling and approval capabilities.

Control Document Output

Equitrac Professional helps firms establish tighter control over document output and the devices themselves, enabling you to achieve significant savings on a variety of document-related activities.

- Prevents abuse of high cost-per-page devices by redirecting documents to the most cost-effective output system.
- Drives print volume from personal and desktop printers to less expensive centralized MFPs.
- Collects device metrics to identify copiers and printers that are overworked or underused.
- Empowers firms to relocate devices and maximize utilization, generating more output from your current technology investment.
- Enables proactive monitoring and maintenance, which improves uptime and reliability.

Eliminate Wasteful Printing

Equitrac Professional automatically enforces the rules your firm sets up for printing, enabling you to correct poor end-user choices and eliminate unnecessary or wasteful output.

- Prevents printing to low-toner devices that deliver low-quality pages that are discarded or recycled.
- Denies jobs based on the application being used, file size or color status.
- Allows users to manually delete jobs that were sent in error.
- Cancels jobs left in the print queue after a predetermined time limit.
- Encourages and enforces rules for duplex printing to reduce paper consumption.
- Minimizes wasted paper and toner to support sustainability.



Protect Your IT Investment

Equitrac Professional is deployed centrally, so it is very easy to manage.

- Integrates seamlessly in Windows® Active Directory and document management systems.
- Connects with printers, copiers, MFPs and fax machines from many manufacturers, so it works with the devices you use today.
- Works with industry-standard billing and accounting software.
- Offers the Equitrac TouchPoint Console with a touchscreen and full keyboard.
- Provides extensive control while reducing the burden on your IT department.
- Supports copier- and MFP-embedded platforms, allowing you to make the most of your current capabilities without an external device.

Learn More Today

Let us show you exactly how Equitrac Professional can help your firm recover costs, reduce document spending and minimize waste. For more details, please contact your local Equitrac representative.



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Equitrac Professional Delivers Proven Results

Companies like yours are already seeing results from Equitrac Professional:

- **Sedgwick, Detert, Moran & Arnold LLP.** This 400-attorney international law firm wanted to upgrade its cost recovery system in nine U.S. offices, as well as add several new capabilities, as quickly and painlessly as possible. Installation of Equitrac Professional was completed for all nine offices in just one month. The firm can now easily capture client-matter codes for copies and faxes via the TouchPoint Console, as well as import electronically invoiced expenses and use expanded reporting options to improve executive decision-making.
- **Ogden Murphy Wallace, P.L.L.C.** With offices in Seattle and Wenatchee, Washington, this 45-attorney firm needed to distinguish print costs from copy costs on MFPs that performed both functions, then recover these costs from clients without adding cost recovery hardware. After upgrading to Equitrac Professional with an embedded MFP interface, the firm was able to track printing accurately and generate detailed activity reports. It expects full payback in less than one year.