FUJITSU

White paper
Scan to Go Green

Organizations of all sizes, from SMBs to the Fortune 500, can help resolve the world's environmental issues by making environmentally conscious business decisions. It's also savvy business: For instance, reducing the amount of paper we use in core business processes can result in significant savings while greatly helping the environment.

Content

Introduction

Pursuing the path to sustainability – economically as well as environmentally – can make a difference for any business. A popular definition of sustainability came from the 1992 Earth Summit – "meeting the needs of the present generation without compromising the ability of future generations to meet their own needs." The bad news about the environment, according to Daniel Sitarz, author of Greening Your Business, is that "every environmental problem that we face today as a society has its root cause in a conscious business decision." We all know about environmental problems like global warming, water pollution, CO_2 emissions, air pollution, depletion of natural resources, deforestation and their linkage to business decisions of the past.

The good news, according to Sitarz, is that "every environmental problem that we face today as a society has its root cause in a conscious business decision." Yes, the good news and the bad news are identical. While business is the most significant contributor to our environmental problems, it can make the most significant contribution to their solution as well. Better business decisions today can help control and reverse the decisions of the past that are contributing to the environmental challenges we are facing.

Make it Easy

One of the easy decisions you can make that can have a significant impact on the environment is to save paper. Despite predictions that the digital revolution would render it obsolete, paper remains pervasive in business today. Global paper consumption, albeit not growing dramatically, is still high. According to the 2011 report on the State of the Paper Industry, "our use and disposal of paper can have enormous impacts. These include loss and degradation of forests that moderate climate change, destruction of habitat for countless plant and animal species, pollution of air and water with toxic chemicals such as mercury and dioxin, and production of methane, a potent greenhouse gas that emits as paper decomposes in landfills."

Making a conscious business decision to reduce our reliance on paper results in fewer trees being cut down, substantially less consumption of natural resources such as water and energy, and fewer pollutants. One of the best and easiest ways to reduce paper consumption is to not print information that is born digitally and to convert paper-based information to digital documents so that a single copy can be stored, managed and delivered. Saving paper in core business processes results in significant savings, streamlined business processes, better compliance with regulatory guidelines and increased productivity. Reducing paper is a winning proposition for business and for the environment.

The Challenge

Paper has always been a major part of our lives, personally and professionally. Organizations rely on paper for historical reference, legal discovery, proof of business activities and to demonstrate compliance with regulations and guidelines. Many mission-critical business processes are initiated by paper or still rely on paper. Despite predictions of the paperless office, many organizations remain buried in copies of paper documents.

Paper Consumption

Here are a few startling statistics on paper consumption:

- The average office worker uses up to 10,000 sheets of paper per year (Xerox)
- 45% of documents are thrown out within 24 hours of creation (Xerox)
- The U.S. and Western Europe are the greatest per capita consumers of paper (Environmental Paper Network)
- Paper consumption is growing most rapidly in China whereas paper consumption in all other regions is decreasing slightly (2011 State of the Paper Industry)
- 62% of organizations report paper consumption remains the same or has increased (AIIM Document Scanning & Capture 2011)

To further substantiate the case for reducing reliance on paper, we should look at the economic impact of paper-based business processes. Here are a few facts that reveal the costs of paper in business:

- The average document is copied 19 times including photocopies and printouts (AIIM / Coopers & Lybrand)
- The cost to fill a four-drawer filing cabinet is 20,000€ and it costs 1,600€ per year to maintain (futurelawoffice.com)
- The cost to file a document is 16€
- The cost to search for a misfiled document is 98€
- The cost to recreate a lost document is 204€ (Inc. Magazine)
- Companies typically misfile up to 20% of their records (ARMA International)

Additionally, if you consider the costs of photocopying, printing, faxing, transporting, storing and disposing of paper, you will find a very compelling business case for reducing paper consumption.

Paper Facts

Did you know..
- That one tree yields 12,500 sheets of paper. Reducing paper consumption by 12,500 sheets thus saves one tree (AIIM / Techsoup)
- That it takes 768 million trees to produce the world's annual paper supply (conservatree.com)
- That the typical office disposes of 350 pounds/160kg of waste per employee per year (Natural Defense Council)
- That photocopying one sheet costs 0.02€ on the average (AIIM)
- That a personal scanner scans between 12,500 and 62,500 pages a year in business use (50-250 pages a day on approximately 250 working days) – paper which isn't photocopied, but digitized
- That if photocopying one sheet of paper costs 0.02€ and each existing paper document would only be photocopied once, a scanner can save up to 1,250€ of plain copying costs each year (without including any further processing and filing costs that are saved as well) and up to 5 trees from logging

Solution

While going completely paperless may not be a realistic goal for many, there are two steps every organization can take to save paper. The first is to avoid printing information that is born digitally, including Web content, e-mails and electronic documents. According to Cap Venture, "80% of information is still retained on paper even though 80% of the documents we work with are already in a computer somewhere." The second step is to reduce paper use through electronic processes. Document Imaging, a core component of Enterprise Content Management (ECM), can convert paper to digital documents, resulting in a single copy being stored, managed and delivered without being printed, copied and shipped. Document Imaging is a combination of hardware and software that transforms paper into business-ready content.

You can scan-to-image or scan-to-process to support document-centric business processes. Both deliver strong value, resulting in environmental and economic efficiency. These two steps – avoiding printing and saving paper in business processes – can significantly help organizations to go green and gain a business advantage.
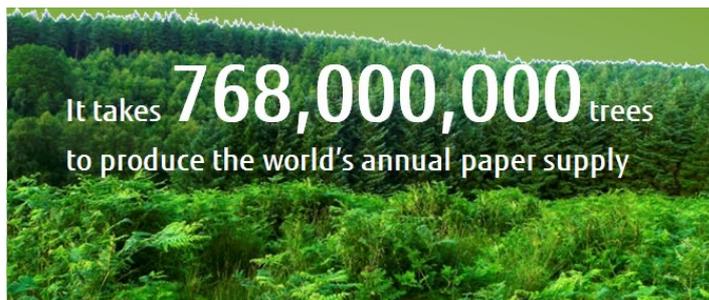
Benefits

Combining the economic benefits of reducing reliance on paper with the environmental benefits, both companies and the environment win. Not only will organizations achieve significant economic benefits by reducing costs, increasing productivity, improving business processes and enabling collaboration and communication. They will also improve content accessibility and security, reduce on-site and off premise storage, reduce time and the expense of courier services, comply with current and future environmental regulations, improve employee motivation and morale and enhance credibility with customers and other company stakeholders.

Further, by implementing Document Imaging processes, organizations help to save trees as well as natural resources, including water and energy, reduce waste, reduce water and air pollution, decrease their carbon footprint and create sustainability.
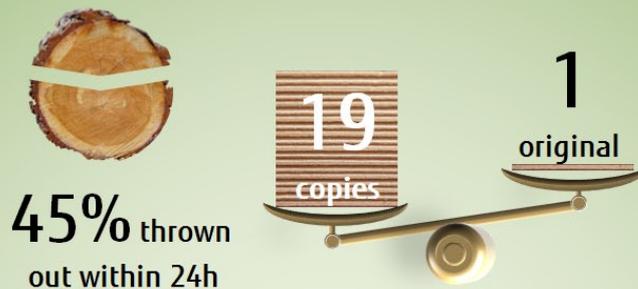
Return on Investment

Implementing Document Imaging to reduce paper consumption can translate into immediate and long-term savings. According to AIIM analysts, a 10 person company can achieve a Return on Investment after just 4 months and the deployment of a scanner plus slightly modified processes delivers an additional 940€ saving in 12 months. This calculation takes into account printing, photocopying and distribution costs. However, there are even more factors that need to be considered:
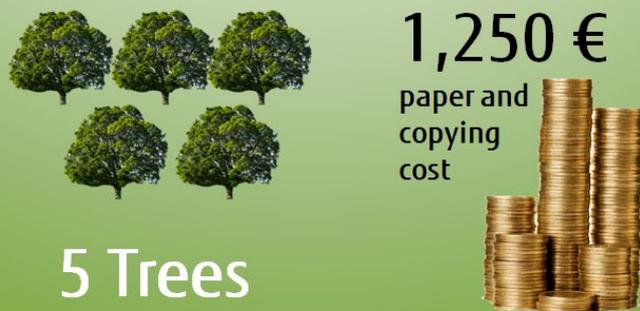
- Cost of printing – equipment, maintenance, and supplies (approximately 14€ per 1,000 sheets)
- Cost of photocopying – equipment, maintenance, supplies and employee time
- Cost of faxing – equipment, maintenance, supplies, phone, and employee time
- Distribution – envelopes, postage and courier services (note: Document Imaging solutions often pay for themselves through savings in courier and shipping as well as reducing transportation's carbon footprint)
- Storage:
  - On premise – office space, energy to light and control temperature, filing cabinets, storage boxes, and supplies
  - Off-site – office space, energy, supplies, and transportation to and from
- Disposal – shredding and removal

It takes **768,000,000** trees to produce the world's annual paper supply

The average paper document TODAY:

45% thrown out within 24h

19 copies

1 original

YOUR CHOICE

Digital Copies

Scan-to-Cloud

Scan-to-Process

Reduce Printing

Electronic Archives

What one scanner can save PER YEAR:

5 Trees

1,250 € paper and copying cost

Our Commitment

Headquartered in Tokyo, Fujitsu Limited is a leading provider of IT-based business solutions for the global marketplace. In 2011 IDG Computerworld recognized our commitment to the environment and to our customers by awarding Fujitsu the No. 1 spot on the Top 12 Green-IT Vendors list for the second consecutive year. Fujitsu has been climbing the Computerworld Top 12 Green-IT Vendors list since the Award's inception four years ago, and has now won the prestigious first place in both 2010 and 2011, the only company to have done so.

We recognize that the greatest environmental benefits can be achieved by focusing internally on environmental issues and then extending that focus externally to customers. Central to our environmental strategy is the use of our IT expertise to develop products to help customers reduce their environmental impact. Fujitsu is an established leader in the Document Imaging industry, delivering innovative scanning solutions that help customers solve a major environmental issue – paper consumption.

What We Do

To address this issue, PFU, a fully owned Fujitsu company, and manufacturer of the Fujitsu line of scanners, has implemented the following policies and principles:

- Consider the environmental impact of all business activities
- Use natural resources and energy efficiently
- Develop technology that helps preserve the environment
- Comply with environmental regulations
- Pursue environmental strategies that contribute to society
- Disclose environmental activities

Further, PFU's environmental policy promotes the full and active participation of all employees in accomplishing the following:

- Reducing the impact of business activities on the environment
- Complying with environmental regulations
- Maintaining an environmental management system in compliance with ISO 14001
- Establishing environmental objectives and implementing plans to achieve them

Also visit our Web site to check out our current environmental campaign:

www.scansnapit.com/scantogogreen

Our Objectives

To reach our objectives, we have also established a formal program that defines our goals and how we will evaluate, manage and track our environmental impact. The six target areas of the program are:

- Developing products that achieve Fujitsu's Super Green certification. These are products that excel in areas such as:
  - Energy saving
  - 3R design and technology
  - Reduced use of chemical substances
  - Using eco-friendly materials and technologies
- Improve the environmental efficiency of products
  - Double the environmental efficiency of current products compared to products launched in 2005
  - Improve overall product value
- Promote the adoption of environmentally friendly solutions that reduce customers' environmental impact
- Promote green procurement – purchase green materials from environmentally friendly suppliers (ISO 14001 Certified)
- Promote green factory and office activities which include:
  - Emission control
  - Reduced paper consumption
  - Air measurement
  - Water conservation
  - Waste reduction
- Promote global warming countermeasures – reduce the amount of CO_2 released by reducing energy consumption

We are proud to consistently meet or exceed our objectives in each of these target areas. For detailed information, please see the status report on the Fujitsu Environmental Protection Program http://www.fujitsu.com/global/about/environment/management/program/stage6/.

Reference Materials and Resources

The following books and websites have been used to research and develop the content of this white paper:

- Greening Your Business by Daniel Sitarz
- The 2011 State of the Paper Industry Report
- Global MarketView Office Occupancy Costs, May 2009
- AIIM 2011 Document Scanning & Capture Report
- AIIM Whitepaper, Scan more, Print less, 2012
- Natural Defense Council
- All cost estimates are based on Euro valuation in June 2012

- www.environmentalpaper.org
- www.thepaperlifecycle.org
- www.greenbiz.com
- www.conservatree.com
- www.epa.gov
- www.energystar.gov
- www.aiim.org
- www.arma.org

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