Xerox® Print Advisor™
Frequently Asked Questions

General

Q. What is Print Advisor?

A. Print Advisor is a software tool available to all ColorQube 9200 customers for download and installation. The primary benefits of Print Advisor are:
- Helping to educate users to make more cost-effective printing decisions via on-screen notifications
- Providing system administrators with visibility to the print environment and insight on savings opportunities

Q. How often will User Notifications appear on the user's desktop?

A. Print Advisor has been designed to issue User Notifications to end-users only when certain conditions have been met.

Q. Can I opt-out a certain user or set of users from receiving user notifications?

A. Yes, any user or set of users can be opted-out by simply uninstalling Print Advisor from the intended desktop(s). Note that the print behaviour for these users will not be tracked and locally attached devices will not be recognised or tracked.

General (cont.)

Q. Why is Print Advisor a hosted offering?

A. A hosted offering reduces the complexity of implementation. Print Advisor does not require customers to install any additional hardware and is designed to be installed and deployed in minutes.

Q. Will Print Advisor capture local device attributes?

A. Yes, client software installed on the print server can also be installed on the user's desktops, allowing Print Advisor to capture print activity of locally attached devices.

Q. Which print jobs are analysed?

A. All print jobs that are spooled to the Windows print sub-system on a computer or print server running Print Advisor are captured and analysed, including:
- Print jobs from a printer locally attached to a workstation with Print Advisor installed.
- Jobs sent to a print server with Print Advisor installed.

Q. Which print jobs are not analysed?

A. Jobs printed from a workstation where Print Advisor is not installed, or using a print server which is not running Print Advisor, will not be tracked or analysed. For example, jobs that are sent to a local or 'direct IP' printer.

Q. How can I ensure all print jobs are analysed?

A. Ensure Print Advisor is installed on all workstations and print servers from which you are attempting to capture print data.

Q. What data is tracked in Print Advisor?

A. Print Advisor tracks print job attributes such as who printed, when and which printer was used. We track properties of the print job such as the use of colour, single-sided versus two-sided, number of pages or number of copies. **Print Advisor does not examine, capture or store the contents of a print job (what gets printed on the page).**

General (cont.)

Q. What efforts are made to protect data confidentiality?

A. Xerox takes data confidentiality seriously:
- All data is encrypted and stored locally on a workstation or print server.
- When transmitted from an organisation to Xerox's hosted server, data is encrypted and further protected using 2048-bit Secure Sockets layer (SSL), the same security used by banks.
- Backups are also stored in encrypted format.

Q. Why do page-volume counts differ between Print Advisor and device-data collection tools?

A. Print Advisor measures what the user sent to the various print devices, whereas device-centric tools (e.g. Accounting solutions connected via FDI) measure the turn of the drum (what came out of the printer). If there is a paper jam or if the user cancels the job while it is sitting in the print queue, the output numbers in the two systems will not match.

Q. I like the idea of communicating print information to users via the balloon messages; can I create my own balloon messages?

A. Custom balloon messages can be created by upgrading to Print Advisor Premium.

Q. How do I upgrade from Print Advisor to Print Advisor Premium?

A. For more information regarding Print Advisor Premium, please visit **www.xerox.com/printadvisor** or contact your local Xerox sales representative.

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Platforms Supported

Q. Which Windows platforms are supported by Print Advisor?

A. Print Advisor supports the following operating systems:
- Microsoft Windows 2003
- Microsoft Windows XP (all editions)
- Microsoft Vista (all editions)
- Microsoft 2008 Server
- Microsoft Windows 7

Q. Will Print Advisor support 64-bit Windows environments?

A. Print Advisor supports all 64-bit versions in the list of supported platforms.

Q. Can I install Print Advisor on a Mac or UNIX computer?

A. No. Print Advisor is a Microsoft Windows-only print management solution. However, it will track print jobs from Macs and UNIX computers if they print to a print server running Print Advisor.

Q. Can I install Print Advisor on older desktops running Windows 95, 98 or NT?

A. Print Advisor is not compatible with older versions of Windows such as Windows 95, 98 or Windows NT. It will however track print jobs from older Windows operating systems if they print to a print server running Print Advisor.

Q. Can I install Print Advisor on a Citrix server?

A. Yes. Print Advisor is designed to install and run in a Citrix (Version 4.0 or later) environment.

Q. Can I install Print Advisor on a print cluster?

A. Print Advisor is designed to install and run in an "Active/Passive" Windows print cluster environment. Currently Print Advisor does not run in "Active/Active" cluster environments.

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Installation

Q. Do I need to install any server software?

A. No. Print Advisor is a hosted offering with the administrative and database servers located in a world-class data centre. You only need to install the client software on print servers and/or desktops. Upon installation tracking of print jobs starts immediately. No rebooting of the print server or desktop is required.

Q. Do I need to install any hardware?

A. No. Print Advisor requires no additional hardware deployed in the organisation. It is a software-only print management tool that helps maximise your investment in the ColorQube 9200.

Q. Do I need to install any special print drivers or port monitors?

A. No. Print Advisor is designed to use existing print drivers and other print components. There is no need to install proprietary print drivers or port monitors.

Q. Do I need to change my existing print driver setup?

A. No. Print Advisor is designed to use your existing print drivers and other print components exactly as they were deployed in the organisation.

Q. How much memory does Print Advisor require?

A. The memory footprint has been highly optimised to use as little as possible and to return any memory that is not currently needed. Memory requirements are based on the number of printers installed on the computer where the tool is running. This can be under 20MB on a computer with dozens of printers installed.

Q. Why should I install Print Advisor on desktops?

A. To interact with the end-user via balloon messages, Print advisor needs to be installed on a user's desktop. If you want to track prints sent to local printers connected by USB or network printers installed as "direct IP" connections to the workstation, Print Advisor needs to be installed on the desktop.

Q. Does Print Advisor need to be installed on every desktop?

A. No. You can start by installing on print servers then roll it out to desktops based on the organisation's IT policy. All printing to print servers will be captured. However, end-user interaction via balloon messages or printing to local devices attached to workstations will not be captured until Print Advisor is installed on the desktop.

Installation (cont.)

Q. What effort is required to install the Print Advisor on a desktop?

A. The required effort to install Print Advisor on a desktop is minimal. The same installer is used for workstations as for print servers. IT typically installs tools to the desktop using SMS or similar "push" technology and the installation is completed without any user involvement. As soon as the tool is installed on a workstation, it begins tracking printing to local and "direct IP" printers. Print Advisor can be deployed to a 5000 + employee organisation in a 24-hour period.

Q. Why should I install Print Advisor on print servers?

A. Print servers can constitute the bulk of an organisation's printing. Installing Print Advisor on a print server allows you to track prints sent to that server, allowing you to better understand your organisation's print activity. Other reasons include:
- Highlighting your busiest print servers, helping with load balancing and upgrades.
- Tracking network printing from Macs, UNIX and other platforms as they print to network print resources managed by the Windows print server.

Q. What effort is required to install Print Advisor on a print server?

A. The level of effort required to install is minimal. A Windows installer guides you through most of the process. Answering a few basic questions is all that's required to complete the registration and installation process.

Q. What if the organisation is a "locked down" environment?

A. Print Advisor is designed to work in computing environments that are locked down; that is, environments where users have very little ability to alter their computers. Once installed, the tool will track prints without special permissions, access to directories or other resources.

Q. What if the organisation uses proxy servers and firewalls?

A. Print Advisor is designed to work in organisations that employ proxy servers and firewall gateways to protect their computing assets. Details of the proxy/firewall environment are entered during installation, and after that, Print Advisor will work seamlessly with these gateways.

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Network

Q. How much bandwidth does Print Advisor use?

A. Print Advisor is very efficient and does not take up much network bandwidth. Print Advisor can track the prints for an organisation using less than 1% of the bandwidth of the total print traffic. In fact, the bandwidth required to track a print job is approximately 1/10th the bandwidth required to load a standard web page.

Q. Will Print Advisor work in secure networks?

A. Print Advisor is designed to work in organisations that use security gateways such as proxy servers and firewalls to protect their computing assets.

Q. Will a network outage prevent employees from printing?

A. A network outage will not prevent employees from printing. If Print Advisor is unable to communicate with the hosted server it will cache data locally until the network is available. Employees will continue to print as normal.

Q. What if an employee disconnects from the network and prints to a local printer?

A. Print Advisor will continue to track print activity and will cache it locally until the workstation is connected to the network again, at which point Print Advisor will upload the tracked print activity.

Q. Does Print Advisor work with wireless networks?

A. Print Advisor is supported in wireless network environments.

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Tracking Prints

Q. How does Print Advisor interact with the Windows print sub-system?

A. Print Advisor works by monitoring activity in the print queues. It does not interact with, replace or modify print drivers, port monitors or any part of the existing Windows print sub-system.

Q. What information about a print job is tracked?

A. Print Advisor tracks the following attributes of a print job:
- Amount of ink used on a page-by-page basis
- Date/time a print job was submitted, accepted by the printer, and finished printing
- User and workstation print job was sent from
- Printer job was sent to
- Number pages (colour, black and white, blank)
- Number of copies requested
- Single or two-sided printing
- Whether a separator page was included
- Application type (i.e., PDF, Word, Excel, etc.)
- File name (optional, set by customer)

Q. How accurate is the information tracked by Print Advisor?

A. Print Advisor does not rely solely on the values returned by the Windows print system. Print Advisor analyses a print job before it reaches the printer. For example, certain applications are known to place errant values in the Windows print system including the wrong page count and number of copies. Unlike competing solutions, Print Advisor ensures these accurate values are recorded with the job.

Q. What colour information does Print Advisor track?

A. Print Advisor can calculate how much colour ink/toner is used on each page of a printout. This allows Print Advisor to determine which pages actually contained colour, which were blank and which were black and white. Print Advisor also tracks jobs that were spooled in colour but printed in black and white.

Q. Does Print Advisor know which application sent a print job?

A. Yes. If Print Advisor is installed on the client, it can detect the printing application.

Windows Print Terminology

Q. What is the Windows print sub-system?

A. The print sub-system is a collection of print queues, print drivers and port monitors responsible for transmitting the contents of an application such as Microsoft Word to a printer.

Q. What is a print driver?

A. A print driver is a software, usually supplied by a printer manufacturer, to make their printer work in a Windows environment. The print driver is called by an application such as Microsoft Word to format the print job for the printer and place it in the print queue.

Q. What is a port monitor?

A. A port monitor is a software responsible for getting the print job from the print queue on to the physical printer.

Q. What is a print server?

A. A print server is a Windows server specifically set up to handle high volumes of print jobs . A print server can offer hundreds of printers to employees across wide geographic areas. Print servers are centrally managed so changes to the print environment can instantly be realised across the organisation.

Q. What is a print cluster?

A. A print cluster is two or more print servers set up to accommodate redundancy in a print environment. In a print cluster if one print server fails the jobs are automatically routed to a backup server. Printing continues virtually uninterrupted. Print clusters can operate in two modes: "active/passive" or "active/active."

Q. What is an active/passive print cluster?

A. An active/passive print cluster has one server actively processing print jobs and one or more print servers passively waiting for the active server to fail. If the active server fails, one of the passive servers becomes the active server and starts processing print jobs.