

The reality is, most products on the market today are not designed to manage print environments, ticket for service, track technician performance, enable multiple levels of communication among service providers and sub-service providers; manage alerts and service requests, or an assortment of other MPS dealer friendly capabilities.

To truly deliver a strategic approach to print management, this must all be integrated into one application. You need immediate access to cost, gross profits, and performance data drilled down to an individual print device or aggregated to full account reporting; pertinent data required to manage print as a process; the very data required to make strategic and analytical business decisions on print environments.

Partnering and vendor selection is as important to you, as it is to your customers. Look for a technology partner that offers you and your customer's maximum versatility, flexibility, and overall value. Do not let a solution minimize your market reach or device management options. Key considerations should be a solution that can:

- **Maximize** equipment and cost performance efficiencies, return on printer and copier supply dollars, and resources.
- **Minimize** costs, inventory, and waste.
- **Reduce** operational costs, resources, IT involvement in printer related issues, unexpected expenditures, risk.
- **Save** time, money, effort.
- **Improve** asset management, end user productivity and satisfaction, operations, workflow, informed decision-making, return on IT infrastructure investment, market value.

- **Increase** employee productivity, service time and service level commitments, margins, revenue, sales opportunities.
- **Gain** greater control with fewer resources, additional market opportunities, market share, and a competitive edge.

## Conclusion

In summary, you can provide significant value to your customers and improve your market position by understanding the business problems they face; demonstrate how your approach to managing print can help resolve these issues.

Being strategic is all about value. It's about moving beyond a strategy focused solely on cost savings and marginalized pricing. Instead, focus on process improvements as this will affect long-term operational and financial objectives; not just savings and containment, but cost avoidance and improved business performance.

While understanding the business problems associated with the proper management of print, problems your customers face every day, is critical, knowing how to communicate the value of your solution, your point of difference, is just as vital to the process. It's what will elevate you from the role of vendor to trusted partner.

Rest assured, if you aren't solving business problems; if you don't know what business problems your solution addresses; if you can't communicate this; you will not win the print management battle and in this marginalized market, our future requires the most strategic of solutions.

# The Future of the Office Equipment Industry: Cost-effective Management of Prints, Assets, Data and Users with Simple, Yet Sophisticated Technologies

By Victoria Satran, VP of Marketing, MWA Intelligence <http://www.mwaintel.com/>

If pressure can turn a lump of coal into sparkling diamond, can it also transform technologies that address the ever-changing office equipment industry and increasing end-user demand? The answer is yes. In the office equipment industry, there are companies who manufacture and service imaging devices, dealers who distribute and service OEM equipment, and organizations who perform facilities management and IT services. In any of these environments, the companies rely on consistent asset performance and uptime. Therefore, instant notification of asset malfunction, consumable level depletion, service or maintenance code information, asset location and usage information can be crucial to act quickly, effectively, and inexpensively.

What type of applications do these companies need? They are looking for M2M (machine-to-machine) and M2P (machine-to-people) solutions that deliver managed print services, automated meter

reading solutions, supply chain and service management applications and mobile workforce automation.

These companies require information no matter what the device (printer, copier or MFP). In addition, data must be collected in a variety of deployment scenarios, including data from network connected and non-network connected imaging equipment and locally connected printers. The foremost concern for these companies is the accuracy of data gathered regardless of the manufacturer or model of machine. This data must be made available to the people who need it, when they need it, and where they need it.

MWA Intelligence as an M2M leader is the only company who can capture business-critical data from any OEM equipment regardless of connectivity and deliver that information into the hands of dispatchers, service management, supply chain, remote mobile technicians, administrative personnel, IT and end-user customers on the fly. MWA Intelligence is one of the only companies who have stra-

tegic partnerships with OEMs where MWAi technology is embedded into the OEM printers and copiers achieved by advanced and seamless technology collaboration to enhance dealer and end-user productivity.

Companies whose business depends on servicing office equipment know the daily challenges of providing cutting-edge customer service while managing operational expenses. Data gathered automatically in real-time from office equipment dispersed at customer sites is only as good as the information and intelligence it represents. Knowing previous equipment service history, comparing real-time and historic information of specific equipment against machines-in-field and industry averages, having live access to maintenance codes and associated parts needed as well as parts availability in field and in warehouse all at once can significantly increase first-call effectiveness and field productivity. Business intelligence is the driving force behind MPS and customer service.

MWA Intelligence provides technologies that enable both the collection of business-critical data from any imaging device and securely deliver the data into dealers' infrastructure. Further, MWAi technologies translate the data into business intelligence that allows the dealer to make educated decisions and to automate many business processes within the organization. Bi-directional and real-time ERP integration is just one component of the MWAi Enterprise Solution Suite. MWAi technologies deliver consumable levels into e-Commerce engines for automated replenishment and meter usage information into sales proposal generation software. Service data can

be viewed through a comprehensive reporting server and compared against BEI Services data for automated dispatch and increased workforce optimization.

In today's marketplace, office equipment dealers are beginning to enter the print environment whether through comprehensive facilities management programs, print services contracts or simply by adding printer lines to the conventional copier OEM product lines as part of their portfolio. Having hybrid customer sites can add complexity to the organization. The management of printers requires print assessment, customer service optimization and business intelligence applications. Essential to managed print services and excellent customer service is the implementation of a scalable, agnostic, secure and dynamic business intelligence application. The more that is known in advance and the more solutions are proactively monitored, the more end-user production and satisfaction is increased. In addition, the use of remote diagnostics and troubleshooting significantly impacts the dealer's bottom-line and customer satisfaction.

MWAi has developed a platform-independent approach to managed print services, remote asset management, customer service and mobile workforce automation that is flexible and scalable to accommodate companies' unique requirements and grow as their business model evolves. MWA Intelligence solutions not only support hybrid dealers who sell and service copiers and printers, but also provide applications and information to their end-user clients.

## DEALER PROFILE:

# Leppert Business Systems <http://www.leppert.com/>

By Mike Huster, Photizo Group, MPS Insights Editor

### Background

Leppert Business Systems is headquartered in Burlington, Ontario Canada. Approximately 35 years ago the company started by selling and servicing typewriters. When computers began to take over the landscape, Leppert began to sell computers, printers, and copiers. Ever since multifunction printers (MFPs) were developed, Leppert has sold them as well. One of their major strengths is to network all of these devices together. Leppert sells B2B through their store on the web along with being a brick-and-mortar retailer.

Leppert Business Systems partners with a group of internationally recognized organizations who offer the latest in technologies for office environments. Their specialists match available solutions to client needs which allow Leppert to bring additional value to a wide range of issues identified by clients. By focusing upon issues which revolve around documents within their clients' business, both paper and electronic, Leppert has developed the expertise to meet the challenge.

L. Lee Kirkby is Vice President of Leppert Business Systems Inc. and the person we interviewed for this article. Leppert is a technol-

ogy integrator...."Your Office Evolution Experts" as he describes. He has a widely varied business background gained through experience in a family business, land development and real estate, personnel management and retailing. Prior to joining Leppert he spent over 15 years as the senior staff officer for two of the Hamilton area's largest business-focused associations. In that capacity he had extensive experience in public relations, media relations, public policy development and organization management. Leppert is a leader in utilizing technology on a daily basis and much of this comes from Kirkby's special emphasis on the acquisition of new technologies.

As mentioned above, Leppert's slogan is "Your Office Evolution Experts." Leppert defines their slogan in this manner:

**Your** – invokes customer and emphasizes Leppert's customer-centric principles

**Office** – the workplace and environment that Leppert specializes in

**Evolution** – the office is evolving and Leppert is evolving with it

**Experts** – Leppert people are focused office evolution experts