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Sostilio & Associates International Digest – SAID

Note: This digest is about an event or occurrence within the office equipment / document industry and is intended for the use of Sostilio & Associates clients who may want to consider it as part of their strategic planning input. The comments are entirely my point of view and opinion. No part of this newsletter may be copied or reproduced in any form without the expressed written consent of Sostilio & Associates International.

GROWTH BY IMPROVING THE VALUE CHAIN

August 31, 2007:

MWA Intelligence

We have had the good fortune to watch the progress of MWA Intelligence as it goes about its methodical approach to penetrating the dealer market. Armed with world class technology, scalable within the majority of office equipment dealerships, MWAi made two noteworthy announcements in August. First the release of its v.4.1 Intelligent Service Module that provides fully integrated machine-to-machine (M2M) enterprise capabilities such as meter reading, automated service call creation, automated service alerts and monitoring of consumables.

Intelligent Service v.4.1 also provides Best Tech Select, the first in a line of upcoming exclusive Dynamic Knowledge Base offerings developed by BEI Services and MWAi. Best Tech Select allows the OE dealer service department to select under-performing machines to be proactively monitored and automatically alert MWAi's Intelligent Service module of new service calls from the targeted units. When the new service call opens, Best Tech Select suggests the best technician to be dispatched based on the technicians historical performance data for that particular make or model.

Intelligent Service v.4.1 also completes the full M2M enterprise solution by managing all assets, people and systems. Leveraging the integration of Intelligent Device Management DSS server and the host ERP/CRM/CIS system, equipment configuration and interface information can be setup, synchronized and utilized to automatic publication of up-to-date meter, maintenance codes, service alerts and consumable reading information. Service alerts received from IDM-enabled equipment can automatically trigger actions on the Intelligent Service v.4.1 server including automated service call creation, dispatch, and management and technician notification.

The second announcement re-enforces the value MWAi is developing for its clients, big and small. In this case it was big, namely announcing the extension of its Intelligent Service™ (IS) contract for an additional 18 months with IKON Office Solutions. The contract extension ensures IKON's field technicians and management having ongoing access to existing tools and data that makes more productive, and ensuring automation and continuity of the dispatch process. Intelligent Service allows IKON to connect their technicians directly to their customers quickly and efficiently.

MWAi Intelligent Service provides a modular and flexible implementation approach to manage mobile workers, parts and schedules. Features such as dispatch automation, integrated supply chain management for parts replenishment and enhanced reporting functions will help IKON deliver optimal service performance.

Observation: MWAi has done a remarkable job in a short period of time. They have just celebrated their one year anniversary and already demonstrated they are capable of delivering real world, applicable solutions that a dealer can easily implement and pay for it with the savings generated by improved efficiencies and managing the dealerships assets. Being a strong advocate of remote diagnostics (not just meter readings) I believe that this aids a dealerships management in assessing its personnel performance, machine coverage, and adds efficiency in dispatching and spare parts allocation and use. MWAi's product offerings can put a dealership on solid footing when it comes to generating continuous, profitable service revenue.

Bob Sostilio