

WHITE PAPER

Benefits of implementing a Managed Print Service system

Help with the automation of
the management of printers

December 2012



Contents

Automated Managed Print Service tools	2
What is Managed Print Service?	3
Pulsar Technologies' Managed Print Service solutions.....	5
MPxP Functionalities:.....	7
Customer.....	7
Contract data.....	7
Ordering module	8
Monitoring module	8
Billing module.....	8
Communication module.....	9
User interface	9
About Pulsar Technologies.....	10
Contact us.....	10
Acknowledgements.....	11

Figures

Figure 1.1 Data process from client to MPxP.....	6
--	---

Automated Managed Print Service tools

Help op the automation of the management of printers

In this day and age, where the current economic crisis has a great impact on most businesses, managements are expected to find ways to cut their budgets. The same goes for IT departments. Often these expectations result in personnel cuts, which seems like a good way to reduce overhead on a short time basis, but often results in problems over a longer period of time.

What most company's don't know, is that there are easier ways to streamline costs without making morale-reducing personnel cuts. There are office processes where a lot of money can be saved, but where the total costs often are unclear. One of these areas where great savings can be made is office printing.

A study by technology research giant Gartner Group, has shown that an average company spends between 1% and 3% of their annual expenditure on printing. If you picture a company with a €5 million annual revenue that can consume up to €150.000 on printing costs each year you can imagine that every strategy to reduce these costs can make great significance. Let alone the **environmental impact** that printing has. Not only are printing machines one of the biggest power consumers in an office, but also toner and paper waste have great environmental impact.

The weird thing is that even though this is an area which involves a lot of costs, a lot of organizations don't have a clear overview of what their printing infrastructure looks like and which costs are involved. Most organizations have printing devices that are over- or underused without even knowing it, which can result in waste, inefficiency and a decrease of the productivity. Overused printers are more likely to have technical issues or breakdowns and in the case of underused printers, there is efficiency loss and misuse of company resources. Having it clear of what all the office costs are can therefore not only make a big difference when it comes to reducing costs, but also make it clear where

improvement strategies are necessary. While cost-reducing strategies by making budget and personal cuts often result in a decrease of productivity, office print management strategies are more likely to result in a boost of the productivity en efficiency while also reducing costs significantly. It is not surprising that Managed Print Service (MPS) is becoming a booming business.

What is Managed Print Service?

MPS is a term coined during the last few years, referring to the total outsourcing of the printing infrastructure to a service provider. MPS can result is huge cost savings and therefore becomes more and more important in today`s business environment. MPS is a term that can include several services. Think about control and replenishment of supplies, equipment detection, preventive maintenance, ongoing assessments, upgrades, etc. Basically, MPS enables the outsourcing of a complete printer fleet.

As mentioned before, one of the main advantages of MPS are cost-savings. To provide further detail about the cost-savings with MPS the main reasons can be clarified. If a company makes the decision to integrate MPS, various tasks can be taken off their hands.

With Management Print Services, several administrative tasks related to printing devices can be automated, like delivery, installation, toner & consumables need detection, advanced purchase and delivery of toner & consumables and breakdown, and offline detection and alert.

Working this way, **indirect costs** can fall drastically, but the system also **optimizes** the proper use of the printers, together with all the related hidden costs, avoiding or diminishing them.

Hidden costs printing devices:

- Printer and accessories
- Ink / toner
- Consumables
- Installation
- Maintenance



Printing device costs

To clarify, with the implementation of a MPS systems the user will be no longer be dissatisfied when a printer is overused and they have to recharge paper and consumables more often than usual, because this will be avoided. Also the high number of breakdowns of an overused printer will be diminished because a proper MPS system can keep track of the printing devices 24 hours a day.

A MPS service includes consulting services on the optimal use of printers with the lowest costs per page that fits to the requirements, which often means the use of new printers. The reason is that obsolete printers will probably mean very high printer costs comparing with new printers of their range, taking into consideration toner street prices and durability, kits/pieces sets, and the growing price of breakdown repairing or maintenance contracts. Although it is not always the case, and an optimal MPS solution will combine new and old printers.

To summarize, **MPS are service contracts that automates all the printing related tasks.** With the use of advanced MPS contracts it is possible to keep track on the status of every printer which diminishes the breakdowns of printers and the number of printers that are used under capacity. But only on those MPS contracts that include advanced monitoring technology.

Another cost saving factor of MPS is due to the fact that companies that offer MPS very often have beneficial agreements with printer suppliers with the result that they use to have lower prices for the printers, toners and other components. Besides these cost savings advantages, another advantage of MPS is that a professional and independent third party company dedicated to deliver printing services could also choose the best printer for every printing need among all different brands and manufacturers, both in regard to technical needs and price issues. Also even the use of special consumables for special uses is possible, instead of only the use of the manufacturer standard toners.

MPS is more than just a cost saving service, it also has many other advantages such as the automation of all activities related to printing. Especially in the case

of contracting a third party company the possibilities are often broad and very flexible.

The better MPS providers recommend the use of printers with the lowest cost per page. Mainly because they print faster and consume less together with the fact that they have less repair and maintenance cost.

Pulsar Technologies' Managed Print Service solutions

MPxP & MPS-agent

MPxP is a Printer Fleet Management Application that automates the process of providing a proactive MPS service. With the use of MPxP, the task of managing a printer fleet becomes a reality with the benefits of scalability and automation tools. Furthermore, its reporting modules allows the MPxP user to gather useful information on printer behavior, allowing for cost savings and opening new business opportunities.

MPxP is a system based on open source architecture, developed by Pulsar Technologies S.A. to efficiently handle printer click charge remote management tasks.

MPxP is part of a full infrastructure that includes remote sensors (MPS-Agents) to capture usage information and other. This MPS system has no known barriers to monitor whatever IP connected printer devices you have (printers, MFP's, copiers), independently of their location, their manufacturer or the type of usage performed. The MPS-Agents are developed in open source software.

There are two versions, specific to the amount of printing devices to manage. The MPS Agent Desktop can manage up to 50 printing devices and the MPS Agent Rack can manage up to 400 printing devices. While monitoring the client's networks, it maintains the security of the IT environment and confidentiality of sensitive data sent every few hours. This process happens in an anonymously and controlled way and it sends the data straight to the MPxP software, avoiding archive or treatment with the IT resources.

The MPS-agent is installed within the client's network and sends non-encrypted data to the MPxP software (fig. 1.1).

Data process from client to MPxP

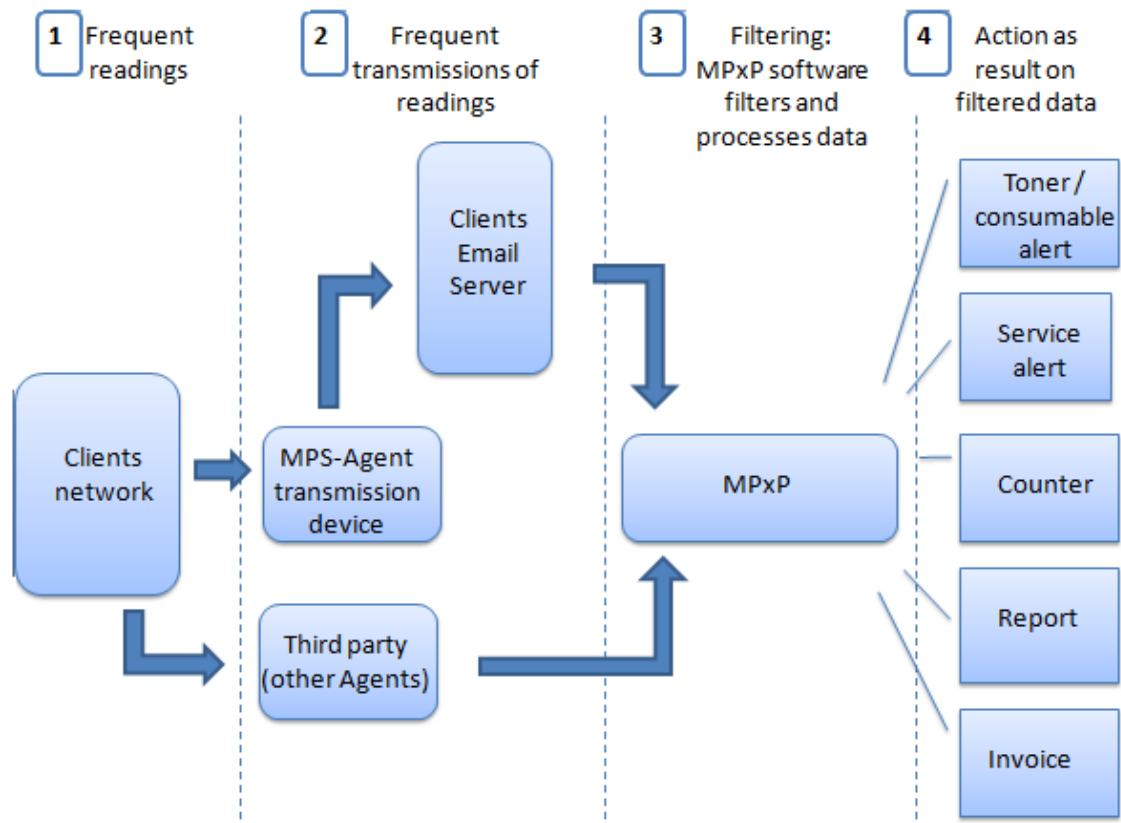


Figure 1.1

MPxP Functionalities:

Customer

This module registers all mandatory legal data of a customer, plus other commercial and operational key info, including customer name, address, contact persons, emails, bank info, other.

Contract data

This module is associated to a specific customer. It includes all required info necessary to handle in an efficient way a signed contract. It includes among other: start date, printers to be billed under this contract, each printer specific location, each printer price with its minimum volume commitment (if any), billing concepts (pages printed, Renting, Support, communications, other), printer installation date, initial date of the contract and its length, contact person for each printer, and any other data.

Ordering module

This module allows the automatic ordering of the specific supplies that shall be needed shortly for a specific printer. It works in conjunction with the Contract Data module and the Monitoring module. This module automatically generates purchase orders that are sent to the specific person via email and to the supplier company. It also allows an easy tracking of the orders sent, per printer, per contract or on a one to one purchase order basis. The ordering process can be performed automatically or can be manual.

Monitoring module

This module operates together with the different MPS Agents. It receives all remote data from printers via the MPS Agents, filters them and assigns them to each one of the printers. The system allows the user to set up specific service delivery requirements for each individual printer. By doing so, the click charge service is then fully customized. The module includes algorithms that allow the monitoring of the most common printers in the market. Pulsar shall deliver printer specific monitoring algorithms that should facilitate an automatic monitoring while reducing the risk of false alarms and unidentified printer needs.

When this module detects the need for a specific toner or supply service, it generates an alarm that is automatically converted into a purchase order sent to the appropriate person and to the supplier company. It also tracks the full history of printer usage information, allowing the user to identify patterns and better service its customers.

Billing module

This module processes all the usage information for a specified period and generates a report determining the exact amount to bill the customer according to its contract conditions.

The report produced includes full details (pages printed according to their type, black or color, price, level payment) and a useful histogram for each printer and it also generates the bill grouped by cost centers.

Communication module

MPxP includes a powerful communication module that allows the user to send and receive reports via email and receive remote data from MPS Agents. MPxP data can be exported to most of the best known ERP systems.

User interface

MPxP is a professional working tool. It is therefore not aimed to emulate standard amateur interface programs. MPxP interface has been designed in order to facilitate the user tasks under a stressing and busy business environment. The consequence of it is that MPxP allows a very quick navigation from screen to screen. With one data parameter, the user shall have access to all info that directly or indirectly is linked to it. And this info is always presented in a clear manner, preventing the user to make errors when interpreting it.

Say a customer calls you to tell you that the printer display is showing toner low. You just need to click on the customer name. You'll get all his/her agreements and the printers of each agreement. Then identify the right printer via de user name, or the model, or the address where it is located. If your customer has the serial number, then the search is immediate. You then can get all supplies levels of this printer. And also get all purchase orders generated and their date. With this info you can in 30 seconds reply to your customer in the sense of when the toner was delivered, or just calm him/her letting him/her know that the printer still does not need toner; that according to their consumption behavior, they still can print for a reasonable period of time before they run out of toner.

Pulsar's MPxP is therefore a very powerful monitoring management tool. Most existing tool focuses on the end-user. MPxP focuses on the needs of the MPS service provider. As such the user has an easy access to ALL related information of the monitored printers. This info is aimed to be used to provide service to the customer, while having a full control of your business costs.

All the info at MPxP can be used to generate reports and perform all type of analysis. MPxP is delivered with predefined reports.

Based on our experience, we estimate a single administrator using the MPxP application and collecting data from the MPS Agents can manage a portfolio of between **5.000** and **10.000** printing devices (the number varies according to printer types, average number of printers per contract, whether all costs are

included in the CPP, etc.) Therefore, the resulting productivity, predictability, and proactive service all constitute a fast return on the investment.

About Pulsar Technologies

Pulsar Technologies is a global, innovative company that aims to become the reference on real-time monitoring technologies and on pay per use programs.

Pulsar has a team of engineers and developers with whom we create the hardware and software tools we need to offer our solutions and services. We have many international patents, and our products and services are daily used by customers in around 20 different countries.

Integrators of Pay per Use services or of monitoring solutions and end users are alike they all request our tools and/or services: *cost savings and cost allocation are the most direct consequence of using the solutions of Pulsar Technologies.*

We launched Pay per Print in the printing arena on the year 2001. In storage we are present since 2002 with a pay per Gbyte program. And we are since 2004 we have products for the monitoring of networks, communications, servers and applications. And we continue developing new solutions: simply ask us.

Contact us

If you would like more information about how to successfully implement a full Managed Print Service system into your business, do not hesitate to contact us.

E-mail: info@pulsartec.com
Tel.: +34 916 363 111

Add. : C/ Monasterios de Suso y Yuso, 34
28049 Madrid, Spain

Website: <http://www.pulsartec.com/corporate/>

Acknowledgements

Editors: José Luis Parga (*CEO Pulsar Technologies S.A.*)
Floris Peereboom (*Marketing department Pulsar Technologies S.A.*)