

COMPLETE GUIDE TO MANAGED PRINT SERVICES

*AN INDUSTRY OVERVIEW & HOW TO FIND YOUR
COMPETITIVE ADVANTAGE*



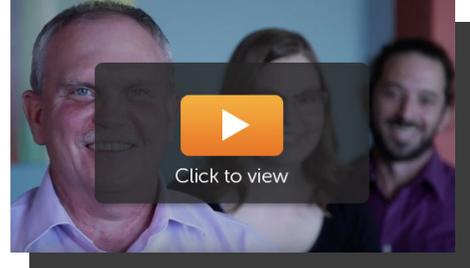
ABOUT PRINTFLEET

PrintFleet connects businesses by providing timely, reliable data, facilitating actionable information that enables automation of processes within the imaging industry – the industrialization of our industry. Our industry-leading print management solutions range from simple rapid assessment to advanced, managed services offering unparalleled agnostic data collection, analysis and back-end support. Available in multiple languages, PrintFleet solutions empower OEMs, resellers and distributors in over 100 countries to solve business challenges and foster growth. Additional information about PrintFleet can be found at printfleet.com.



Get to know PrintFleet!

Watch our corporate video



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WHAT IS MANAGED PRINT SERVICES?

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Managed print services can save businesses 30% on print-related expenses (Source: IDC).

DEFINING MPS

The Managed Print Services Association (MPSA) recently updated their definition of managed print services (MPS) to the active management and optimization of business processes related to documents and information, including input and output devices. More specifically, Quocirca defines managed print services as services offered by an external provider to assess, optimize and continually manage an organization's document output environment in order to lower costs, improve productivity, increase efficiency and reduce risk. A complete MPS program may include services such as assessments, hardware and part replacements, service for devices and supplies fulfillment.

MPS generally covers **three broad service areas**:



Assessment: A review of an organization's current print environment is done in order to provide recommendations for optimal device management.

Optimization: The process of consolidating and rationalizing devices and related business processes in order to develop a complete MPS strategy.

Management: Regular business reviews, service level agreement (SLA) monitoring and remote management are used to make ongoing process and workflow improvements.

WHAT ARE THE OPPORTUNITIES FOR MPS?

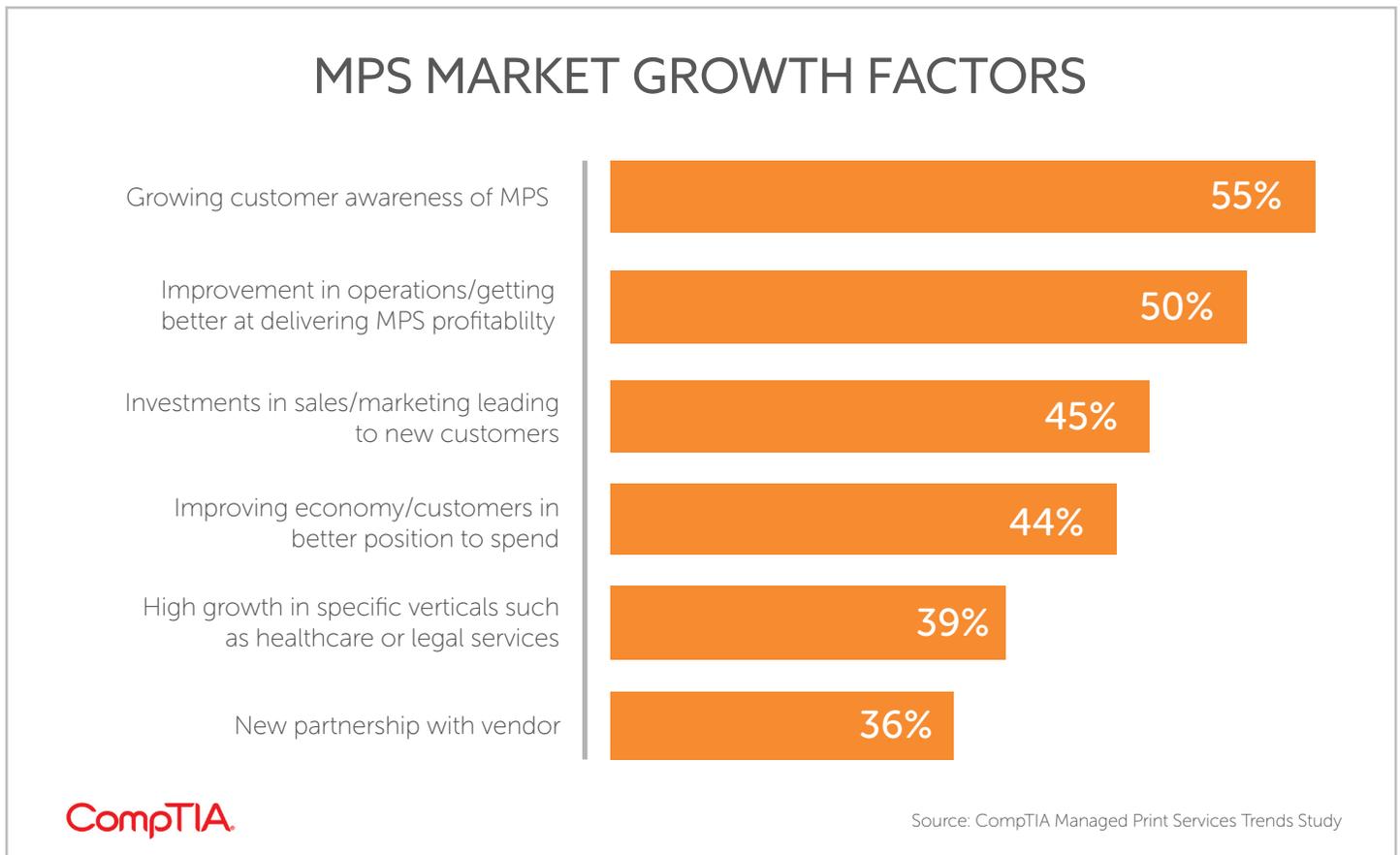
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56% of companies with high print volumes report being MPS adopters (Source: CompTIA).

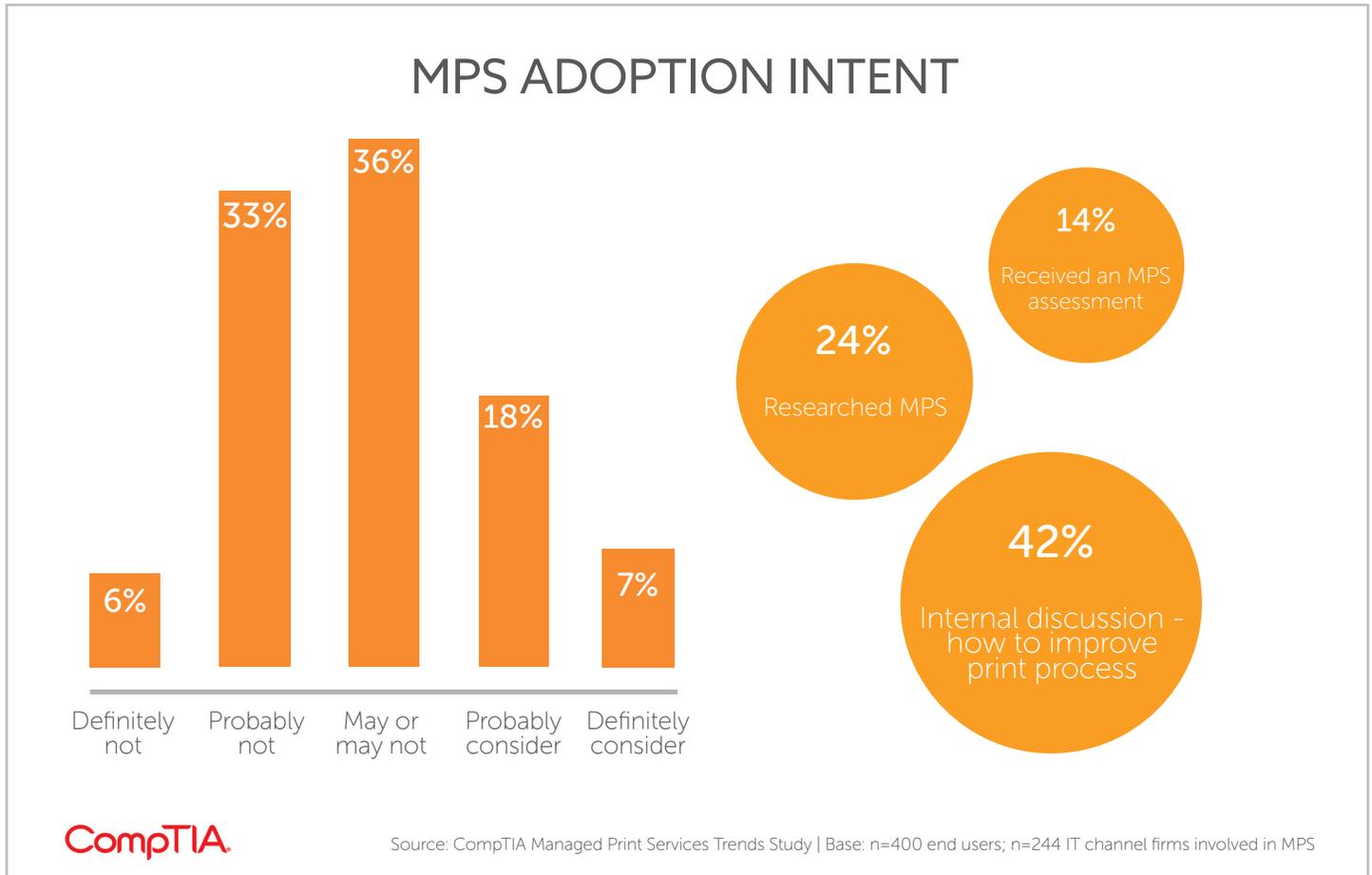
MARKET GROWTH

According to global market intelligence firm Transparency Market Research (TMR), the global managed print services market is expected to expand at a CAGR of 14.8% between 2016 and 2024. In this time, growth opportunities are expected to more than triple, reaching \$94.97 billion by 2024.

CompTIA's research shows a similar upward trend. Although the market for managed print services is relatively mature, 1 in 3 MPS providers expect significant growth over the next 12 months (defined as 10% or more). The main factors contributing to the growth of the MPS market include:



MPS ADOPTION



CompTIA’s research also shows that two-thirds of businesses believe that their print operations could be improved. Here are a couple examples of common issues managed print services can address:

Total cost of ownership: More often than not, businesses don’t understand the total cost of ownership (TCO) of a device over time and as a result, they may be spending more on print than they realize by purchasing low-cost devices with high consumable costs.

Core competencies: Like many other managed services, MPS is often outsourced because print is not a business’ core competency. Their main focus is managing their business, not optimizing their print environment. As a result, costs and responsibilities are scattered throughout the organization.

WHAT ARE THE CURRENT INDUSTRY TRENDS?

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By 2030, 500 billion devices and objects will be connected to the Internet (Source: Cisco).

TRENDING IN PRINT & IT



Predictive Analytics

Predictive analytics is a proactive model which provides organizations greater insight into their print environment. Using a combination of historical device data and analytic techniques, predictive analytics allows businesses to determine when a device will run out of a supply or is due for maintenance ahead of time.

Implications:

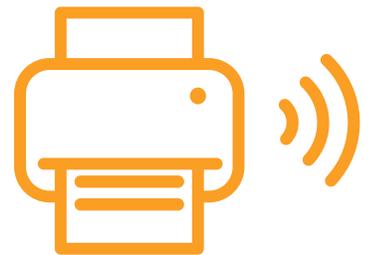
- Improve device productivity
- Reduce unplanned downtime and device maintenance
- Reduce excess supply inventory as well as supplies fulfillment costs
- Decrease the amount of wasted toner remaining in cartridges to increase margins

Automation

The Internet of Things (IoT) is creating a world of connected opportunity. Connected devices enable service and solution providers to use machine-to-machine (M2M) communication to streamline and automate business processes.

Implications:

- Streamline time-consuming and labour-intensive business processes
- Reduce the costs associated with human error
- Leverage connected devices to automate supplies fulfillment
- Increase productivity and efficiency by allowing administrative and technical staff to focus on their primary responsibilities





Security

Data security and privacy continue to be crucial concerns for providers and customers, even more so as data moves to the cloud and across multiple platforms such as mobile devices. Providing a secure solution will be a key competitive differentiator for businesses.

Implications:

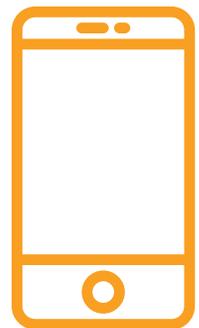
- SLAs with detailed security measures and permissions as well as available security documentation
- Increase in secure printing solutions where print jobs are only released after user authentication
- Increasing awareness of and responsiveness to local and global data security legislation (e.g. HIPAA, Sarbanes-Oxley, European Union data laws, etc.).

Mobile

More mid-market businesses are looking to 'mobile enable' their workforce, including mobile printing, but the majority of the managed print market has yet to address the rise of mobile printing due to its complexity.

Implications:

- Ability to print anywhere, anytime increases the efficiency and convenience of print
- Provide additional data and insight on printing trends
- Introduction of new manufacturers and technology, particularly electronics companies



HOW YOU CAN USE MPS TO HELP YOUR CUSTOMERS

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90% of companies don't know how much they spend on print (Source: Gartner).

THE BENEFITS OF MPS

A managed print program is designed to help your customers streamline their print-related processes by increasing efficiency and provide them with cost savings. Here are five ways you can use MPS to address common print problems and provide your customers with additional value.

Remote monitoring: A remote monitoring tool can be used to replace manual processes like placing service calls or submitting supply orders with automated alerts and notifications. Remote monitoring enables proactive device management, reducing downtime and increasing efficiency for customers.

Supply and service management: Customers are often faced with a feast or famine dilemma when it comes to their supplies where they end up with too little or too much of what they need. Similarly, customers may not be aware of an issue with a device until long after it happens, resulting in costly and inconvenient device downtime. Alerts based on supply thresholds and error codes can be used to create a proactive supply and service program that provides customers with what they need, when they need it.

Reduced IT workload: Many customers do not have a dedicated resource to manage devices in the office. The responsibility often falls to IT staff who also take care of the company's other IT needs. From diagnosing device problems on their own to actually placing helpdesk calls, IT staff can end up spending a lot of time dealing with device maintenance. An MPS solution can eliminate the time IT spends on device-related issues so they can focus their efforts on their primary responsibilities, effectively making device management more efficient and increasing productivity.

Control and accountability: Many MPS solutions come with powerful reporting tools that can provide customers with insight into their print activities including information about problem devices, utilization, page coverage and more. These metrics will help you work with your customers to optimize their print environment, increasing efficiency and decreasing costs.

Reduced environmental impact: Businesses are becoming increasingly aware of the environmental impact of their day-to-day activities, including print. For many people and organizations, print is still a necessary part of their work day, but a managed print solution can make print more environmentally friendly by:

- Consolidating devices
- Reducing the amount of wasted toner in a cartridge
- Using paper consumption data to reforest your company's paper footprint

WHY DO CUSTOMERS CHOOSE MPS?

- 90% Consistent and reliable print management
- 90% Quality of customer service
- 87% Freeing up staff time
- 84% Reporting and visibility into print-related costs
- 83% Speed of service and support
- 81% Reduced environmental waste (e.g. paper and toner)
- 80% ROI and cost savings

Source: CompTIA Managed Print Services Trends Study | Base: n=400 end users; n=244 IT channel firms involved in MPS

STRATEGIC PLANNING 101

MISSION, VISION & VALUES

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Success is the progressive realization of a worthy goal or ideal.

— Earl Nightingale

STRATEGIC PLANNING

While an effective MPS program can help improve overall business efficiency and productivity, your program is only as good as your strategy. It is important to have a view of how your MPS program will contribute to the overall success of your organization. To do this, you need to develop a strategic plan which identifies and details the direction your business is heading in.

The path to developing your strategic plan is very much dependent on the structure of your organization's leadership, company size, company culture and complexity of your business environment.

Most often, organizations already know much of what will be in their strategic plan. However, actually writing your strategic plan will help clarify your business goals and objectives to ensure everyone is on the same page.

STRATEGIC PLANNING CYCLE



WHY YOU NEED A PLAN

Developing a solid strategic plan takes time, effort and resources. Without a clearly defined and articulated strategy, your priorities may not be given the requisite time and resources for successful execution.

Top five reasons you need a strategic plan:

1. Set direction and establish priorities
2. Ensure everyone is on the same page
3. Simplify the decision-making process
4. Drive overall strategic alignment
5. Effectively communicate your value

Your strategic plan should answer these five key questions in order to convey the entirety of your company's identity and clearly communicate what you have to offer customers:

- Where do you want to go as an organization?
- How do you get to where you want to go?
- How do you measure the success of your efforts?
- How did you do overall?
- How can your organization improve in the future?

WHAT'S YOUR MISSION?

Mission Statement

Your mission statement describes the overall purpose of your organization. It's a constant reminder to both employees and customers of why your organization exists and what its founders envisioned when they first created the company.

Your mission statement should, in a few succinct sentences, provide an **overview of your business**. More specifically, you should convey the range and type of products or services you offer, your market position and growth potential, and your relationship with employees, customers, partners and/or the community.

When creating or reviewing your mission statement, consider the following:

- Why are you in business?
- Who are your customers?
- What image of your organization do you want to convey?
- What is the nature of your products and/or services?
- What level of service do you provide?
- What role do you and your employees play?
- How will/do you differ from your competitors?

The PrintFleet mission is to provide timely, reliable data to enable automation of processes and high-value applications for the global imaging industry. Data-driven automation is making things faster, better, less expensive and more efficient. Through enabling supply chain efficiencies and providing a platform for streamlining business and service processes we generate exceptional value for our customers.

PrintFleet

WHAT'S YOUR VISION?

Vision Statement

Unlike your mission statement, your vision provides a vivid description of what your company's future looks like. Your vision statement should highlight what your organization hopes to achieve in the near future (e.g. five to ten years).

A great vision statement will clearly **communicate your business goals**, motivate your team and guide your strategic decision-making process.

Consider the following questions when you are developing or refining your vision statement:

- What does your organization look like?
- How big is your organization?
- What are you known for?
- Why does anyone care about your organization and what you do?
- How do your employees feel about working for you?
- What are your business goals and objectives?
- How do you see your business achieving these goals?

Our vision is to create technology that makes life better for everyone, everywhere — every person, every organization, and every community around the globe. This motivates us — inspires us — to do what we do. To make what we make. To invent, and to reinvent. To engineer experiences that amaze.

HP

WHAT ARE YOUR VALUES?

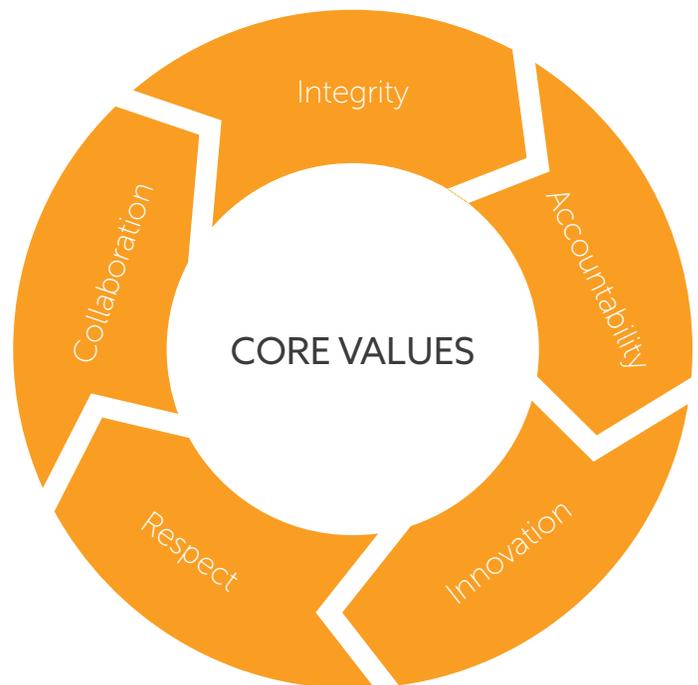
Value Statement

Your value statement is a description of your organization's core principles and beliefs. Your value statement is used to create a favourable image of your organization for customers, employees, partners, local community members and the media. Your value statements should include both general and specific examples of how your organization will promote its principles.

Here are some examples of general values:

- Commitment to the environment
- Fair treatment of employees
- Charitable work within the community
- Contributions to improve your industry or a particular profession

While general values are a good starting point for creating your own value statement, it's important to remember that an effective statement should convey principles **specific to your business**.



In order to develop your value statement, consider the following questions:

- What does your company's corporate culture look like?
- What are your company's priorities?
- What drives your organization and influences its priorities?
- What are your organization's core values? It's good to establish 4-6 to start.

Since our inception, we have operated under the guidance of six core values:

We succeed through satisfied customers.
We deliver quality and excellence in all we do.
We require premium return on assets.
We use technology to develop market leadership.
We value and empower employees.
We behave responsibly as a corporate citizen.

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At Canon, Corporate Social Responsibility is a way of life. Integral to Kyosei is the belief that all companies have a responsibility to their customers, employees, partners and the world in which they operate. Canon seeks to demonstrate this guiding principle in every product we make and in everything we do.

Canon

Smart technologies: Create convenient and easy-to-use products that can be used anytime and anywhere, and which help customers reduce waste, and save money, effort and time.

Environment: Leverage Epson products to reduce environmental impact by improving customers' work processes, and contribute to a sustainable society.

Performance: Use outstanding products to contribute to customers' performance through productivity, accuracy and creativity.

Epson

THANK YOU

Thank you for downloading our Complete Guide to Managed Print Services. We hope this eBook has given you some insights into the managed print market. Regardless of whether you are new to MPS or a long-time MPS provider, it's always important to take a moment to evaluate the market you are in and the goals you have set as a business.

With so many opportunities in the managed print space, there are plenty of ways to increase the devices you have under contract. Let PrintFleet help you grow your MPS program.

Contact us today to learn more!

www.printfleet.com

1.866.382.8320

ADDITIONAL RESOURCES

5 Principles of Consultative Selling

Transactional sales is typically not an effective sales model for solutions and service providers, particularly those selling managed print services. Prospects require more guidance than a salesperson appearing at the end of the buyer's journey can offer.

Consultative sales enables you to help your prospects identify challenges, develop a solution to solve their problems and show them how your product can help. Our eBook takes you through the five key components of an effective consultative sales process, from first point of contact through closing the deal and beyond.

[> Download](#)

Social Selling eBook

Social selling is an essential skill for today's sales professional. In our guide to social selling and prospecting, you will learn what 'social selling' actually means, how it can be a more effective strategy than a hard sales pitch, how to set up your professional profile and social selling tips and best practices.

[> Download](#)

MPS Sales Toolkit

If you've newly launched your MPS program or you're looking to revitalize your existing sales strategy, we have put together a toolkit packed with sales tips and best practices based on our years of industry experience!

The MPS Sales Toolkit is designed to guide you through the presales process, from communicating the value of your solution to identifying prospects and effectively addressing any MPS objections they may have.

[> Download](#)

SOURCES

BizTech

www.biztechmagazine.com

Can Managed Print Services Save You Money?

Cisco

www.cisco.com

The Internet of Things

CompTIA

www.comptia.org

Trends in Managed Print: Perspectives from Customers and MPS Providers

Quick Start Guide to Managed Print Services

Gartner

www.gartner.com

Cost-Cutting Initiatives for Office Printing

Graphic Arts Magazine

www.graphicartsmag.com

Managed Print Services market to reach \$94.97 billion by 2024: TMR

Inc. Magazine

www.inc.com

10 Questions to Jumpstart your Strategic Process Planning

Creating a Company Vision

5 Tips for a Useful Mission Statement

Lake Erie College

www.lec.edu

Strategic Planning Workbook

EXTRA TOOLS & **WORKSHEETS**

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The best vision is insight.

— Malcolm Forbes

MPS EVALUATION WORKSHEET

In order to get the most out of your current MPS program, or when implementing an MPS program for the first time, you need to ask yourself the right questions. We've compiled a list of the top nine questions we ask when helping our customers with MPS.

1. How many customers/devices do you currently have in field and what percentage are currently under an MPS contract?

2. If applicable, what does your current MPS contract(s) include?

3. What are your overall goals and expectations for your MPS program? What departments or processes do you expect to improve and/or streamline?

4. Rank the following departments and processes in order of priority in terms of streamlining.

- Meter collection and billing
- MPS sales and assessments
- Supplies fulfillment
- Service fulfillment

5. Are all applicable departments aware of how they will be impacted by an MPS program? Which departments have demonstrated the most excitement and readiness, and which have demonstrated the least?

6. How do you envision the solution assisting your Sales team?

7. What are your current sales numbers (number of devices, page volumes, number of employees, etc.)?

8. How would your customers currently describe your business (e.g. 'great customer support,' 'hardware and service provider,' 'full service company,' etc.)? Do you expect this to change at all with your MPS program?

9. What types of devices do you currently support?

STRATEGIC PLANNING WORKSHEET

Strategic planning is the process of defining your organization's strategy, including the decisions and resources required to implement your strategy. It helps you determine where your business is heading, how it's going to get there and how you will know if it got there or not.

Having a clearly defined strategic plan can help you remain competitive by providing a plan that takes into consideration the following:

- Your business goals and objectives
- Your company's strengths and weaknesses
- Market trends and opportunities
- The competitive landscape

Below is a worksheet that will help you develop or refine your organization's strategic objectives, but before you can create your strategic plan, you must first take inventory of your business by completing a **SWOT Analysis**.

Strengths: the qualities and attributes of your organization that enable you to accomplish your mission. More specifically, strengths are the beneficial aspects or capabilities of your organization.

Weaknesses: the qualities and attributes that prevent your organization from accomplishing your mission and achieving your fullest potential. More specifically, weaknesses are the mitigating factors that do not meet the standards you feel your organization should.

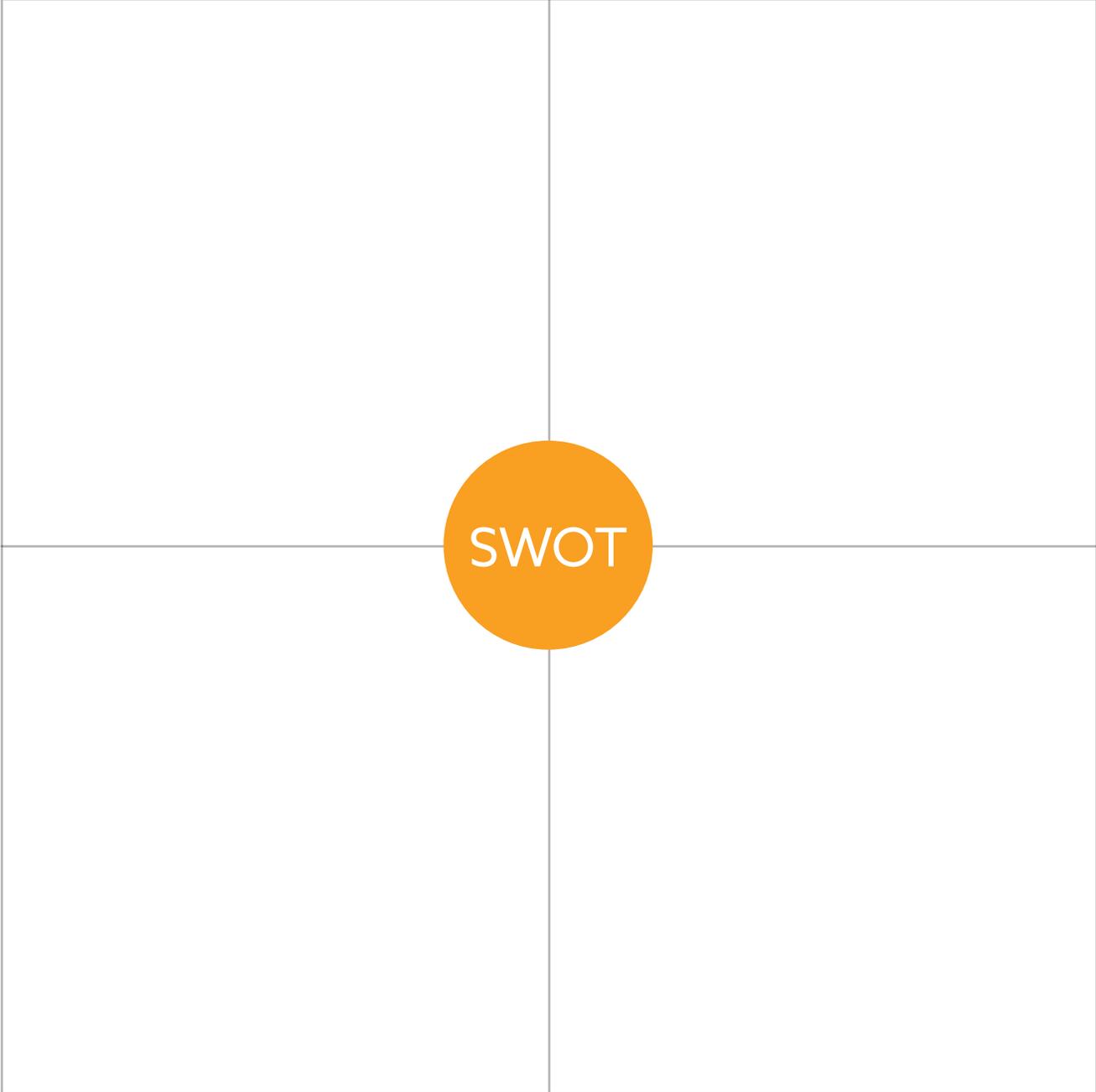
Opportunities: presented by the environment in which your organization operates, these include market, competition, industry and/or government and technology opportunities.

Threats: these arise when conditions in the external environment jeopardize the reliability and success of your organization. Threats are often uncontrollable, but it is important to be aware of them.

SWOT ANALYSIS

Strengths

Weaknesses



Opportunities

Threats

MISSION STATEMENT WORKSHEET

Current Mission Statement:

- | | |
|---|-----|
| Does your current statement reflect the purpose of your organization? | Y/N |
| Can it be supported by evidence? | Y/N |
| Does it reflect your organization's priorities? | Y/N |

If you answered no to any of these questions, you should consider **revising your mission statement**.

Our mission is to become change agents and innovators. We use Xerox Lean Six Sigma to constantly search for a better way to meet our customers' challenges. We strive to create business process outsourcing, IT solutions, new technologies, products and services for world-class commercial and government clients that enable better results.

Xerox

STRATEGY FORMULATION WORKSHEET

Goal	Objectives	Action Items	Evidence/ Measure	Results	New Action
What do you want to accomplish?	What are you going to do to get there?	What will you do to achieve your objective(s)?	How will you measure success?	How did you do?	How can you improve?



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