



MANAGED WORKPLACE®

Managed Print Services

With the integration of Managed Print Services (MPS) capabilities Managed Workplace provides both Managed IT Service Providers (MSPs) and MPS providers with new opportunities to increase revenues from existing customers and differentiate current offerings to enhance competitiveness and margins.

Opportunities for MSPs

MPS, the outsourced management and optimization of printing and imaging services, including all related assets, services and supplies, reduces costs and drives value for the end customer. Unlike other technology assets, printers, copiers and other imaging devices require expensive consumables like toner and paper, and often suffer service interruptions due to supply shortages. Moreover, these assets are often undermanaged because they fall between departmental and purchasing cracks. As a result, printing is typically an ongoing cost center, with a steadily rising total cost of ownership (TCO) into which most organizations have little or no visibility or control. Traditionally, remote monitoring and management (RMM) solutions monitor the status and availability of network assets and provide the ability to manage them. Printers, with their need for regularly replenished consumables, present a unique challenge when it comes to comprehensive management.

Managed Workplace for MSPs

Managed Workplace is the only RMM platform that reaches beyond the traditional roles that restrict competitive offerings to deliver the deep printer monitoring and management features that unlock the benefits of MPS. With Managed Workplace, you can now monitor and alert on a wide range of printer-specific issues — including supply levels. The data gathered by Managed Workplace helps you consolidate and standardize equipment for improved workflow and increased efficiency and supports full integration with third-party programs based on metering such as

Benefits:

- Automatically discover network printers and imaging devices.
- Monitor and alert on printing and imaging assets and respond rapidly to alerts and warning messages, including device status, paper jams, and consumable supply replenishment issues (toner, paper, staples, drums, fusers and more).
- Remotely manage printers without costly on site visits through advanced features like secure access to printer console, automated actions including firmware updates, and more.
- Use detailed metering and tracking information to take control of printing workflows and reduce end user printing costs by up to 30 percent (Gartner, 2009).
- Optimize ROI and reduce TCO through increased device availability.
- Use detailed information about page counts and consumable supplies to drive profitable new CPC and automatic supply replenishment programs for your clients.
- Reduce energy consumption with device consolidation — “right size” the printer fleet.

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Benefits to MSPs

Document production is a pervasive and expensive feature of the average office environment, with industry research suggesting the average office worker prints 10,000 pages per year. According to CompTIA research (*Examining the Print and Document Management Market*, Aug. 2011), 35 percent of companies will engage an MPS service in the immediate future, while a further 32 percent are considering it. The convergence of managed services and MPS is a natural evolution that significantly increases the value you can deliver and the revenue streams you can access.

Differentiate your services with comprehensive management –

Instead of leaving your customer's document production process in a grey zone between administration staff who replenish supplies and IT staff who make sure a printer is working, offer comprehensive management—performance, availability, and supplies—and differentiate your service offering.

Identify and reduce printing costs –

Document production processes are rife with hidden costs that drive up TCO and reduce workplace productivity. Supply replenishment is often complicated by confusion about who is responsible for the process. Similarly, confusion in the procurement process can lead to an organization being saddled with more devices than they need in a wide variety of models, each of which have their own upgrade schedules and require their own proprietary supplies. With Managed Workplace you will be able to eliminate this confusion and deliver transparency and predictability to your customer's print-related spending—helping you drive down costs and restore productivity.

Increase device uptime –

Work delays due to printer downtime, often cascade through an organization, exponentially increasing the impact of even the smallest issue. Offering MPS with Managed Workplace means you can take a proactive approach to printer maintenance, resulting in more reliable and consistent print services. Problems that can't be completely avoided in advance are often resolved long before they cause service interruptions.

Drive new revenue –

Offer valuable new print-related services, from more typical RMM capabilities like remote printer management and management of local print servers, to managed-print-specific services like CPC or just-in-time supply replenishment programs. CPC maximizes savings by consolidating management and support of all printing and imaging assets and provisioning of all printing supplies for a predetermined, fixed fee. Your clients will always have the right supplies at the right time so they can avoid service interruptions without having to stockpile supplies.

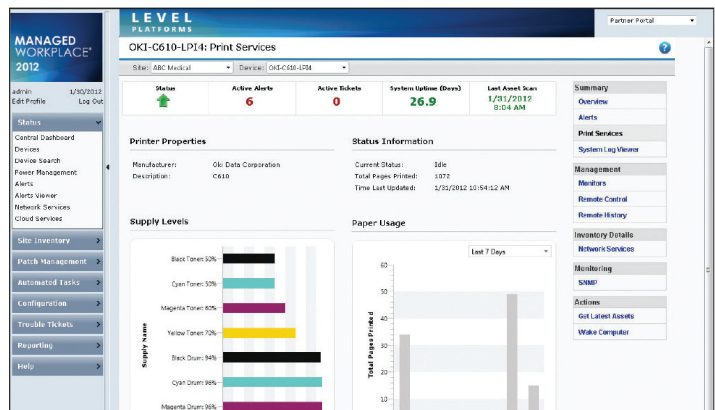
profitable just-in-time consumable replenishment cost-per-copy (CPC) services, enabling MSPs to generate significant incremental revenue with a new range of print services.

The screenshot shows the 'Central Dashboard' in the Level Platforms interface. It features a navigation menu on the left with options like 'Status', 'Central Dashboard', 'Devices', 'Device Search', 'Power Management', 'Alerts', 'Alerts Viewer', 'Network Services', 'Cloud Services', 'Site Inventory', 'Patch Management', 'Automated Tasks', 'Configuration', 'Trouble Tickets', 'Reporting', and 'Help'. The main area displays a table with columns for 'Groups', 'Devices', 'Cloud', 'Tickets', and 'Total Alerts'. The table lists various device categories such as Printers, Servers, Workstations, Applications, Patch Management, Backup, Network Services, and Network Devices, with sub-rows for specific models like Windows Server 2008, Windows Server 2008 R2, and HP LaserJet printers. A second table below shows 'Sites' with columns for 'Devices', 'Cloud', 'Tickets', and 'Total Alerts', listing sites like 'ABC Medical' and 'TIG Datacentre Monitoring'.

View a snapshot of all monitored devices on the Central Dashboard

Opportunities for MPS Providers

Traditional MPS providers already enjoy high-margin recurring revenues and are well positioned – both technically and culturally – to expand these services with enhanced printer performance management and closely related services for other IT assets. Hard-pressed to reduce costs and focus on strategic benefits for their organizations, internal IT staffs in small and mid-sized businesses are increasingly adopting the managed service model to address a wide range of IT requirements.



Monitor, alert and report on print assets and supply levels

Managed Workplace for MPS Providers

Managed Workplace not only collects all the printer information you need to deliver traditional MPS programs but now introduces comprehensive management of the printer assets themselves

and the networks they depend on to deliver expected value. Now you can add deep device and network management of the print environment including asset and warranty management, proactive monitoring and alerting on all issues related to printer health and productivity, remote control and automated group management of software updates and extensive customer reporting.



Demonstrate value with detailed reports

Additionally, you can now extend this level of management to all the other technology assets in the customer's network, including workstations, servers, mobile devices, network devices, audio visual, security and more, as well as open up new sales opportunities for these technologies.

And if you don't have IT delivery capability in place, Level Platforms can introduce you to MSPs in your region that will be happy to support your offerings or offer you our own private-labeled Network Operations Center and Help Desk IT service offerings for basic and routine support functions that are at the top of every IT organizations' list of tasks to outsource.

“After integrating our Managed Print Service into our Technology Solutions portfolio, we began to see a return on investment of over 25%, month to month.”

-James Laszko, CTO,
Mythos Technology Inc.

Benefits to MPS Providers

According to a report from CompTIA (*Trends in Managed Services*, Oct. 2011) adoption of managed services by end users is growing steadily and customers are seeing significant IT-related cost reductions. Forty-six percent of end customers surveyed reduced their costs more than 25 percent. Moreover, 89 percent of current managed services users say they are very satisfied or mostly satisfied with their experience while 62 percent said they plan to increase their managed services investment. MPS providers are ideally positioned to introduce these benefits to their customers, and unlock new revenues by extending their services to encompass the full breadth of the IT ecosystem. Even those that aren't yet ready to expand beyond printers and copiers must include more advanced management of the devices they do administer to remain competitive with other MPS providers. Managed Workplace is the ideal platform to meet these requirements and open the door to these long awaited opportunities.

Go beyond printers with comprehensive asset management –

You already have a foundation upon which to build a broader managed services relationship. With Managed Workplace you can leverage this asset to deliver comprehensive IT services that encompass all the technologies your customers rely on, either on premises or in the cloud, and deliver new levels of efficiency and value. Additional benefits include improved performance, increased uptime and the flexibility to quickly and easily add new services. Moreover, if you wish you can accomplish this without adding IT staff by leveraging the Managed Workplace Network Operations Center and Help Desk Services which provide you with high quality, front line RMM and technical support for the entire end user IT ecosystem.

Simplify life for your customers –

By expanding your services offering to include all technologies in the IT network you streamline the support processes for your customers. It will no longer be necessary for them to deal with multiple managed services organizations to make sure they are getting the maximum efficiency and ROI from their technology investments.

Save your customers money –

With 96 percent of end users surveyed by CompTIA reporting some level of cost reduction related to IT maintenance and 13 percent reporting savings in excess of 50 percent, (*Trends in Managed Services*, Oct. 2011), expanding your offering to include IT positions you to deliver significant value to your customers.

Drive new revenue –

By adopting Managed Workplace to deliver new value to your customers, you position yourself to dramatically increase your revenues. According to *The RMM Profitability Factor* by The 2112 Group and Corelytics, MSPs “using RMM tools ... have 18 percent higher net profits than the overall channel population.” Moreover, those that use RMM to service 75 percent or more of their clients report net profits 49 percent higher than the overall channel.

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