JetAdvice
Print Fleet Management & Managed Print Services

Thermal MPS
Sales Battlecard

? Why Provide T-MPS?

Thermal Managed Print Services (T-MPS) for Partners
Zebra Managed Print Services Programme

Managed Print Services have been available for the printer industry for almost 20 years. It's quite normal for a company to have a MPS contract in place.

Now, the MPS advantages are also available for the thermal printing business.

MPS providers will typically help customers with supplies & consumables, corrective & preventive maintenance, financial business model, related software, and many other possible components.

Typically, the main drivers for entering into a Managed Print Services contract are:

1) Reduction of the Total Cost of Ownership (TCO)
2) Removal of the operational burden (support, maintenance, purchasing consumables)
3) Productivity and continuity
4) Security

By using Thermal Managed Print Services (T-MPS), the same benefits and results can be achieved for any thermal printer fleet out there.

Main Partner Benefits and Features

01 DISCOVER & ASSESS

Boost your sales, discover all upgrade potential (Zebra and competitive) at existing customers and new business prospects (multi-brand).

02 SECURE SUPPLIES & MONITOR

Maximise your total customer value over the lifetime of the devices by securing supplies and consumables[1]

03 REMOTE MANAGEMENT

Become a T-MPS provider for your customers. Pro-actively and remotely manage and monitoring the entire printer fleet, offering supply fulfillment and remote services

IMPROVE PROFITABILITY
Increased Value-add

- Pro-active sales approach
- Less competition
- Actual customer data

FIND GROWTH
Discover instant sales opportunities

- Upgrade old devices
- Replace competitor devices
- Value-add services

LEVERAGE TECHNOLOGY
Save valuable sales time

- Discover multi-brand install base
- 24/7 remote monitoring and continuous data
- Zebra Device Assessment and Consumables Forecast Reports

WORK SAFE, WORK SMARTER
Completely remote process

- Remote customer installation
- Remote data collection
- Online Zebra Assessment Report

CUSTOMER RETENTION
Ring-fence the customer

- Detect new devices
- Secure long term supply sales
- Sell more solutions

CUSTOMER SATISFACTION
Improve Service Levels

- Provide regular insights
- Create customer awareness
- Prevent device downtime

PROTECT

- Ring-fence your customer with services
- Discover Opportunity before your competitors does
- Upgrade Old / Competitor hardware
- Secure Single Source Supply

EXPAND

- Discover processes that could be optimised
- Find Laser Label printing and replace with appropriate Thermal devices
- Sell complimentary services and supplies / media

GROW

- Secure New Accounts
- Find new locations in existing accounts
- Maximise revenues with hardware, services and supplies packages

References:
1. Requires Zebra LinkOS 6.1 or newer

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Thermal Managed Print Services (T-MPS) for Customers
Hassle-Free Printing. Proven Performance

Optimise your thermal printer fleet and gain total visibility using Managed Print Services with Zebra thermal printers. Don't compromise. Unlike others, Zebra includes it all – unparalleled intelligence, security and durability – making Zebra thermal printers the obvious choice for your MPS programme.

Say Goodbye
to the mystery of your thermal printers:

- How many printers are on my network?
- What is the life-cycle cost of my printers?
- How quickly are supplies being consumed?
- When is maintenance needed?
- Are my printers introducing security risks?

Say Hello
to hassle-free printer management:

- Gain visibility of your networked thermal printers
- Reduce Capex and streamline costs
- Have the right supplies on hand when you need them
- Relieve the burden of IT support
- Secure your printers from attacks and vulnerabilities

Main End User Benefits and Features

$ Lower Operating Costs	Optimise Printer Performance	Gain Unmatched Intelligence
• Reducing internal supplies process costs • Minimises IT support time with remote firmware updates and re-boot[1]	• Optimise with the right device, in the right place, doing the right job • Identify high load devices and process pinch points	• Vendor and device type information (brand, type, IP address, Hostname, etc.) • Category assessment • Life Cycle Assessment: End of Life and End of Service details • Print DNA Assessment (LinkOS versions of the devices) • Complete overview of all discovered thermal print devices

Enhance Printer Security	Identify Device Refresh Needs	Minimise IT Workload	Visibility into Supplies Usage
• Ensure your devices on the network have the correct software version, and updated firmware.	• Manage your devices as you would any other IT Asset – Full Lifecycle management and ITIL processes	• Remote Device Reboot • Remote Firmware updating[2]	• The Thermal Supplies Forecast Report gives you insight into future ordering requirements, allowing optimised ordering and deliveries, avoiding stocking costs[1]

? Why Consider T-MPS?

Lack of Visibility

- Limited insight and details about a thermal printer environment and its print volumes make it extremely hard to control a printer fleet.

Low Productivity

- Inefficient thermal printers slow down daily productivity and distract employees from their core business.

Weak Security

- Security breaches incur costs and damage brand image or reputation.

Poor Performance

- Without proper asset- and life cycle management, a thermal printer fleet can deteriorate and slow down the organisation.

Supplies / Media

- One of the largest burdens on a customer's shoulder and a threat to business continuity, is the management of labels, wristbands, ribbons etc

1. Requires Zebra LinkOS 6.1 or newer
2. Requires Zebra LinkOS

3

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Spotting Opportunities

Understand when, and where the prospect is in need of your assistance.

Scoring:
A score of 8 or less means they are already quite aware and optimised, 9-12 is worth asking some questions, 13 or more is time for a serious discussion!

Overall Awareness
Thermal Printers are not the highest priority at most companies, but can be part of a business critical process.
Do they know all of the information about the thermal print devices on their network? How many? How old? Where are they all?
Rate their current status, 1 being fully aware and 5 being without any real information.

❑ 5
❑ 4
❑ 3
❑ 2
❑ 1

Device Age and Lifecycle
Often, these devices are forgotten and not included in general ITSM policy.
How old do they think the current fleet is? When would they consider it being 'too old' to be compliant? What is their usual technology write-down period? Rate their current status, 1 being replaced under a policy or lifecycle, and 5 being replaced only when they die.

❑ 5
❑ 4
❑ 3
❑ 2
❑ 1

Procurement Policy
Managing and maintaining multiple brands and models increases costs and risks of non-compliance with policy.
How many different brands and models of Thermal Printer does the customer have (or think they have) if they know at all?
Rate their current status, 1 being single brand/model, and 5 being 5 or more brands / models.

❑ 5
❑ 4
❑ 3
❑ 2
❑ 1

Device Software & Security
Any device on the network needs to be secure – and have the latest software and firmware loaded to be compliant.
Do they keep records of O/S or software versions, and which devices are on which firmware?
Rate their current status, 1 being no awareness and 5 being fully aware of all information.

❑ 5
❑ 4
❑ 3
❑ 2
❑ 1

Asking Questions and Handling Objections

Scenario A: Existing Customers?
e.g. "Do you still print labels on laser?"

You may know all you need to know about your customers and their revenue potential for existing products, but have you got the whole picture? A Thermal Printer Device Audit will show you not just the devices you have supplied, but also those provided by the competition and other print-related devices at that site.
For example, they might not have Thermal printers for labels, do they use a Laser Printer or MFD instead and suffer all of the issues relating to laser labels?

Scenario B: New Prospects?
e.g. "Are you managing your thermal printers in the same way as your office devices?"

End user organisations are rarely aware of the Thermal Printer fleet, certainly they don't have the same visibility as they have for the MFD or standard printer devices.
With over half of your prospective customers employing Hardware-as-a-Service (HaaS) for printers, now you can also have the Thermal Printer conversation with those prospects.

Customer Objection:
"I've already got one"

The perception of what a 'Managed Service' is varies greatly from customer to customer when you are talking about print, so it is worth asking a few more questions on what they understand a Managed Print Service to be.

Managed Thermal Print For different markets

Manufacturing
- Identifying, organizing and tracking your products through the manufacturing process is essential to efficient inventory control. Manufacturing labels need to stand up to harsh environments, abrasion, chemicals and rough handling.

Healthcare
- Medical labels provide vital communication for patients and healthcare providers, helping ensure accuracy and patient wellbeing. Healthcare labels are designed and implemented to the highest standards of health and safety.

Retail
- Retail Labels have a wide array of applications. Labels are used to identify and promote products, price products, identify brands, control inventory and more.

Logistics
- Labels are used to track consignments and pallets through the supply chain and are crucial for any logistics or distribution business – for both warehousing purposes as well as shipping products around the world.

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Start the Managed Services Conversation

Key Technology Trends

"Are any of your legacy print processes mission critical?"

A breakdown of a printer can mean a breakdown of a business process.
Just like general IT services, availability of a print service can be mission critical – if one of the processes relies on print. Hospitals cannot accept patients without ID labelling, Logistics cannot ship without labelling, and Manufacturing processes grind to a halt if the paperwork is missing.
Managed Services for Print – just like any other IT Service – ensures business continuity and avoids the cost of business interruption.

51% of businesses employing Hardware-as-a-Service (HaaS) use it for printers[1]

"Is Security a concern for network attached devices?"

Any device attached to the network that is not managed correctly can be a risk.
Software updates, patches and fixes, and firmware updates – all apply to printers as well as computers.
Without the appropriate remote tools to monitor and manage these devices just as they would a computer, this introduces a security risk to the network.

14.8% CAGR increase in Managed Print Services globally[2]

"Do you still manually order and process consumables and media transactions?"

Print devices need supplies to operate - consumables and media needs ordering.
Each occurrence creates a business interruption, and associated costs – raising the order, goods received note, invoice processing, and payment to supplier.
Assuming each device needs some sort of consumable once a quarter, and with an average processing cost estimated to be around 20 EUR, *how much could be saved each year by automating the consumables loop?*
(20EUR x 4 x number of print devices per annum)

$94.97bn Expected market by 2024[2]

"How much does print cost your Support Team?"

Industry Analysts put the cost of an internal IT support call for a print device at 35 EUR. Print devices typically create a support call once every few months – either a driver update needed, a file not printing correctly, firmware updates, or simply something stuck in it.
Based on the number of devices you have on your network, *what do you estimate the cost of supporting these devices to be each year?*
(35EUR x 4 x number of print devices per annum)

Sources:
1. The 2019 State of Hardware-as-a-Service, Spiceworks
2. Transparency Market Research, Feb 2019

Resources

Thermal MPS References	Videos on YouTube	End User Sales Assets
JetAdvice https://jetadvice.com/services/thermal-managed-print-services/ Zebra https://www.zebra.com/gb/en/cpn/managed-print-services.html	JetAdvice Playlist, T-MPS End User Content https://bit.ly/2XfkgFv	Sales Flyer – Infographic https://hubs.ly/H0Zs4M70 Sales Presentation https://hubs.ly/H0Zs4JK0