

PRINTING REBOOT

THE JOURNEY TO MANAGED PRINT SERVICES STARTS TODAY, SWITCHING; YOUR TRANSACTIONAL PRINTER BUSINESS TO AN ONGOING RELATIONSHIP

From Zebra and EuroForm comes a solution set to transform the commercial printer sales market – from one based on individual purchases to one involving long-term service arrangements.

EuroForm is a global tech provider, an authorised Zebra Print ISV, which has operated in the printing business for 27 years. Since 2002, its flagship JetAdvice Manager has collected data from a vast range of printers, supporting business partners with remote monitoring of their print devices to ensure a smooth managed print services (MPS) operation. It supports over 50,000 different device types, is completely multi-vendor and currently has over 11 million devices under contract.

A familiar problem

Customer retention and maximising total customer value in a transactional sales landscape is quite challenging. On the other end of the spectrum customers are requesting an ‘as a service’ delivery of thermal printing rather than a one-off transaction. They would like the burden of ordering supply and consumables removed, and hand over the monitoring and support of their printer estate too. There is a huge opportunity to drive this industry change together with your customers.

A printer is potentially a gateway to annuity revenue for you: we estimate that an enterprise Zebra printer costing £1,000 will require supplies and consumables costing £10,000 to £15,000 during its five-year lifespan.

MPS & Printer Fleet Management

EuroForm’s cloud-based managed print solution – JetAdvice – enables you to build an ongoing relationship over the entire life cycle of the machine and increase the total customer value. It answers the existing customer request around remote monitoring and automated fulfilment of supply and media needs. But it’s important to note that this is not an overnight transformation. Rather, it’s a journey designed to be taken at different speeds. We have defined three deployment phases:

1) Discover & Assess

The foundation of any successful customer engagement with regards to thermal printing starts with a comprehensive assessment. Discovering valuable information about the current print devices helps you identify the churn potential for your existing customers and new prospects.

In order to support our business partners, JetAdvice provides a detailed and comprehensive thermal printing assessment report revealing a range of valuable insights, including:

- Vendor and device type information (brand, type, IP address, Hostname, etc.)
- Number of devices divided by device type
- Life Cycle Assessment revealing valuable information like End of Life and End of Service details
- Operating System Assessment (LinkOS version of the devices)

This first deployment phase will help you to discover sales opportunities (e.g. replacing old devices) and provide your customers with valuable insights about their printer fleet.

A JetAdvice account is set up for you, you register a customer (this takes two to three minutes), and JetAdvice Edge, the connector, is installed by the customer. During a recommended period of 14 to 30 days, JetAdvice analyses data from every printer on the customer's network. Having 24/7 access to the JetAdvice cloud portal allows you to see the actual customer data.

*Difficult to start with?
Absolutely not!*

At the end of the assessment period, JetAdvice provides a thermal printing assessment report, which can be easily customised with your own logo and the logo of the customer or prospect for a personal touch.

2) Monitor & Secure Supplies

Automated supply fulfilment will boost your total customer value over the lifetime of a print device. Receiving accurate alerts, including detailed information, allows in-time delivery of consumables to your customers, securing their productivity and continuity.

This removes the current burden from your customers and increases your revenue opportunity at the same time.

3) Thermal Printing As A Service

This third stage of our journey will help you become a managed print services partner for your customers. You will be able to proactively manage and monitor the entire printer fleet: offering supply fulfilment, remote services and new financial business models is a new era of thermal printing.

Zebra and EuroForm are paving the way to maximising your business potential, where customer retention and satisfaction are a logical result of the growing number of solutions and services you are able to offer.

Get in touch

The EuroForm solution can change your conversations with customers. It's no longer about getting involved in price wars and trying to offer the lowest prices. It's about developing a lasting relationship and meeting customer's needs over a long period of time.

The solution enables greater retention and supports ongoing revenue generation with the option to supply consumables and services as needed.

The business opportunity here, across the millions of Zebra printers worldwide, can hardly be overstated.

To find out more, and to test the Zebra/EuroForm solution, please contact:

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