



The Industry's Optimum Managed Print Solutions for Independent Dealers

Business Objectives

As an independent dealer, your key business objectives are to increase revenues, reduce costs, & add long term value to your business. The concept of offering managed print services allows dealers to focus on those objectives while retaining more market share and more profitable, reoccurring business.

With the slowing economy, end users are scrutinizing every expense. One of those expenses being printing cost, which can account for an estimated 1-3% of business revenues. Both Gardner & InfoTrends report an average savings of 28% based on a study of 128 end users under MPS programs. While only 3% of the market is under contract today, that number is estimated to grow to 40% within the next 5 years.

The Independent Dealer Risks

The strategic move to offering managed print services can be exciting yet challenging and the tasks of evolving your business into a solutions provider can be costly and overwhelming:

- Major investment in monitoring software
- Developing sales strategies...both motivating & compensating sales staff
- Ability to service machines
- Strategically source products (toner, parts competitively enough to supply full fleets)
- Ability to effectively price an entire fleet while insuring all costs are fully accounted
- Logistics behind shipping supplies and getting them delivered to correct machines
- Legal costs of putting together and administrating end user contracts

The tasks above not only are daunting by themselves, in addition, need to be managed into a program that can maintain the number one goal... profitability. It is easy to identify that this shift in the imaging industry is a great opportunity but, involves a large amount of risk.

Now there is a partner that can help. DCS introduces OptiPrintSM, an adaptable turnkey MPS program with Independent dealer objectives in mind.

OptiPrint

The independence to run a dealership is of strategic importance. That is why the OptiPrintSM program has been structured around flexibility...tools and components can be selected as required to allow for customization of any dealer's managed print program. Independence is also a core value of the OptiPrintSM program, as the dealer has a partner (DCS) that will not be sharing customer information with the OEMs... who may have a vested interest in gaining market information from the ultimate customer, which will likely not benefit the dealer.

OptiPrint: Key Components

OptiPrint Software: The backbone of a Print Management Program

To have a successful print managed program it is imperative that the technology is available to successfully monitor customers printing devices. The OptiPrintSM software provides the tools to successfully track and monitor supply levels, page counts, model descriptions, printer locations, utilization, service alerts, and cost per page on a customer's printer fleet through an easy to use web interface. In addition to obtaining and tracking the data, OptiPrintSM also offers built in tools to quickly and easily pull in historical data and generate cost per page proposals. This tool allows for margin management and profitability stimulators. The OptiPrintSM software will provide a transparent view into the customers printing environment, allowing one to determine the true cost of printing with the ability to generate proposals that will optimize your customer's managed print solution.

Printing Supplies: Highest quality products required for a successful implementation

Most organizations have devices from many of the popular manufacturers like HP, Lexmark, Brother, Okidata, Xerox, etc. This presents a challenge in finding a partner that can supply such a fragmented printing environment. The OptiPrintSM program is backed by world-class product offerings. Our premium remanufactured line is manufactured to ISO 9001 and/or STMC standards using the highest quality replacement parts available. OptiPrintSM stands behind the performance promise with a 100 percent replacement policy. In addition to unparalleled quality, the OptiPrintSM product offering is one of the largest in the industry with over 600 remanufactured skus covering over 18 printer manufacture lines such as Brother, Canon, Dell, HP, Lexmark, Okidata, and Xerox to name a few. The cartridges for the OptiPrintSM program offer exceptional value for the managed print program...equal or greater yield than the corresponding OEM cartridges, significantly less cost per page than OEM while delivering outstanding print quality.

Service: Solution Available For Any Dealer Ready For The Managed Print Commitment

OptiPrintSM works with a national network of authorized service agents allowing dealers to either complement their local service infrastructure with a nationwide reach or outsource it all to OptiPrint's service network. The OptiPrintSM software allows for the set up of automated service alerts as well as proactive service flags. With OptiPrintSM you can rest assured that you have a partner that can provide the national service dispatch and tools necessary to manage those contracts outside your service reach.

Training: Flexible and comprehensive program

Dealers often struggle with attempts to offer print management services. Many training programs focus solely on the sales process. The OptiPrintSM training program is constructed with the complete dealer infrastructure in mind covering subjects such as sales, compensation, dealer installation, software training, proposal generation, organizational design, and customer management.

Sales Support: Must comprehend the evolution to a managed print strategy

It is important to recognize that in order to develop and sustain an effective print management business; it requires a higher level of initial selling engagement and a more consultative selling approach. Once the OptiPrintSM training program has been completed, support continues to be offered. OptiPrintSM partners will be provided comprehensive tools to help ensure their success, such as; customizable sales presentations, helping conduct webinars, software installation, creation of sales and marketing tools, proposal consulting, etc. There is a commitment to provide optimal support to help the dealers be successful in selling and providing managed print services.



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What Is OptiPrint?

OptiPrint is an adaptable turnkey MPS program offered through Diversified Computer Supplies, Inc. With facilities in US and Canada, DCS has evolved into a leading wholesaler of imaging solutions to thousands of dealers throughout North America. As the industry has evolved with power and growth into new channels, DCS remains committed to its independent dealers. The DCS purpose remains consistent... provide imaging solutions at prices necessary to remain competitive in today's predominately price driven marketplace.

Knowing how important the profitability of imaging products remain, DCS takes pride in being a total imaging solution provider to the independent resellers. The breadth and pricing of our OEM products, our commitment to the highest quality compatible brands and other imaging solutions (including Managed Print Initiatives) sets DCS apart from many of our peers. As one of the fastest growing wholesalers in the industry, we offer products from all of the major manufacturers such as Brother, Canon, Copystar, DELL-compatibles, Epson, Gestetner, HP, IBM, Imation, Konica-Minolta, Kyocera-Mita, Lanier, Lexmark, Muratec, NEC, OCE, Okidata, Panasonic, QMS-Minolta, Ricoh, Royal Copystar, Samsung, Savin, Sharp, Toshiba, Trend, Xerox-Tektronix. DCS's product line includes supplies for copiers, inkjet printers, laser printers, and fax machines. Next day delivery service is available through our national distribution network and direct shipping to your customers is available at no extra charge. DCS welcomes you to visit our website at www.dcsbiz.com or call 800.766.5400 for any additional information.

The OptiPrint Difference

Clearly, one of the advantages for Independent Dealer Dealers embracing print management strategies will be to create a tighter bond between themselves and their customers. The DCS OptiPrintSM program will allow the independent resellers to maximize that bond... without creating an additional bond between the OEM and the end users, as is typically seen in other MPS programs. The OEMs and chosen distribution partners continue to expand their own print management footprint...DCS doesn't feel the dealers should leave the OEMs a path to their own customers!!!

The independence of DCS will maximize your investment by allowing the dealer to connect closest to the customer...while still providing the essential tools for PM success;

1. Competitive Pricing for OEM and Compatible Products
2. High Quality Compatible Products with Extended Yield Capacity
3. World-Class Monitoring and Proposal Generating Software



Learn more by calling
Diversified Computer Supplies
PM advisor at **800.766.5400** or
visit **www.optiprint.com**