

The Secret of Managed Print Revealed

How You Can Enjoy Success

*A candid message from Jim Phillips,
CEO of Digital Gateway*

Over 4.3 trillion clicks happen each year in the USA. Only 3% are under managed print contracts. I want to discuss with you the opportunities and challenges. The key metric of managed print success is simple: What percentage of your client base is under contract?

Converting transactional customers to contracted clients is a critical objective to secure revenue streams and enhance profits. To realize this goal, most cartridge resellers are working to develop a managed print services business.

If your business falls into this category, you have likely made the important initial investments:

- A managed print brand.
- Remote monitoring and meter collection software.
- Proposal generation tools.
- Managed print sales rep training.

But, still, you feel like you are spinning your wheels.

So why, like so many other resellers, are you only enjoying moderate success in transitioning clients to managed print?

Who Is Succeeding and Why?

The reality is that there are some of our dealers who are enjoying incredible success. In fact, for the past 18 months, we have been working with some of the industry's top managed print services (MPS) resellers to understand the key drivers to MPS success. And what we have learned is revolutionary.

Go Mainstream with Managed Print

In reality, the situation you are experiencing is predictable. In any market transition there are early adopters that quickly latch on to a new idea. However, according to Geoffrey Moore, author of *Crossing the Chasm*, these courageous people only make up 15% of the market.

Early adopters love to be the first to embrace a new idea. They are easy to sell, they love technology, and they get excited when you show them your remote monitoring and data collection tools.

Here's the problem: Given that early adopters only make up a very small percentage of the market, you'll have to go looking for mainstream clients sooner than you think...

The good news: 70% of your clients are what Moore calls mainstream clients and this is a huge market opportunity.



The bad news: Mainstream buyers are skeptical, conservative and, technology makes them nervous. To make matters worse, they don't want to be the first to do something. In fact, they want to see references—and multiple suppliers' offerings.

In order to grow your MPS business successfully with the mainstream, you'll need to learn to engage, deliver and measure much differently than you do with early adopters.

It's Time for an Integrated Approach

If you want to get the mainstream market, it's time for some fresh thinking. Yes, you need data collection and remote meter technology. You have to create proposals, fulfill, bill, buy, pay and measure.

However, to maximize your success, the best managed print dealers say you need an integrated strategy that automates the entire sales and fulfillment motion. You need a strategy that incorporates sales mentoring, marketing, measurement and management. The challenge is that all these components haven't been available as an integrated offering from a single source—until now.

Why I Invested One Year and a Million Dollars

As the CEO of Digital Gateway, I knew we had to do something to help our dealers succeed in managed print services. Just as your future depends on managed print success, ours depends on your success.

We knew that we had the right foundation (e-automate™) on which to build a fully integrated managed print solution, existing partnerships with the industry's largest data collection companies (PrintAudit, FMAudit and PrintFleet), the domain expertise to understand the challenges and key customers and industry contacts to further our knowledge.

Armed with what we had learned about success in the market, we began to build the tools and the team.

The Tools for Success

e-automate Managed Print Edition™ is an end-to-end solution that automates the entire Managed Print Services Lifecycle. Developed in conjunction with some of the most successful MPS resellers, this new suite of tools delivers the back end optimization you need to reduce

MPS^{2.0}

Managed Print Success

overhead and maximize your profits. Here are some of the managed print-specific components we have developed:

- **PO Broker™** (Automated!) This amazing utility drives down your costs and streamlines your processes. Use rules to shop multiple vendors for the best prices on supplies in real time, see what they have in stock and generate electronic purchase orders.
- **Digital Quote Manager™ + DocuAudit™** Integration You need to be able to quickly configure proposals. Our new Digital Quote Manager allows reps to quickly create proposals based on accurate equipment costs, configurations and inventory. Now integrated with DocuAudit, our users can create full managed print proposals in a fraction of the time.
- **Commissions Report™** (Automated!) Generating complex commission reports for sales reps that are paid on page volumes was nearly impossible for our clients. That's why we created Commissions Report to automate this task.
- **President's Report™** Want to see how your managed print program is doing? A new President's Report for managed print lets you see the metrics in real time, helping you make informed management decisions that helps minimize risk.

Let me say, the year and a half that we have invested in understanding the MPS business will pay off handsomely for you. Combined with e-automate, our industry-leading all-in-one dealer management system, these new tools are unlike anything else that has ever been available in our industry.

The Team for Success

It takes more than tools to succeed. That's why I went to our most successful MPS clients and asked them who was helping them. Three names kept popping up:

- **Mentoring:** Jim Salzer, DocuAudit International (www.DocuAudit.com). A pioneer in managed print, Jim has trained thousands of sales reps. And his company's DocuAudit software automates the proposal generating process, leveraging a unique total cost of ownership approach that maximizes profits.
- **Marketing:** Darrell Amy, Prospect Builder (www.prospectbuilder.net). When it comes to marketing, Darrell gets it! His company helps resellers position themselves to go after the mainstream. His integrated sales and marketing campaigns generate opportunities.
- **Finance & Benchmarks:** Gary Halperin. Gary is the CFO to CFO's. His financial experience includes an impressive run as CFO at Print Inc, the industry pioneer in managed print and he was involved in the groundbreaking benchmarks definition for the copier segment with Tom Johnson and John Hanson. He understands the financial side of this business like no one else I have seen and is helping our partners and customers to optimize their financial reporting and develop industry benchmarks—a critical piece to success.

Managed Print Success 2.0™

To help our clients succeed in managed print, we have launched the MPS 2.0 program—a bundled resource, process and tools combination that is designed to guide dealers and resellers from the early adoption phase to a more predictive and profitable MPS business.

The program is in action right now with 12 companies participating in the first track. Track 1 is designed to further refine the business rules and subtle nuances that will further enhance an already powerful and revolutionary end-to-end Managed Print Success solution that includes:

- Mentoring sales reps—Teleconference
- Marketing to position your business—Templates customized
- Measurement to benchmark success—Ongoing metrics
- Management to automate the entire Managed Print Services Lifecycle—Phone coaching

Look for updates in future articles or check our website to sign up for news on MPS 2.0.

How Can You Prepare?

If this sounds exciting to you, there are two things you can do to prepare:

1. **Get Your Systems in Order:** Built on a foundation of leadership in the copier industry for over a decade, the e-automate dealer management system has become the back office standard for printer companies. The e-automate Managed Print Edition gives you the opportunity to extend this already powerful offering to automate all aspects of your managed print business.
2. **Commit:** If you are committed to being successful in managed print, we are committed to you. Our company's foundation has been built on a commitment to helping our dealers succeed. Just ask our 900 plus dealers—we'll be more than happy to set up the calls.

What's Next?

Stop by our booth at Recharger #1857 or visit our website (www.digitalgateway.com) to sign up for updates on the MPS 2.0™ program. Together, we'll help you through a difficult economy while growing your business.

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