

R4: Essential Elements of Profitable Managed Print

Think Differently About MPS

The Truth About MPS

We are seeing a lot of MPS heartache in the industry. Managed print was intended to grow profits, and many invested heavily in software, training, infrastructure, and new personnel to support a new business plan. Yet, for too many dealerships, revenue growth has been flat since 2005.

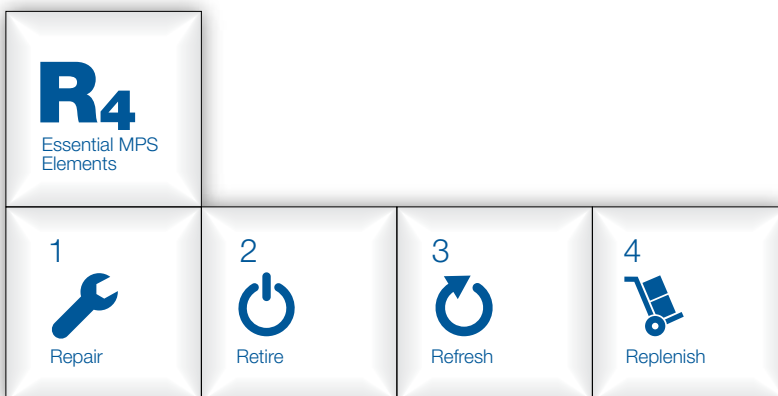
Have You Seen the Profits Promised?

Have you invested heavily with supplies and software vendors, without increasing your profit? We have seen a lot of frustrated business owners, and a lot of low returns on investments. **It's time to put the R in ROI.**

Time to Evaluate Costs

Selling you a part isn't always the best solution for your business—and we're not afraid to tell you that.

R4: Essential Elements of Profitable Managed Print



Our R4 methodology drives costs out of your managed print program, while providing the essential MPS elements to keep your customers printing and your business profitable.

Repair:

If time is money, what does a repair really cost you? Leverage R4 software tools and specialists to answer your repair questions and drive down service program costs.

Refresh:

Are you paying your service team to save every last printer on the network? Sometimes, refreshing a device makes more financial sense than repairing it. R4 provides the knowledge to identify when it pays to refresh your clients' devices. Plus, we offer hardware options that are affordable for your customers and profitable for you.

Retire:

Is a device likely to fail again in less than two years? Can its page volume migrate to other devices? With R4 expertise, you can identify when to retire a device—and where to redistribute its volume—to save time and money for you and your clients.

Replenish:

Are you managing supplies inventory yourself? It's time consuming, not to mention expensive, to stock supplies inventory. R4 specialists help you develop stocking strategies that leverage our six warehouses throughout North America.

Helping You Achieve an R4 State of Mind

We offer more than parts. Parts Now arms you with all the essential elements of profitable managed print. Choose from a complete range of R4 offerings to build your MPS success:

/// R4 Software // R4 Support // R4 Products

R4 Software

/// Assessment Pro

To close MPS business, you need a compelling way to demonstrate the value of your services. R4 Assessment Pro software is a **quick, accurate and simple-to-understand tool** that clearly presents the benefits of your program.

Assessment Pro has been infused with R4 logic, and recommends ways to maximize the efficiency of the printer fleet and reduce costs for both the client and your program.

The R4 Assessment Pro Difference

- No manual gathering, calculating and formatting data for an assessment.
- No complicated assessment software that is not specific to your business or your costs.
- No confusion over assessments that are difficult for clients to interpret.
- No struggle to create a proposal that improves your bottom line.

With Assessment Pro, it's simple: install a DCA for 2 to 4 weeks, fill out a client questionnaire, and generate a custom assessment in minutes. The entire process can even be accomplished remotely!

Focus on More Than Just Costs

Other assessment tools focus heavily on costs, but we believe costs represent only 25% of what matters in a print environment. Assessment Pro addresses the missing elements in many MPS programs by analyzing all of the following:

- Costs
- Utilization and capacity
- Productivity features
- Management and logistics of the fleet

Shorten Your Sales Cycle

Create proposals more quickly, with less manual work. The shorter your sales cycle, the more business you will close.

Designed for Your Sales Team

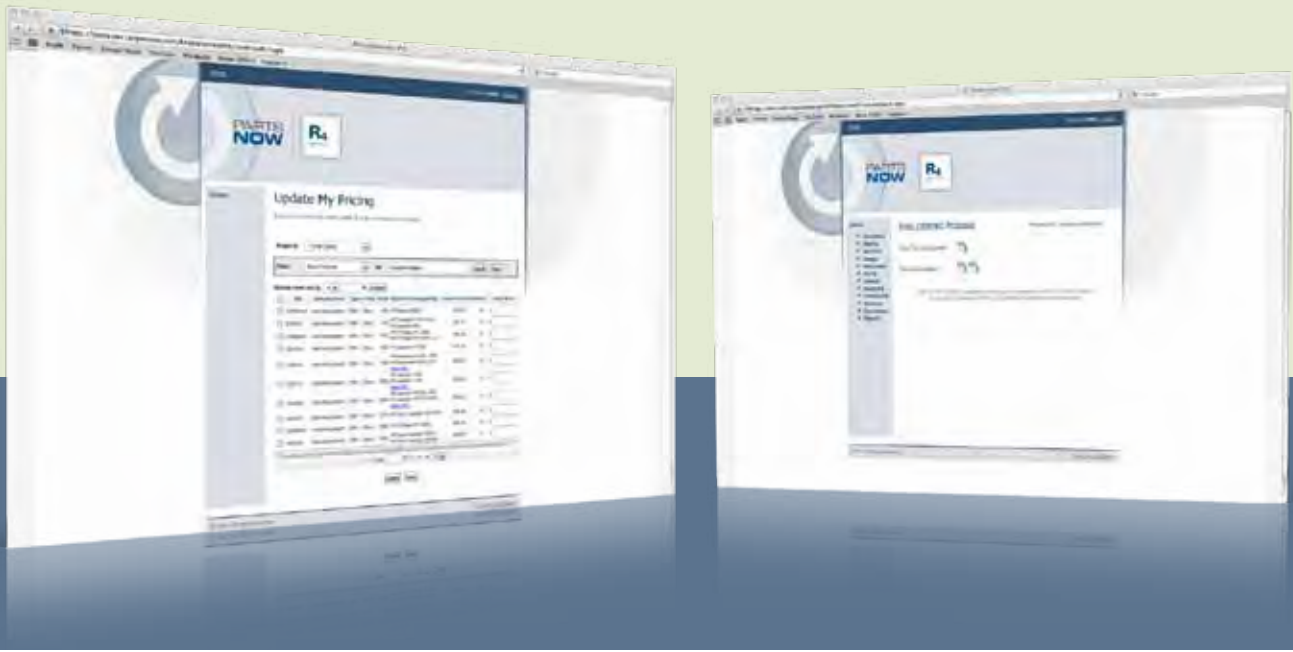
You don't need a statistics or IT expert to prepare and present a comprehensive assessment. Assessment Pro allows anyone on your sales or support team to quickly and easily prepare an assessment, so your sales team can get back to selling.

Remote Monitoring

Our robust, device-agnostic remote monitoring software can track everything you need to manage your clients' devices. Let us host your software system, or choose to host it yourself. Our remote monitoring software generates a variety of detailed reports:

- Utilization: put the right machine with the right print volume.
- Toner—Estimated Days to Empty: know how many days until toner runs out.
- Power Usage: determine the energy consumed by each device.
- Coverage: view coverages of each cartridge.
- Model Counts: show your client how many different models they own.

Software is a tool; a tool alone doesn't provide the expertise to run a profitable program. Couple remote monitoring software with our R4 training and support programs to realize true MPS success.



Assessment Pro: Quick. Accurate. Simple.

- **Quick.** Compile all data and produce an assessment in minutes.
- **Accurate.** Enter your specific cost information and client questionnaire responses to produce a comprehensive and accurate assessment.
- **Simple.** With an easy-to-follow grading system, your clients immediately understand the health of their print environment.



“Parts Now has a very strong program with a well-thought-out sales cycle. We use their process today because it works for us. We especially appreciate how we can use a prospect’s actual data to develop proposals. That gets attention and adds a lot of credibility—and helps us close deals.

It’s also a real benefit to be able to get supplies and parts from a single source. I don’t shop around for the cheapest prices on parts or supplies. I know Parts Now delivers the most value at a fair price and they work hard to continually earn my business. Parts Now is our partner in MPS success.”

Mike Molony
CES Computers
Dubuque, Iowa

R4 Products



Parts and Supplies Strategic Hardware Options

We can provide **parts and supplies** for **virtually any imaging device—printer, copier, fax, scanner**—to support your effort to manage diverse fleets. Let us bear the burden of inventory and drop-ship the parts and supplies your customers need, next day, anywhere in North America.

- Leverage the largest inventory of parts in North America.
- Choose from OEM and ISO certified remanufactured parts.
- Lower your costs and increase MPS profit with quality compatible toner.

Refresh devices with proven hardware that will protect your margins and allow for lower and more predictable service costs.

Parts Now is an authorized distributor for:

LEXMARK

OKI
PRINTING SOLUTIONS



i n v e n t



R4 Support

Strategic Consultation and Sales Coaching

Our MPS training and support programs equip you with the knowledge to transition to a consultative selling model. Don't need sales training? Think again: **10% of our dealers make up 67% of our clients' monitored devices—and all of them leveraged Parts Now sales training.**

Training and support includes:

- Consultations to define your business goals and strategy.
- Sales documentation and training in proven selling skills, including presenting the value proposition, demonstrating software tools, and driving incremental sales.
- Quarterly business reviews where R4 specialists meet with you to review key performance indicators, challenges, and opportunities for incremental growth.

Software Training and Support

Don't go it alone. Without training and support, software can become an investment in shelfware. Work with our R4 software support team to learn how Assessment Pro and remote monitoring software can be leveraged successfully. Take advantage of our experience in helping hundreds of dealers grow their businesses with MPS software over the last 5 years.

Service Efficiency Expertise

Drive costs out of your service program. Parts Now boasts the most knowledgeable service experts in the industry. Leverage our technical support and service technician training to:

- Learn how to place hardware profitably.
- Know when to repair, retire or replace a device based on its age, performance and cost.
- Increase first call effectiveness and call avoidance.
- Drive down unnecessary service costs.
- Get free repair guidance from technical support experts who answer more than 5,000 calls every month, and know fixes for the most challenging breaks and error codes.

Marketing Support

A winning sales strategy must include a marketing tool kit that helps explain why your program matters. Our award-winning creative team will provide professional writing and design services to create a customized series of marketing pieces that sell your capabilities. The process is smooth, simple and completed in as few as three weeks, so you get to market fast.



Does your current supplies or software vendor provide all the essential MPS elements? Didn't think so.

It's time to get serious about driving costs out of your MPS program.

Contact us today to get started.

P: 800.886.6688 x1127 • E: MPS@partsnow.com



Parts Now

P: 800.886.6688 x1127

F: 608.203.1493

mps@partsnow.com

www.partsnow.com

Distribution Centers

United States

Parts Now Headquarters
Middleton, WI

West Coast Distribution Center Parts Now
Union City, CA

East Coast Distribution Center Parts Now
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