

# THE SAVINGS STORY HAS CHANGED



**Steve Lyne outlines how MPS providers can save with Printix's modern cloud infrastructure and print technologies that compliment digital transformation.**

**W**hen considering traditional print management, server based software with rules, quota's and controls affect behaviour. Device embedded software is commonly added to support pull follow me printing.

The MPS talk track suggests that customers can save 20 per cent or more of their print output with a traditional print management solution. Whether this is legitimate or not, how does this stack up?

When making a cost vs return calculation, the key components to consider are the underlying infrastructure required to support the application, software and ongoing service.

Based on the industry's promoted 20 per cent saving, the following number of pages need to be printed in the first year in order to break even against the averaged cost of traditional print management software:

- ∨  
Print server per office location = 750,000 pages
- ∨  
Embedded license per multi-function device (MFD) = 50,000 pages

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**Today, and increasingly tomorrow, the numbers just don't stack up with traditional methods and thinking.**

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**Steve Lyne,**  
Vice President,  
Global Partner Engagement,  
Printix



As the figures show, the number of pages needed to cover the cost of service is significant. If a business is sufficiently large, they will have multiple servers and added license fees to ensure high availability across all locations.

On the contrary, if printers are not being used in the office, the above number of pages are being charged assuming users have pre-paid or are on a fixed monthly payment.

In addition, every hour of IT administration saved is equal to approximately 20,000 pages not printed when modelled against the traditional approach.

The combined savings achieved by removing infrastructure, embedded fees, added licenses and IT overhead will outweigh what most MPS providers promote.

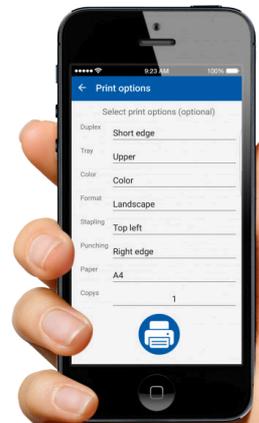
“The concept of follow me printing is beneficial for the purpose of keeping printed

documents confidential; however, the cost to provision this needs to be questioned”, says Steve Lyne, Printix Vice President - Global Partner Engagement.

We are seeing MSPs and MPS providers converging on both products and services as printers become increasingly available through IT and MPS providers, expanding expertise to IT services and platforms.

There is a growing battle for single service relationships, where MPS can be armed and ready or enter into partnerships with MSPs that drive the digital transformation conversation on the basis of removing infrastructure and IT overhead.

The savings story has changed. Rather than leading with a talk track developed 20 years ago, drive forward with a new vision ready for delivery today, with even greater promise of value tomorrow.



## Printix

Printix cloud based print management tools enables companies of all sizes to provision and implement print in their cloud strategy by eliminating print servers and moving the management of infrastructure to the cloud. The Printix web console provides access to all settings, printers and configurations making managing and monitoring simple and efficient. Printix automatically handles installing print drivers and creating print queues saving time and resources.

## Nitro

Whether you need to merge PDFs online or access your files on the go, the Nitro Productivity Suite equips you with the tools to quickly and easily create, convert, edit, sign, review, and protect PDF documents. Low in cost, this solution solves some of the most common inefficiencies by enabling 100% digital document workflows and driving measurable digital transformation with enabled tracking and the modernisation of daily document processes. Partner with Synnex and Nitro today.



Jay Ko,  
Product Director,  
Synnex Australia



# Face to face

Jay Ko shares how **Synnex Australia** is supporting MPS partners to **drive sustainable sales growth** and **maintain productivity** amid changes in the channel.

We offer smart solutions and services that our MPS partners need for their business to ensure they are truly set up for success. With our dedicated print solutions team and print product specialists who look after customer service, pre and post sales available for order fulfilment, onboarding and support, we work closely with our brand vendors to ensure the devices procured are relevant and stock is available.

Adequate, flexible credit and finance options are available for our partners to manage their cash flows for small or large transactions or when the business is in the developmental stage of their projects. These options allow partners to hold sufficient inventory to meet their customer's demands without tying up their cash flow.

To assist with simplifying the asset lifecycle process, we have a single end to end point of contact from pre configuration, delivery, installation and overseeing the deployment to coordinating asset recovery.

For multiple or large scale projects, our device staging and configuration services can enable our partners to scale their operations and increase their capabilities.

To make every process integrated and hassle free, we have expedited next day delivery to all major cities nationally and have stock holdings to allow for switch options for credit and replacements.

In the last twelve months, we have had major print project deployment wins with several household retail chains across hardware, pharmaceutical and auto part verticals.

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