



The DATA CAPTURE Report

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Special SCAN: The DATA CAPTURE Report Reprint

Datamax-O'Neil Takes MPS To New Levels

Leading software for laser and inkjet printers is now available on thermal counterparts.

At the recent **NRF** show in New York, **Datamax-O'Neil (D-O)** announced partnerships with two leading providers of managed print services (MPS). [See sidebar] Thomas Brahm, product manager Stationary Business Unit, said the D-O H-8308p and Performance series printers now offer the ability to take advantage of MPS software that has heretofore only been compatible with laser and inkjet printers. D-O's autoloader feature is one of the technologies needed to capitalize on what MPS brings to the table.

The two companies mentioned in the releases are **ECi Software Solutions**, providers of FMAudit®, and **Print Audit®**, the only provider of both device and user-based Managed Print Service (MPS) solutions as a Software as a Service (SaaS) offering. FMAudit is the largest selling MPS package available today, with six million users in the field. The market is estimated to be \$40 billion, and until now, sales have been to copiers, and laser/inkjet printers.

Going forward, ECi FMAudit and Print Audit will integrate D-O PCL supported printers such as the recently launched HP compatible 8-inch H-8308p, as well as the Performance Series printers. MPS consists of a set of tools that allows enterprises to centrally manage and monitor all printer activities within one network.

"Great allies like FMAudit help us drive innovation forward," said Brahm. "Recently, D-O launched our new H-8308p thermal printer, which is compatible with FMAudit's managed print services software. This makes us one of the first companies in our segment that uses this system for its printers. It enables users to further increase productivity while maintaining total cost control."



Thomas Brahm,
product manager
Stationary Business
Unit,
Datamax-O,Neil.

FMAudit's MPS suite of products provide a user interface and reporting tools that simplify administration. It provides information, for example, on the level of toner cartridges and automatically sends custom emails to the user with options for placing orders. Recently FMAudit announced the ability to place toner orders or quotes directly into ECi's e-automate® and OMD® business systems based on consumable levels and alerts. Consequently, document output devices and related business processes can be optimized, and costs and waste kept low. A significant number of large and medium sized companies worldwide have migrated to this software to manage their device fleets. Regardless of the size of an organization, there is a large demand for all companies to adopt this model of management to control cost and increase productivity.

"It's actually quite amazing what this software will do," Brahm told SCAN/DCR. "In business environments, when a low toner light comes on,

"MPS can be valuable in literally any type of business. Healthcare is an extremely good target. Think about how much printing goes on in a hospital. Every floor and every office probably has some type of printing device. And it's likely they're not all the same. With software from FMAudit and Print Audit, all printers can be monitored and managed, complete with reporting to a central location. It's important to what is being printed and where, as well as what type of media is being used. Every bit of this information can be useful in cost cutting."

Thomas Brahm, product manager Stationary Business Unit, Datamax-O,Neil.

workers often replace the cartridge. But, there may still be a lot of use left in the old one. MPS will let users know exactly how much toner is left, alert them when it is completely out, and can even send out a purchase order for new toner, along with a specified shipping date. With a thermal printer, the software can report how much life is left in the ribbon being used, and what type of ribbon is in the printer. That's just one area where savings can be achieved.

"MPS can be valuable in literally any type of business," he continued. "Healthcare is an extremely good target. Think about how much printing goes on in a hospital. Every floor and every office probably has some type of printing device. And it's likely they're not all the same. With software from FMAudit and Print Audit, all printers can be monitored and managed, complete with reporting to a central location. It's important to what is being printed and where, as well as what type of media is being used. Every bit of this information can be useful in cost cutting."

It's all about saving money

Brahm went on to say that sometimes users can adapt their printing processes to save money. For instance, say one particular job requires a special sized label and 4x4¼ media, while the rest of the printing is being done on 4x2 media. By choosing a single media for both, it saves money.

With the right information at hand, companies can create one entire network of printers, monitor waste, and increase productivity. Print Audit and FM Audit helped in the understanding and testing of the MIB we created so it would meet the needs of MPS software users.

This system empowers D-O partners to offer a different financing model to their end users. Thanks to the MPS capability of the printer, end users can profit from a HaaS (Hardware as a Service) offer, meaning they will be able to finance the use of the printer and relevant consumables on a per label basis. Such a solution will give them the possibility

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to move from a capital equipment expense towards an operating expense usage, allowing a full cost control of their label printing function and easier management of their assets.

Brahm noted that the offering can be run on a private individual network or through the Cloud.

Monitoring air...

Once again, Brahm noted the importance of D-O's autoloading feature. "We are the only thermal printer vendor to offer autoloading and this makes a big difference when you are installing an MPS service. Autoloading lets you load without wasting a single label. MPS is about saving money and time. Other thermal printers you cannot tell how many labels are wasted when loading. You have lost labels. In the Performance Series we do not waste labels in loading, so every label is accounted for. This is a huge plus in the Retail, Healthcare, Pharmaceuticals, and other markets.

Brahm explained, "With our standard cover warning feature, the printer cover should be closed. If not, the user will receive a cover open warning. Anyone who knows anything about printing is aware that when you leave a cover open, air (which is filled with dust) can cause voids in barcodes and or on the printed surface. It is also can be a safety issue, long hair, clothing and jewelry that may get caught in the labels and ribbon. The MPS software will report that a printer is operating with it cover open and action can be taken.

A list of benefits

Here are some things users can accomplish with FMAudit:

- **WEBAUDITS:** Gather meters without installing software
- **TCO Reporting:** Quickly discover total cost of ownership.
- **SUPPLY TRIGGERED MARKETING:** Automatically market supplies for machines not under contract.
- **SUPPLY TRIGGERED DELIVERY:** Manage deliveries and supply inventory.
- **LOCAL AGENT:** Capture meters for non-networked devices.
- **BI-DIRECTIONAL ERP SYNCHRONIZATION:** Integrate dynamically with accounting/dispatch software.

The Print Audit piece of the puzzle

According to Brahm, Print Audit® is the only provider of both device and user-based Managed Print Service (MPS) solutions as a Software as a Service (SaaS) offering. Since the launch of its new H-8308p label printer, D-O now integrates with Print Audit's suite of MPS solutions. Print Audit's comprehensive software tool-set not only enables enterprises to remotely manage their print fleets but also provides a set of tools which help them to monitor and control the print behavior of their employees.

While millions of laser, inkjet and multifunction peripherals have long been compatible with remote device monitoring solutions, such as those offered by Print Audit, the same has not been true for label printing devices. D-O worked in partnership with Print Audit to develop a robust public and private MIB, which is supported by Print Audit. The new MIB allows thermal printer supplies to be managed with the same ease as multifunction devices, making D-O the leader in MIB development for the thermal printer industry. Print Audit supports Datamax-O'Neil Performance line of Printers (P1115, P1115s, P1120n & P1125) and the H-8308p printer. These printers are Linux based and use PCL print language.

"We are pleased that Datamax-O'Neil has decided to work with Print Audit as we are the only provider for both device and user-based solutions," stated John MacInnes, president and CEO of Print Audit. "Being able to view and report on label printers with the same level of detail as traditional printers is very exciting."

Closing

"We are both excited and proud to take a lead in MPS for thermal printers," Brahm told SCAN/DCR. "We believe our new printer lines and the addition MPS will give us a competitive edge in many of our markets. And, we are glad to be working with two software giants like FMAudit and Print Audit."

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