



Mapsiot Grows Business Using PrintFleet's Data Collection Agent (DCA)



Mapsiot (Managed assets enable print services through Internet of Things) offers print management services that allow users to optimize their print environment, effectively reducing administrative, environmental and energy costs.

Mapsiot AB

www.mapiot.com
 Established: 2012
 Industry: Information Technology and Services
 Location: Stockholm, Sweden
 Number of Employees: 1-10 Employees

Goals

- > Enable customers to proactively manage their print environment
- > Offer a complete service and supplies management solution

Solution

- > MaPS Enterprise

Results

- > Access to data and actionable intelligence for solutions
- > Growth within existing customer base and increase in number of global partners

> Proactive service and toner fulfillment including individual and hierarchical filter settings, automatic or manual device monitoring and reports

> Reporting from general overviews to advanced average yield, toner information and comparable service status (managed vs. unmanaged)

> Reforestation automation based on paper consumption through partner program with PrintReleaf



Challenge

Improve competitiveness in the marketplace by providing customers with a complete MPS program

As a successful, independent print partner (VAR) based in Sweden, Mapiot was enjoying steady business growth until a larger international print and IT company, with the available resources and knowledge, 'stole' one of their largest customers. The competitor's selling point was resolving the customer's print and IT issues to help them save money and time on device management and service calls.

The question for Mapiot was not what they as a print partner could do, but what they must do. From a print partner perspective, they understood what customers wanted and what they needed.

For Mapiot to succeed, they required a service that was simple, fast and easy-to-use for end users and a solution with a modern user interface. They also sought a complete software-as-a-service (SaaS) offering that was 100% cloud-based. The goal was to generate curiosity and create opportunities to engage customers.



Solution

Add PrintFleet solution to existing service offerings

Continuous and accurate data collection from all print devices, regardless of model or manufacturer, was crucial for Mapsiot's success. Using the cheapest solution available on the market was not an option; they required the best solution available in order to offer their customers real value. PrintFleet was evaluated among other solutions and became the preferred choice for Mapsiot due to platform they delivered and the APIs required to develop and create MaPS Enterprise. From that day on, Mapsiot formed a strong partnership with PrintFleet that has led them to where they are today.

Through strong partnerships, we are able to offer a superb, easy to use and complete on-going MPS service developed by print partners for print partners.

Håkan Lindgren

Founder & CEO, Mapsiot AB

Results

Be Printelligent

Today Mapsiot partners are using MaPS Enterprise to engage a variety of customers, from small and medium-sized businesses (SMBs) to large, global organizations with more in-depth insights into and effective management of their print environments. A couple of years ago, these were customers that Mapsiot partners could only hope to attract, but with the right sales methodology, strong partnerships and MaPS Enterprise, opportunities abound.

Mapsiot offers a variety of services in their MPS solution, including:

- > A knowledgeable team that ensures the customer's MPS program is working effectively, device information is accurate, and responds to technical queries.
- > Data installations at customer sites and maintain up-time of the device dataflow.
- > Customer device mapping in global and/or business structures.
- > A manager featuring support for cost and proposals, contract handling and utilization.
- > Connection to the service management system, WinServ.

Through strong global partnerships, Mapsiot now offers a simple, accurate and complete MPS service designed for both print partners and end users. With greater insight into print environments, their MPS offering allows customers to **be printelligent**.



Learn more at printfleet.com or 1.866.382.8320