



PRINTFLEET®



### OKI Data Americas

www.okidata.com  
 Established: 1972  
 Industry: Imaging  
 Location: Mt. Laurel, New Jersey, USA  
 Number of Employees: 201-500

### Goals

- > Simplify device management for customers, including end users with large print environments
- > Streamline supplies fulfillment and break/fix service

### Solution

- > PrintFleet Enterprise

### Results

- > Enhance existing solutions and provide customers with added value
- > Access to actionable data for customized MPS proposals

# OKI Data Americas Scales MPS Program with PrintFleet Enterprise™

OKI Data Americas, a subsidiary of OKI Data Corporation of Japan, markets PC peripheral equipment and customized document management solutions under the OKI® brand as well as a full line of options, accessories and consumables. As business printing solutions specialists, OKI Data Americas provides world-class printing technology and real-world solutions designed to help manage workflow and optimize business performance.

- > Takes a consultative approach to supporting every customer's needs
- > Delivers individualized print solutions that optimize business performance
- > Uses PrintFleet as primary resource for remote device monitoring

## Challenge

### Simplify device management and provide a robust MPS program for large end user customers

Beyond OKI Data Americas' full line of products and solutions, the company has built a reputation in the industry by delivering unparalleled personalized service and customized solutions. They offer a higher degree of unmatched customer support and an unsurpassed passionate approach to their customers' business, making them a true printing solutions partner. The challenge for OKI Data Americas was two-fold: finding an MPS partner with these same values as well as one that could deliver on the promise of exceptional service and solutions for end users with multiple locations across the United States.



“ OKI standardized on the PrintFleet PFE tool a number of years ago and we had nothing but positive feedback from the resellers who use the product. The information provided by the DCA is thorough and gives our dealers the information they need to successfully manage their clients.

Over our years of partnering with PrintFleet we have found them to be very responsive to our requests for modifications and their technical staff is very knowledgeable and always have a positive attitude.

**Edward Juliff**

Manager, MPS Operations,  
OKI Data Americas



## Solution

### Utilize PrintFleet Enterprise to manage approximately 5,000 devices nationwide

After conducting an analysis of several vendors, OKI Data Americas ultimately chose PrintFleet Enterprise to be a cornerstone of their MPS program for its industry-leading device monitoring technology and robust reporting and alerting capabilities. OKI Data Americas has been a PrintFleet partner for approximately 10 years and depends on PrintFleet as their primary resource for remote device monitoring.

OKI Data Americas utilizes their PrintFleet solution to collect data from managed devices for both consumables replenishment and break/fix service, using alerts to notify them when they need to send supplies or dispatch a service technician. This functionality provides OKI Data Americas with the insights they need to support a variety of customers, including end users with large, complex print environments. OKI Data Americas also offers authorized resellers supporting OKI and non-OKI devices the use of their PrintFleet system to allow them to better support their customers.

## Results

### A solution which enables OKI Data Americas to easily manage customer locations and provide them with the most accurate data available

Utilizing PrintFleet Enterprise, OKI Data Americas manages service and supplies for large end user customers, including:

- > Discount Tire, with 875 locations in 28 states
- > Steak n' Shake, with 592 locations in the United States, is overseen by OKI reseller partner, Team One
- > Wolverine Worldwide, owner of brands such as Keds, Saucony and Sperry, directly operates over 400 stores in three countries, including the United States

In addition to providing comprehensive device management, OKI Data Americas uses the valuable page volume data that PrintFleet provides to create sales bids by importing the data into their proprietary MPS Proposal Generation Engine and matching it with real-world street pricing to provide customers with a look at their current print spend and offer them ways to spend less and maintain or improve their productivity.

Learn more at [printfleet.com](http://printfleet.com) or 1.866.382.8320