Case Study: Independent Photocopier Services (IPS)

A Dublin, Ireland-based MSP uses PrinterLogic to provide the next generation of cost-effective, customized print services to enterprise-scale customers across Europe.

Challenges

- Having established a reputation for outstanding mechanical service, IPS aimed to move beyond break/fix contracts by offering end-to-end managed print services.

- Customers' diverse environments and unique printing needs called for multiple discrete solutions and added infrastructure.

- As more organizations take interest in the cloud, IPS wanted to offer a SaaS solution that fulfilled demanding criteria.

Results

- With its centralized management and serverless print infrastructure, PrinterLogic enabled IPS to manage every aspect of its customers' print environments with ease.

- IPS can now deliver more of what its customers want—from specialized functionality to cost-saving printer policies—with a single versatile solution.

- PrinterLogic SaaS is providing IPS with a platform for future growth that meets the company's high standards for resiliency, compatibility and efficiency.

Independent Photocopier Services (IPS) might have started out as an independent printer services vendor with a focus on break/fix contracts, but that was back in 1993. A lot has happened since then.

Around 2010, the Dublin, Ireland-based company began venturing into the growing field of managed print services. The business expanded beyond primarily mechanical issues into more operational areas of printing focusing on "High Availability Printing" as a key differentiator. These involved tasks like consumables management, automation of ordering and cost-per-page contracts.

By cultivating a reputation for outstanding customer service and best-in-class products, IPS' roster grew to include major international airlines, household retail names and public sector clients, It also now includes enterprise-scale manufacturing and engineering firms as well as major gas stations and department stores.

"We've got about 5,000 devices in the field and a staff of about thirty people, And the majority of those are engineers on the road. Ours is an independent hardware and software product portfolio, with a "right device, right area approach to designing print solutions," says John Jones, a commercial manager for the enterprise sales team at IPS.

"For a small Irish company, we have one of the highest key performance indicator rates for Lexmark warranties in Europe. We consistently hit 98 to 99 percent of KPIs on our warranty services contracts, which shows there is a really strong ethos of service provision in the company. It's a pretty amazing organization."

In its effort to find the ideal solutions for every situation, IPS is highly receptive to customer input. That's what initially led the company to PrinterLogic.

"We have a very large customer who had devices all over Europe that we were managing through subcontract and managing remotely from our head office in Dublin. The IT manager had heard about PrinterLogic on the grapevine and said, 'John, can you test this product? It looks to be maybe an answer to some of our issues.'

"So we looked at PrinterLogic. Within about a week we decided that we loved it."

Challenge #1—Providing Truly Comprehensive Managed Print Services

As IPS continued to establish itself as a full-fledged managed service provider (MSP), the company wanted to provide a more comprehensive range of services beyond mechanical fixes. Doing so wouldn't just add value. It would also better serve the printing needs of its current and future customers.

The catch was that the company wanted to remain agile even as it expanded its product portfolio.

"With managed print services, you're managing devices, you're fixing printers, you're providing consumables and you're doing a little bit of preventative maintenance," Jones says.

"But we'd never addressed the infrastructure element. We never could really provide that additional layer where we were managing print queues across the board down to desk level. That's where we saw the potential in PrinterLogic."

Solution

PrinterLogic's serverless print infrastructure enabled IPS to manage every aspect of printing for its customers without having to scale up its own workforce to match.

"For the most part, IT guys hate dealing with printers, so we partner with a lot of IT companies where we provide the print element. We're the ones who are tasked with looking after the print end of things in every way, shape or form. PrinterLogic brings you up in their estimation because now you're managing infrastructure for them as well as providing toner and break/fix on hardware."

Through PrinterLogic's powerful centralized management, IPS can take complete control of print-related tasks while remaining small but mighty. Their IT helpdesk in the Southeast of Ireland can oversee multiple environments across Europe with ease.

"PrinterLogic has been that final key in the lock," Jones says. "It's the product that ties up the one thing we've never addressed in managed print. Who's deploying the drivers? Who's looking after the drivers? Is it an internal helpdesk? Is it ourselves? All that ambiguity around who looks after what is now gone. Anything relating to print is us, IPS."

Challenge #2—Delivering More of What Customers Want

For a managed services provider like IPS, versatility and range of services is crucial. The company has to be able to meet the broad printing needs of organizations of any size and in any industry.

There are also organization-specific preferences that are hard to accommodate with traditional print solutions. Some organizations place all their emphasis on print resiliency. Some want advanced features like secure release and mobile printing. Others are more interested in cost-saving printer policies like defaulting to black and white after every job.

What all of them have in common is that they don't want to add more infrastructure to realize these print-related benefits.

Solution

"When we do PrinterLogic demos, I'm always interested in what people hook onto. For the last three demos that we've done, the most interesting piece of this software has been the policy element, where somebody prints from a Word document and instantly after that print is completed PrinterLogic resets the print settings to monochrome," says Jones.

"People have said to us over and over again: 'That's an amazing feature. That's going to save us money.'"

> "For twenty-five years, we sold on reliability and quality of service. We now can take that to a different level when it comes to the resilience, because IPS can now apply the same standard that we do to our break/fix contracts to resilience of print infrastructure."

More than simply wowing customers with features like dynamic deployments, easy-to-enforce policies and specialized print functionality, PrinterLogic has enabled IPS to take what Jones describes as a "disruptive, almost anti-MPS" approach to managed print services.

"What people are obsessed with now is security, and there's nothing more secure than a printer sitting on your desk. We're telling them they can, 1) utilise the devices they have on desks, 2) manage and implement a print policy to control costs and 3) save money on purchasing large A3 devices by just simply managing your desktop and A4 environment differently. You're going to have a lower capital outlay, and with PrinterLogic we can manage them all from a single pane of glass. And you don't even need a server."

Challenge #3—Creating a Platform for the Future with PrinterLogic SaaS

Although IPS came to PrinterLogic through its on-prem version, the company hasn't overlooked the wider trend toward the cloud and software-as-a-service (SaaS) models.

Common cloud-printing solutions rely on Internet access. For a user to print successfully, their computer has to be able to communicate with the cloud print server, as does the destination printer. Unfortunately, print jobs travel along that connection, too, which means print traffic and its data-heavy files are constantly crossing the WAN.

If and when IPS moved to offering a SaaS solution, it wanted to avoid this WAN dependency. Other decisive factors included the ability to easily migrate existing customers or onboard new customers, compatibility with current and legacy printer fleets, and the option for advanced features like secure release and mobile printing.

Solution

PrinterLogic SaaS met all of IPS' strict criteria. Jones says that his company has already begun a full-scale shift to PrinterLogic SaaS and cites two instances where it's been the perfect solution for customer attraction and retention.

One example involves one of the largest produce producers in Europe. This customer wanted to enable secure printing on 90 printers at sites scattered all across Europe. However, it was using a solution that required those printers to be linked to servers located in the head office.

"Everything was being printed over the WAN, which was causing enormous issues. We implemented PrinterLogic SaaS for all those remote environments, giving them secure release while removing all that WAN traffic from their network. Which means they don't have to spend thousands to upgrade their WAN so somebody can print a picture of a product."

Another example is in the public sector—specifically, large educational trusts made up of "25 or 35" schools.

"Typically, those schools have a small in-house staff looking after their print services. We can now take those large educational trusts, provide them with a node in the cloud via the MSP portal, onboard them a week after signing the contract, and they can remove all the print servers from their environments."

Conclusion and Savings Summary

Just as PrinterLogic's on-prem version enabled IPS to evolve into a full-service MSP, PrinterLogic SaaS is helping to lay the foundation for the company's future.

"For twenty-five years, we sold on reliability and quality of service. We now can take that to a different level when it comes to the resilience, because IPS can now apply the same standard that we do to our break/fix contracts to resilience of print infrastructure," Jones says.

IPS has already won new business on the strength of PrinterLogic, and it's able to add value for its current customers by providing advanced features and further cost savings.

"I could talk all day on the different ways that PrinterLogic helps us stay competitive and ahead of the curve in different environments. There's a hundred angles, whether it's managing drivers more efficiently or taking the work out of fleet takeovers. Basically, there's enormous potential for us and our current customer base in moving away from standard point-and-print server-based printing. We really believe that this is the next step for us."

About PrinterLogic

PrinterLogic helps IT professionals eliminate all print servers and deliver a highly available serverless printing infrastructure. With PrinterLogic's centrally managed direct-IP printing platform, customers empower their end users with mobile printing, secure release printing, and many advanced features that legacy print management applications can't provide. The company has been included multiple times on the Inc. 500 and Deloitte Fast 500 lists of the fastest-growing companies in North America.