



DATUM

Office Technologies

Innovation in Service

CONSISTENT QUALITY FOR
MARKETING ON YOUR
OFFICE PRINTER

FULLY MANAGED PRINT FOR CONSISTENT
QUALITY WHEN YOU NEED IT. ALWAYS.

QUALITY MATTERS.

90% of campaigns that included door drops reported a rise in acquisition compared with 59% to those without.

21% of all addressed mail goes on to create a commercial action

Touching an advert increases its value by 24%

Door Drops are remembered more, with a 35% better recall than social media and 49% better than email.

Source: printpower.eu

PRINTED ADVERTISING CAN YIELD HUGE ROI'S., WITH IN HOUSE DIGITAL PRINT PLAYING ITS ROLE IN NEW CUSTOMER ACQUISITION. ENSURING THE QUALITY OF THE MATERIAL YOU SEND OUT IS IMPORTANT; IT REPRESENTS YOUR BRAND AND YOUR COMPANY'S IMAGE. LEAVING THAT TO CHANCE, IS NOT A RISK WORTH TAKING.

PREDICTING FAULTS.

Campaigns including print
are 67% more effective at
delivering new customers
than those without.

Source: www.printpower.eu via BPIF

PREDICTING FAULTS IN PRINTERS IS A NEW CONCEPT THAT HAS ONLY BEEN ADOPTED BY A SELECT FEW COMPANIES. THE AIM IS TO IMPROVE EFFICIENCY, PRODUCTIVITY AND MAINTAIN A GREAT QUALITY PRINT FROM ITS FIRST PRINT TO ITS LAST.

IN THIS, THE DIGITAL AGE, COMPANIES NOW USE PRINT MORE TO ADD VALUE TO THEIR BRAND OR A PROPOSAL, THAN USE IT AS A NECESSITY.

AS SUCH GETTING THE QUALITY RIGHT IS MORE IMPORTANT THAN EVER, TO MAKE SURE YOU AREN'T DAMAGING YOUR BRANDS IMAGE, OR CHANCES OF SUCCESS WITH A PROPOSAL.

MANAGED PRINT IN THE 'NEW' NORMAL.

AS COMPANIES LOOK TO BOUNCE BACK FOLLOWING THE SHUTDOWN OF LARGE PARTS OF OUR ECONOMY. GETTING NOTICED AND INCREASING CHANCES OF SUCCESS ARE HIGH ON THE AGENDA.

THERE IS CLEAR EVIDENCE THAT PRINT CAN BOOST YOUR CHANCES OF SUCCESS OVER USING DIGITAL METHODS ALONE. THE NEW NORMAL UTILISES MORE DIGITAL COMMUNICATION METHODS THAN EVER BEFORE, STANDING OUT IN A NOISY WORLD BECOMES HARDER.

WITH CLEAR EVIDENCE OF BETTER ENGAGEMENT WHEN USING PRINTED METHODS OF ADVERTISING, WHAT PART COULD YOUR OFFICE PRINTER PLAY IN YOUR CAMPAIGNS? AND IF THEY DO PLAY A PART, ARE YOU GOING TO LEAVE QUALITY TO CHANCE?

WITHOUT ADVANCED METHODS OF PRINTER SERVICE, POOR PRINT QUALITY WILL HAPPEN. OPERATING AN AHEAD OF TIME SERVICE, RATHER THAN AN AFTER THE EVENT METHOD, IS THE ONLY WAY TO ENSURE QUALITY OF PRINT.

SERVICE MATTERS MORE NOW

WE BRING A NEW EFFICIENCY TO MANAGED PRINT, SAVING TIME AND MONEY. SAVINGS WE PASS ON TO OUR CUSTOMERS.

WE PREDICT WHEN YOUR DEVICE WILL GO WRONG. SO, YOU CAN KEEP WORKING, WITH GREAT QUALITY PRINTS AND SUPERB RELIABILITY.

TO PREDICT THESE FAULTS ON YOUR DEVICE. WE CROSS REFERENCE DATA FROM THE PRINTER AGAINST:

- OVER 1000 DIFFERENT ERROR CODES
- OVER 100 DIFFERENT TECHNICAL BULLETINS
- AND OVER 50 DIFFERENT MAINTENANCE TASKS

WE DO ALL THIS SO WE CAN GET TO YOU BEFORE YOUR DEVICE GOES WRONG. MEANING YOU CAN RELY ON YOUR DEVICE, JUST AS YOU SHOULD DO.