

KYO PRINT pack

THE **SIMPLEST ROUTE** TO THE PROFITABLE WORLD OF
MANAGED SERVICES FOR MULTIFUNCTIONALS
AND PRINTERS.



 **KYOCERA**

KYOPRINT PACKS ARE THE **SIMPLEST ROUTE** TO SELLING
MULTIFUNCTIONALS AND PRINTERS
THROUGH A **MANAGED SERVICE.**

Thanks to Kyocera's unrivalled range of multifunctionals and printers, you can satisfy **all your customer's document input and output needs**: print, copy, scan and fax. There's no need for them to maintain a separate relationship with a copier dealer.

Not only will KYOprint Packs increase the value of your equipment sales, they will also generate long-term revenue from ongoing consumables sales. Instead of selling the machine, the warranty and (perhaps) the toner as and when the customer requires them, a KYOprint Pack wraps everything up in **a single, simple support guarantee**: the equipment, the on-site cover and the consumables.

You are guaranteed a proportion of the after-sales revenues, for the duration of the support guarantee.



How KYOPRINT Packs work

Instead of purchasing a machine and warranty cover separately and then buying consumables as and when they need them, a KYOprint Pack provides your customers with everything they need in a single transaction.

When toner runs out, they only have to call a number to have a replacement sent to them; there's no need for another purchase. If they have a question about the printer or multifunctional, all they have to do is call the same number. Everything they need to keep their printing and copying facilities running is just a phone call away.

Traditional Purchasing: Purchase the machine and maintenance cover from Kyocera, then purchase consumables repeatedly through the life of the machine through various resellers.



KYOprint Pack: Purchase the machine and a KYOprint Pack support guarantee, then occasionally purchase additional mono or colour KYOprint Packs.





Reseller benefits

Some rules of business are very simple: if you don't **retain customers**, you don't stay in business. KYOprint Packs are one way to extend the longevity of your relationship with existing and future print customers.

Common business practices make it hard to make **margin from ongoing consumables revenue**. With KYOprint Packs, you make money every time your customer orders a new pack.

With KYOprint Packs, you **profit twice from every sale**: once from the equipment, and once from the KYOprint Pack - and the KYOprint Pack profit keeps rolling in, with no effort from you.

Neither Kyocera nor our service partner sell direct to end-users. As a reseller, you can rest assured that we will **never poach your customer**. When you sign a customer up to a KYOprint Pack, you will reap financial rewards for the life of the support guarantee.

KYOprint Packs offer you the easiest route into **profitable solutions sales**. Instead of having to fight to win every transactional sale, large or small, a KYOprint Pack will start to grow a long-term, service-based relationship between you and your customers.

Applicability

KYOprint Packs are available for all Kyocera printers and multifunctionals - personal to departmental, mono and colour. They suit **small or large organisations**.

Even small organisations or departments can use KYOprint Packs to benefit from the same **elevated level of service** only large organisations can usually afford.

Through KYOprint Packs, all resellers can promote the **high value, margin rich** range of Kyocera multifunctionals - machines that have previously only been available to specialist dealers.

By promoting Kyocera multifunctionals, resellers can address the **high volume, high revenue** corporate market served by robust copier-based office machines.

Simplicity

The KYOprint Pack service offering means you can sell a managed print service to customers **without needing any specialist skills**.

The ongoing service that is an integral part of the KYOprint Pack offering is provided by Kyocera; for the reseller, there is **no need to provide any service**, but you still benefit from the revenue stream.

The sales process is so simple – you create the quotation and your customer accepts it online – there is **no implementation overhead** for the reseller.

Excellent service for the customer

Your customer gets an **all-inclusive service** from a single source that covers the equipment, delivery, installation, support, maintenance and toner.

Your customer gets the **peace-of-mind** of knowing that their multifunctionals and printers are maintained through a manufacturer-backed programme.

The system delivered to your customer is **tailored** to suit their exact needs in terms of speed, facilities and print volumes.

KYOprint Packs are **automatically renewed** so your customer never has to worry about renegotiating contracts or being left stranded without cover or supplies.

Your customer's administration processes can be simplified through buying all print services from **a single, reliable supplier** every time. There will be no need for them to check for new suppliers every time they run out of toner stocks, a process which can potentially erode your revenue stream.

Your customer will be able to **merge existing contracts** for service, support and supplies arrangements into a single agreement to cover everything, making it **easier for users** to identify their point of contact.

When toners run low, a replacement is **just a phone call away**. Any user can make that call using the number on the front of the multifunctional or printer. There will be no need for complex and disruptive procurement procedures.

When a new multifunctional or printer is required, there will be minimal impact on your customer's IT department. The machine will be configured by Kyocera so the IT department does not have to learn how to assemble new (and sometimes complex) devices.



The fairest deal for the customer

With a KYOprint Pack, there are **no hidden charges**. Each pack entitles your customer to print a maximum number of pages¹ and covers all the print costs associated with that printing.

Unlike other managed print services, your customer will be able to **use all the pages they purchase**. Under other managed print services, the customer buys a number of pages per month; if they don't print all of those pages in a quiet month, they've still paid for them.

The KYOprint Pack is simple and flexible. There is **no print volume restriction** and **no 'extra pages' bills** if a monthly quota is exceeded².

Help customers reduce costs

Like most IT systems, a major part **of print service is people-based**. KYOprint Packs help reduce these costs by out-sourcing a specialist and time-consuming IT function.

In all organisations, the cost of an item is only part of the cost of procuring it. By removing the need for internal orders, purchase orders, order processing, goods handling and invoice payment, a KYOprint Pack can **reduce your customer's administrative workload**.

Similarly, the KYOprint Pack's simple order process means **fewer people** need to be involved. Fewer people means a faster, more reliable process.

¹ Or a maximum number of toner cassettes, whichever expires first. The number of pages in a KYOprint Pack assumes 6% coverage for mono pages, 8% for colour. If you print at a significantly higher level of coverage, the pack's life will end when a specific number of toner cassettes have been used.

² A KYOprint Pack cannot be used to exceed the rated life of the machine.

Constant service improvements, year on year

The KYOprint Pack service will continue to evolve, year on year. The customer you sign up today will continually benefit from enhanced services, strengthening your relationship with them and **building their trust** in you.

The KYOprint Pack will be enhanced to offer a service level that pro-actively **tracks the status** of every managed machine, alerting us to any critical conditions that might affect your customer's print capabilities.

The enhanced KYOprint Pack will **report on device conditions** in real time so we can assist with any technical questions you encounter.

Next year's KYOprint Pack service will generate **management reporting on device usage** so you can identify under and over-used machines and improve the deployment of print resources.

A future service will constantly **monitor consumables levels** so we can send replacement toner before your customer even realises they need it.



