



FMAudit™ Helps Xerographic Solutions, Inc. Achieve a Competitive Edge and Realize Incremental Growth with Viewer USB™ Rapid Print Assessment™ Tool

- ↑ 200% CORE REVENUE
- ↑ 300% OVERALL CLIENT BASE
- ↑ 360% PRINT-MANAGED CLIENTS

OBJECTIVE

Leverage tools to achieve a competitive edge and strategically penetrate existing and potential clients to capture incremental core-product and managed services revenue, all while saving the customer money.

CHALLENGE

Current assessment software was intrusive and intimidating. It generated convoluted reports only after lengthy data-collection visits. It was cost prohibitive and unproductive.

SOLUTION

FMAudit Viewer USB™; Rapid Print Assessment™ tool.

RESULTS

Since the implementation of FMAudit Viewer USB as part of the everyday sales process, the main obstacle with the previous assessment software has since become a distant memory. Specifically, it has resulted in doubling the revenue, and tripling the client base. In addition, managed services engagements has grown from 11 customers to 40 full-print managed clients.



"FMAudit has streamlined the time frames, our reporting, our quarterly reviews with our customers... it's been very simple, very easy."

Barbara Lembo
Director, Managed Print Services

BACKGROUND

As a Document Management company, Xerographic Solutions, Inc. (XSI), has had major success in the Western and Central New York areas. XSI's success has allowed the company to recently open branches in both Erie, PA and Buffalo, NY. Founded in 1991, XSI offers effective document management through professional consultation, a wide and diverse product line and many other services. XSI's 30+ employees' goal is to continue the company's stronghold throughout New York and Pennsylvania by increasing revenue through their current customers, while also growing the customer base with new sales.

By utilizing multiple solutions offered through business partners, as well as a proactive, in-house document management team, XSI reviews customers' digital and print output, and recommends a more efficient and effective solution. In streamlining their customers' workflow, XSI also intends on organizing customers' overhead by offering a one-stop shopping approach with only one invoice for clients to remit.

CHALLENGE

XSI originally implemented the use of a print auditing system with expectations that the system would help pinpoint where customers' printing and copying demands were misaligned with the equipment used. After the auditing tool revealed which devices were over- or under-utilized, XSI would thereafter recommend a more tailored solution, with more efficient, and hopefully higher-dollar equipment to their customers' printing processes.

This solution of streamlining a customer's networked devices posed opportunities for XSI to offer multiple other solutions, in terms of supplies and service. In theory, the value of such a recommendation would be valuable to current customers, as well as new customers.

"It adds credibility [to us] as a document management company."



CHALLENGE, *continued*

Unfortunately, the auditing tool being used impaired the print consultants with a lengthy audit process, reaping much of their time with convoluted reports and a lot of manual input. An additional barrier to the auditing tool's effectiveness was birthed from XSI's customer base, including those in the healthcare sector. The added firewall security due to enforced HIPAA (Health Insurance Portability and Accountability Act) regulations in the healthcare field, posed continual challenges in auditing customers' networks. **Consequently, XSI's previous auditing tool quickly became more of a problem, than a solution.**

SOLUTION AND RESULTS

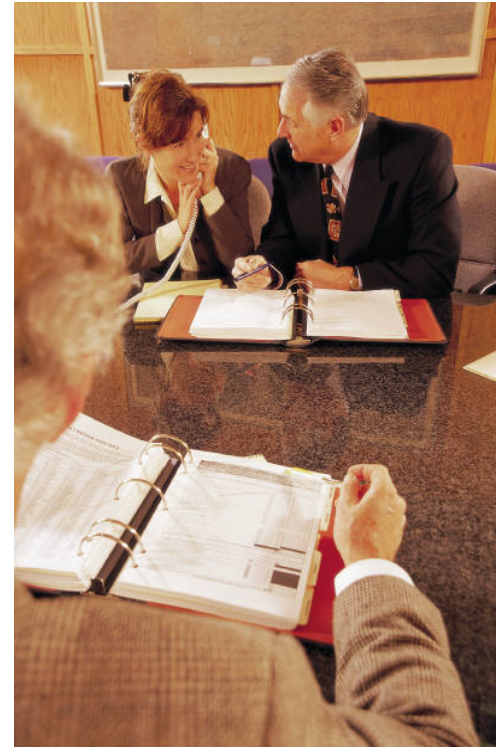
FMAudit's Viewer USB Key's portable, quick and easy auditing and reporting solution has helped XSI in meeting their company revenue objectives. XSI's Director of Managed Print Services, Barbara Lembo explains, "We've more than doubled our revenue from 2004... [and] tripled the client base as well," from only 11 print managed customers in 2004, to now 40 full-managed print clients.

FMAudit's Rapid Print Assessment Viewer USB enables document management consultants to collect valuable meter readings that are thereafter stored on a portable device the size of a keychain. Viewer USB downloads the data quickly and creates presentation-quality reports, which illustrate the findings with impactful graphs and charts. The reports may be stored independent from the USB key, despite where the tool next travels, thereby ensuring a flexible and quick solution to all who need access to its power. The key's flexibility also allows users to incorporate the USB Key as ongoing program, monitoring the customers' networked printers on a regular basis.

"This [USB key] has just streamlined the time frames, our reporting, our quarterly reviews with our customers...it's just been very simple, very easy. This program has just really sold itself," professes Ms. Lembo.

Beyond identifying print volumes, the Viewer USB will gain access and communicate with the local copiers and printers without requiring reconfiguration to the existing firewall settings. **Consequently, XSI's main obstacle with their previous print assessment tool has since become a distant memory.**

With Viewer USB's unobtrusive approach, customers feel comfortable and confident in the reported data collected from their local networks. Once the USB Key is incorporated into a document management program, the tool will only help elevate a reseller's value and services above its competitors. By elevating a company's value without compromising security, quickly leads to clients who are more willing to invest in additional products and services.



"...really sold itself"

"...slam dunk" and "a no-brainer."

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SUMMARY

XSI has found their customers to be easily sold on solutions driven by FMAudit Viewer USB. Mrs. Lembo states that for closing customers on a total document management solution, the tool "is a slam dunk" and "a no-brainer." Barbara explains, "It adds credibility [to us] as a document management company."