

BTA Business Technology Association®

CIG CLOVER IMAGING GROUP
Sustainable. Innovative.



LUKE GOLDBERG
EVP Global Sales & Marketing

SEAT BASED BILLING

The Future of Managed Print

927217A

BTA Business Technology Association®

March 24-Orlando | June 7 -Kansas City | August 16-Las Vegas | September 13- Philadelphia | October 18- Asheville

Agenda

- What's wrong with CPP model?
- What is SBB (Seat Based Billing)?
- Why do dealers AND end-users like SBB?
- Are there any SBB risks?
- What SBB resources are available to me?
- Q & A

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What's Wrong with CPP Model?

- Changing World!
- Delivery of goods and services has transformed in the last 10 years but CPP is still the same
- CPP/MPS today (as practiced by most)
- MPS = Managed Printer Services. But, printers don't print, people print
- MPS/SBB = Managed Print Services (users + printers + print behavior)

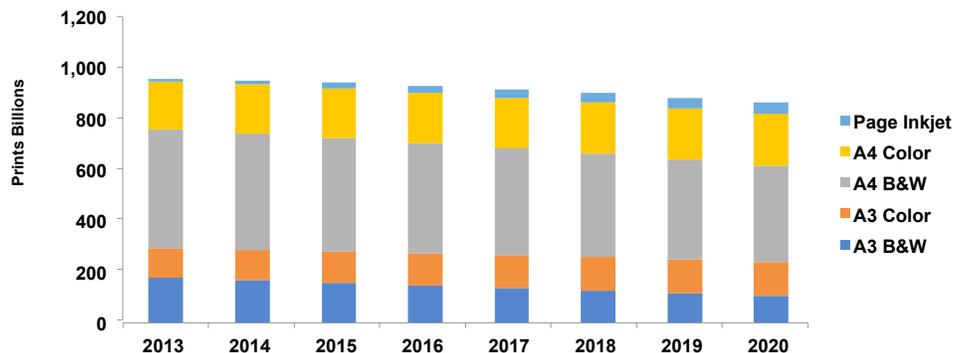
2006		2014	
Blackberry dominates	Android and Apple reduce Blackberry to 1% market share		
Desktops rule, laptops are rare	The "tablification" of America is underway and laptops are passé		
MySpace is still on the rise	Facebook is everywhere, MySpace is a ghost town		
Netflix offers unlimited DVD rentals by mail	Netflix is entirely online and scaring cable companies		
MPS offers Cost Per Page billing	MPS STILL offers Cost Per Page billing		

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US Office Print Volume Forecast
Copier, Printer and MFP – Laser & Pagedwide Ink



*KeyPoint Intelligence //InfoTrends

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What's Wrong With CPP Model?

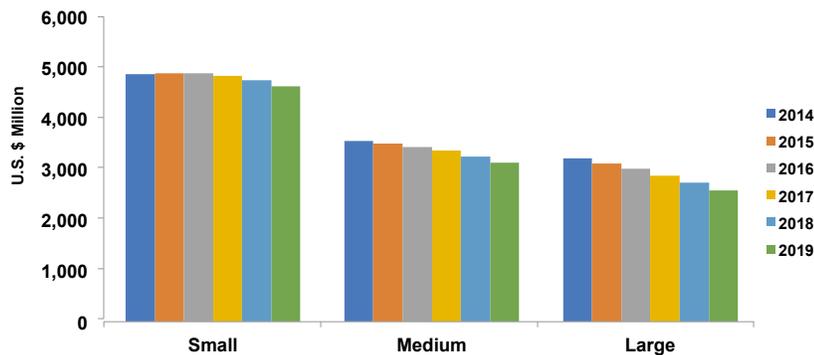
- Pages per user in decline!
- How people work today
- More or less page per printer?
- Less paper intensive work flow (info trends)
- CPP pricing up or down?

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US A4 Office Environment Supplies



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What Is SBB?

SBB stands for “Seat Based Billing”

Definition: Seat Based Billing (SBB) for managed print is a flat-fee which is billed per end user per month and covers support for all print enabled devices used by each end-user. This may entail supporting locally connected printers, desktop printers, multi-function devices, scanners, fax machines and an all related consumables, service, parts, and software.

- SBB requires User Assessment
- Good assessment
(not just how much is printed but: who, where, when, how, what, why)
- Application Level Information
- User + Data = Actionable Intelligence

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Who’s Doing It Today?

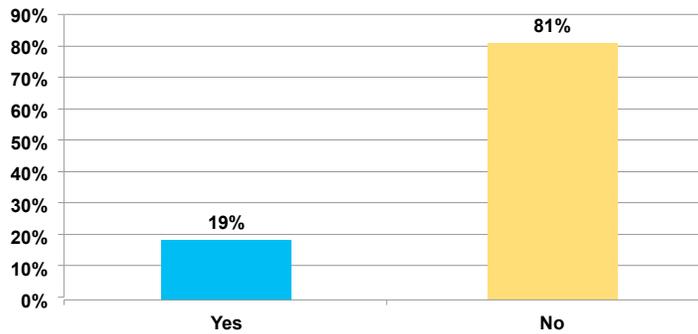


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Are you offering seat-based billing (SBB) contracts?



Of those that do offer SBB, those dealers reported that SBB represented an average of about 15% of their contracts

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Why Do Dealers AND Customers Like SBB?

Customer Saves Money

Dealer Keeps More Money

Customer Savings:		Dealer GP Improvements:	
Current State Spend	\$29,700.00	GP/User	\$5.08
Future State Spend	\$23,763.75	GP/User Increase	\$0.33
Savings	\$5,936.25	GP % Increase	6.48%
% Savings	19.99%		

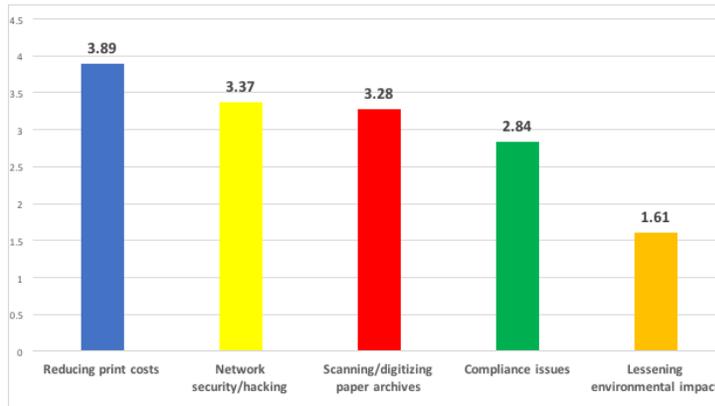
Perfect dealer/end user alignment!

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Rank the following five issues in order of importance to your customers/prospects:



5 is the most important, 1 is the least important

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Why Do Dealers AND Customers Like SBB?

- 100% budgetable costs
- Potential cost reductions through workflow improvements
- Unified billing for multiple services/offerings
- Improved document security
- Guaranteed savings
- Measurable sustainability metrics

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Why Do Dealers AND Customers Like SBB?

- Turn unprofitable deals into profitable ones!
 - Bad accounts due to competitive pressure
 - Poor margins upon CPP contract renewals
- Up your game with User management!
 - Use “big data’ produced by users, documents AND devices
 - Focus on workflow to raise your game!
- Level platform for future dealer growth
 - Add Managed IT, Telephony, Cloud, all on the same billing platform
 - Explore new ways to layer the seat in the future!



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SBB Risks

- Risks?
 - Too risky to price
- Open Bar
- How to finance (Great America)
- Reps don't get it (Print Audit Mentorship Program)

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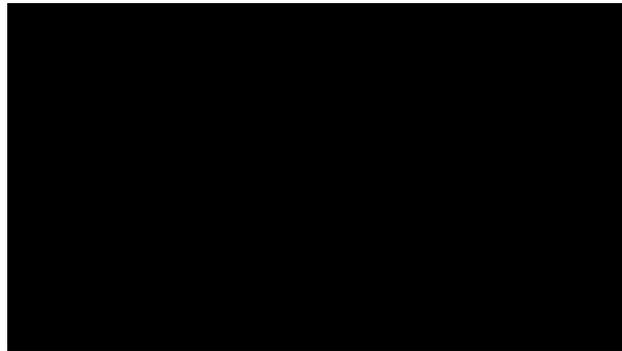


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SBB Support Infrastructure

- CIG Wholesale Solution
- SBB Council
- Print Audit, Supplies Network, Great America, DocAccess + CIG
- SBB Roadshows
 - Kansas City
 - Las Vegas
 - Philadelphia
- SBB Certification and Trainings



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THANK YOU

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