

## **Strategic Partnership between printer4you.com and docuFORM**

Unique "all in" online portal for printer procurement and MPS support

One year ago, DocuFORM GmbH and printer4you.com joined forces to form a strategic partnership. Printer4you.com had the unique idea of offering not just Managed Print Services (MPS) via a portal, but also to provide the customer with the opportunity to determine the optimal device by means of an online consultation and cost analysis according to expected print volume.

When purchasing the customer then acquires an "all-round worry-free package". This consists of the printing system and a full service, which is controlled by the integrated MPS solution from docuFORM. The service can be concluded with a term of up to 60 months.

By individually calculating and monitoring all print output, printer4you.com also enables customers to reduce on-site costs while constantly improving the printer environment.

This overall offering was previously implemented by printer4you.com in a unique online portal. For the area of MPS services, the decision was taken early on to use docuFORM. Decisive for this was not only the location within Germany, but also the integration capability of the docuFORM MPS solution with the help of a flexible programming interface.

Heino Deubner, owner of printer4you.com: "After we put our idea to docuFORM, we immediately received an enthusiastic welcome. The willingness on the part of docuFORM to support us unbureaucratically as a start-up company is certainly not a guaranteed thing these days. Meanwhile, our partnership is supported by good growth and far-reaching success."

Martin Denk, owner docuFORM: "We were immediately impressed by the idea of this unique online platform. In particular, the possibility for the user to independently identify an optimal device across different manufacturers represents a milestone in the further development of Managed Print Services. We are also very pleased that the company has launched so successfully with this business idea."

"Following the successful launch of the MPS portal in Germany, printer4you.com is already planning a Europe-wide go-to-market," says Heino Deubner. "The first national companies are already established and the preparations for a Europe-wide launch are in full swing."

M. Denk: "In addition to our MPS technology, we aim to further intensify our collaboration with printer4you.com. In addition to the MPS functionality, modules for printing should be made available online. Corresponding ideas are currently being implemented by docuFORM and will be presented to the public in early 2019. "

About printer4you.com:

At printer4you.com, companies can use their printing behavior to identify the best device for their needs, not only looking at the price of hardware, but also considering the follow-on cost of consumables and services. Suitable printers can then be purchased online in MPS contracts of up to 60 months, which entitle the holder to discounted consumables in addition to the manufacturer's warranty. In addition to

the levels of consumables, paper supplies and meter readings, the portal can also monitor the general technical status of the equipment and trigger automated processes, such as semi and fully automatic replenishment of consumables. This helps companies reduce downtime and manual task costs.

Behind printer4you.com is the 30-strong team at Printer Care Service GmbH in Velten.

About docuFORM:

The origins of the enterprise, founded by Martin Denk in 1986 in Karlsruhe, are based on various projects within the Technical University of Karlsruhe. The core team recruited then still works within the company today. Since 2000, the company has been focusing on the development of a central middleware solution for manufacturer-independent output management. In an analogy to the NASA Mercury program, this was called "Mercury". Just as NASA wanted to position itself as a space pioneer, docuFORM saw and still sees itself as a pioneer in print middleware solutions.

In the following years, docuFORM has continued to develop Mercury. The print middleware Mercury is today much more than just a print server. A wide variety of expansion modules enable the mapping of the entire printing workflow within a company. Therefore, docuFORM today represents the Mercury suite. With the Mercury module Managed Print Services (MPS), docuFORM offers a comprehensive, vendor-independent and uniform system for monitoring and managing any printing and multifunctional systems. This module is one of the pillars of docuFORM and makes the company the European market leader in this sector.

In its own data center, docuFORM provides print service providers and customers with high-performance MPS services (hosting). Companies such as Daimler AG, Beiersdorf, the German Federal Labor Office, the Charité Berlin, and the Compass Group, the largest dealer network in Germany, use Mercury MSP worldwide.

