Miracom is *Your* Solution!

Most applications today are designed for corporate end users, and specifically their IT-departments, not the print management companies who are actually tasked with managing equipment and print environments. Our solution is the first one designed and developed specifically for print management companies, giving them data tracking and reporting capabilities, and functionality that no one else in the market is currently able to provide.

Most organizations outsource the repair and maintenance of their print devices and the management of their print environments to third-party print management companies. Requests for service support are most often made directly to the print management company or routed to them via the organization's IT department. The Miracom Solution is unique because it is the only application designed and developed for print management service providers.

Again, many companies do not service or manage their own print environments. And yet, every print management application in the market today has been designed for corporate utilization. They are subsequently fraught with the inherent weaknesses of a solution that fails to meet the needs of the very people who could most use the data that such applications may be capable of providing.

This is very clear in the fact that the embedded technology that large OEM solutions provide their customers is rarely turned on and, when it is, it is most often under utilized. Miracom sponsored corporate surveys and client analysis indicate as much: Sixty-two percent of the companies who responded shared that they never utilized Web Jet-Admin, CentreWare, and other similar applications provided by OEMs "free of charge" for gathering print data. Of those who did, the majority were not impressed with the quality of data, and the ability to integrate the data across multiple print environments.

The solutions in the market today are not service provider friendly. They often go unused because either the data generated is not very useful or never reaches the service provider. Additionally, these solutions tend to be highly invasive to an organization's technical infrastructure, requiring opening up extensive firewalls into a company's workstations, print servers, web servers, and necessitating IT management and support. A solution should be designed to reduce the work of an IT department, not add to it!

It's important to understand that many of these solutions are server-based software solutions versus hardware-based. In other words, software must be loaded on your client's servers, including their print servers or even their work stations. With server-based software solutions, in order to provide a web-based view of the data that resides on the print device, security access must be granted from the internet into the server housing the data. This requires that corporate firewalls be opened into areas of the network that are vulnerable to intrusion. Most IT departments know better than to grant such access.

And if access is granted, it's not to you, the print management company requesting the access, and in need of the data – it's to a network administrator within your customer's IT organization. Subsequently, the solution is not your solution, but your customer's solution. *They* grant and deny you access, *they* give you data; *they* decide what is turned on and off, and when.

Server-based software solutions require you to access your customer's technical infrastructure, using *their* servers and equipment, *their* bandwidth, and *their* personnel – you actually becomes a burden to your customer's IT department. For all practical purposes, they're the ones doing the monitoring, not you.

First, IT people do not like to monitor print devices – that's the job of a service provider! Server-based software solutions often create more work for an IT department, whereas, the Miracom Solution actually eliminates IT involvement and support. Second, IT departments don't open-up their firewalls to third parties, even if they do manage their print.

The Miracom Solution eliminates IT involvement and support. By using our hardware, a print management company has no need to access their customer's infrastructure and IT resources, thereby becoming an effective and friendly solution provider. While our competitor's solutions often create more work for an IT department, the Miracom Solution actually eliminates IT involvement and support.

The Miracom Solution is the least security invasive and the most IT-friendly solution in the marketplace. Miracom's competitor's require tapping into an organization's technical infrastructure, creating security vulnerabilities for a corporate end user. Many IT departments are discouraging any solution that requires system-level access or opening up large holes in their network firewalls.

IT departments understand that extraneous software associated with print management solutions could possibly crash the print server. Significantly, the print server and the file server are often one and the same for many companies, so when the print server goes down so do the network drives. In other words, a crash or security violation can impact more than just print. As service companies are quickly discovering, this does not make corporate end users very happy.

Additionally, server-based software solutions are often isolated. In other words, information resides within a server, and is not transferred to a central system for processing. Without central processing, it's difficult to integrate and analyze complex data. With isolated solutions, you get isolated data. With the Miracom Solution, data flows to a centralized database from which analytical processing and reporting is available.

And what of the quality of the data? How meaningful and useful is it, really? Solutions being provided today have no sophisticated reporting engines, no automated ticketing capabilities, and limited tracking functionality. They are primarily page tracking and cost accounting products, which are nothing more than cost recovery and bill-back solutions. They are not designed to manage print environments, ticket for service, track technician performance, enable n-tier level communication among print management companies and sub-servicers, manage alerts and service requests, or an assortment of other service provider-friendly capabilities, all of which reside within the Miracom Solution.

We are one of the few technology companies in the industry with a print management service provider background, which uniquely positions us to understand your needs, and what tools and support you require in order to succeed. Our background provides us with value-added industry experience and knowledge that is often lacking in our competitors.

The Miracom Solution not only monitors print devices, providing you with real-time error codes and alerts. It not only enables communication and information management between you and your sub-service providers. It not only tracks all the data you will ever need to manage your customer's print environments. It not only has an array of configurable reports, which can provide you with individual and aggregated data on each and every print environment and device you manage. It not only does all this, and more, but perhaps most significantly, it also provides you with information specifically related to the financial well-being of your company, such as information about your revenue, expenses, and gross profits. No other application in the marketplace supports a print management company in so many ways!