

Newsletter 1-2010

OFF SCRIPT now has started with issuing a Newsletters which will be published several times a year. This is to inform our customers and business partners about news like:

- Products
- customer response
- interesting partnerships
- News in the branche
- and FAQ hints

Since we are all affected by an information overkill we will do our best to shorten the articles as much as possible.

I. MyM2M Device Portal as SaaS

The **OFF SCRIPT** own developed **Device Portal** which is open for all manufacturers for Fleetmanagement of multifunctional devices (MFP) and printers is now available and running as **SaaS** means "**Software as a Service**" as essential part and tool for the popular **MPS (Managed Print Service)**.

For office dealers, service- and **MPS** providers, IT system houses and facility- as well as IT-managers a comfortable platform is now available accessible just via web browser. There is no need anymore for server, hosting, maintenance and software updates. That will be completely taken over by **OFF SCRIPT**.

The way to utilise the platform for automated meter reading, toner- and paper stock management and for automated alert messaging is uncomplicated and quite short.

1. Contact info@off-script.com and inform about number of printer and MFP which are aimed to be connected and monitored.

2. After acquisition of a **MyM2M Device Portal** „Installation License“, you may discover the exact number, types and IP addresses of devices at your customers site by the RAK. With these data we will setup the device portal data base for you.

3. Now you will get the access data (login name and password) for your space in **MyM2M Device Portal** on the **SaaS** Server. This space is well protected, customisable for you and grows with the number of your customers

4. After the **MyM2M Device Portal** data base is prepared you will get the Device Data Scanner **DDS** which starts from a USB on one of the computers in your customers network. You just define the refreshing cycle according to your report frequency. Only devices with such IP addresses which are setup in the portal data base will be scanned. This gives more security for the customer.

5. You can start now to monitor the technical parameter of your devices and extend on unlimited number of customers and devices.

The permanent running and maintenance cost will be ballanced by a monthly rental fee per device.

Your provider for the **MyM2M Device Portal** is located in Germany and not far away somewhere overseas which gives you the opportunity of short response time to an innovative and for customization flexible development team in Europe. Please contact us: we will be more than happy to support you make **MPS** happen.

II. OFF SCRIPT now listed as GREEN IT company

Since Cebit 2010 OFF SCRIPT is listed on the BITKOM Web Site with its new energy-saving and CO2-reduction generating products as to say the Remote Service solution **MyM2M Device Portal** as **SaaS**: <http://www.green-it-beratungsbuero.de>

We want to contribute to the common activities in the IT world to reduce the environmental impact like energy consumption and green house gas emission when extending new IT technologies in other industrial areas. Particularly the application of **ASP** or **SaaS** will help to come to closer to this target.

In some tenders already the requirement of new energy- and resource- saving solutions like **SaaS** are a "Must".

III. OFF SCRIPT offers Trainings and Workshops now for MPS "Managed Print Service"

With our products, trainings and seminars we want to contribute to achieve the necessary mind change, the change from box moving to solution selling as essential base for further growth of office dealer, service provider and direct service organisations of manufacturer. Here we cover aspects of change in Marketing and Sales, in evaluating and creating of new product packages to be offered and charged as differentiator in the competition. Further more we offer measures and methods to introduce appropriate KPI's for increase efficiency and performance in service business. The final target is to develop **MPS strategies taylormade** for your business model and to provide technical and IT tools to make **MPS** happen.

IV. New partnerships will extend our product and consulting portfolio.

- on Cebit 2010 a cooperation with the US-company **Numara Software Inc.** was agreed. **Numara** is selling one of the world most famous helpdesk softwares: **FootPrint and Track-iT** with more than 1200 installations just in Germany. Für extended help desk solutions and asset management systems for IT management OFF SCRIPT will provide interfaces to **Numara** products in order to provide the same monitoring service which is provided for computer and network devices also for MFP and printer. The target is to automate service calls initiated by alert messages from printer and MFP's. With these new combination of helpdesk products OFF SCRIPT enters the market of complete IT helpdesk systems with high scalability for IT monitoring and service provider.

- A new partnership with **SEPIA GmbH & Co.KG** was concluded. **SEPIA** is offering a web based product Information System **PIM "Alterra"**, an electronic product catalogue for product management, administration, customisation and publishing on paper and online media. The highlight is an online configurator for customised product flyers. This product is an ideal solution for a „**Single Point of Maintenance**“ product platform for manufacturers but also for dealers and distributors. This tool ensures that all participants in all distribution channels are using always the same data sources for correct CI and latest product information for prints (POD), Internet and other communication tools. This saves a lot of maintenance cost and ensures highest actuality.

- In the area of **MPS** in terms of Workshops and Trainings **OFF SCRIPT** cooperates with the company **DokuLog** in Bergisch Gladbach, Germany. The company owner, **Dr.Dekena**, is a well known and for many years successfully acting expert of the **DMS** branche.

The advantage of this cooperation for our customers is that **Workshops and Trainings for MPS** are covering marketing and sales strategies and methods in service business up to KPIs and software tools as well as its implementation.

V. Personnel

At spring conference of the **BITKOM** working group "Printing Solution Services" at Cebit 2010 **Dr.Stottmeister**, managing shareholder of **OFF SCRIPT**, once again was elected for 2 years as leader of this working group. As deputies have been elected **Mr.Drechsler** from Druckerfachmann.de AG and **Mr.Theisen** from ToshibaTec Germany Imaging Systems GmbH. **Mr.Meurer** from KonicaMinolta GmbH who worked many years as leader and deputy of this group announced his retirement. All officials and participants expressed their thanks and best wishes for his future retirement time.

Issued by: **OFF SCRIPT UG**

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