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Sales Battle Card

Printix Cloud Print Management

Elevator pitch
Printix is a cloud-based print management as a service solution (SaaS). It enables customers to move their print infrastructure to the cloud and remove print servers. IT administrators can control, monitor and manage printing, to make the most of their printing resources, including time consuming IT admin tasks and helpdesk support. Printix provides convenient and secure printing features.

Key customer takeaways
- Eliminate print servers
- Centralized print queue management
- Save on infrastructure and support costs
- Unlimited scaling at no extra cost
- Track user and usage statistics

Discovery questions/conversation starters
- Would removal of print servers represent significant savings?
- Have you already migrated some of your applications like email, storage or CRM to a cloud service?
- Are you using or considering migrating to Azure AD /O365?
- Do you have branch offices/ multiple sites where centralized management is required?
- Do you know what the total cost of ownership (TCO) is for your office printing?

Key users pain points
- Print management costs
- Ongoing cost of hardware
- BYOD mobile workforce
- All cloud strategy
- Secure printing

IT pain points:
- Print server removal
- Print-related helpdesk costs
- Print Administration tasks
- Centralized administration
- Remote access

Key words to listen for
- Print server removal
- Adopting all cloud strategy
- Using Azure AD
- Using Google G-suite
- Have many branch locations
- Need to support BYOD
- Need secure pull printing
- O365 adoption
- Multi-vendor printers
- Printing is decreasing
- Challenges with printer drivers and stability.

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How to counter objections

1. What if Internet is down?   1. Users can still print

2. Security is a concern   2. Documents do not leave network

3. Managing print on multiple sites   3. Printix can centrally manage print

4. We have many different printers   4. Printix is printer agnostic

Success/proof points
Some testimonials from our clients are available at:
https://www.printix.net/

Key selling points

- Eliminate print server 100%
- Unlimited scalability
- Integrate with MS Azure AD
- Rollout with MS Intune
- No initial setup costs

Competitive advantages

- No on-premise servers
- Print queue management
- Azure AD integration
- O365/G Suite SSO
- Monitor print activity
- Supports all printers
- Secure Pull Printing

Why should I spend time on this?

- Your customer is adopting an all-cloud strategy but hasn't figured out how to get rid of traditional print servers and costly on-premise solutions. Printix is the answer!
- Recommend Printix to all of your "Modern Management" clients with projects that cover Azure AD Join / Intune management, where our product will fit nicely.
- Printix is very intuitive, so the software doesn't require a lot of training.

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