



printix

Sales Battle Card



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 includes convenient and secure printing features. **Serverless and simple.**

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

1. Would removal of print servers represent significant savings?
2. Have you already migrated some of your applications like email, storage or CRM to a cloud service?
3. Are you using or considering migrating to Office 365/Azure AD?
4. Do you have branch offices/multiple sites where centralized management is required?
5. Do you know what the total cost of ownership (TCO) is for your office printing?

Key user 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
- Having 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

Proof points

More testimonials from our clients are available at:
www.printix.net/testimonials

How to counter objections

1. What if the internet is down?
 - a. Users can still print
2. Security is a concern
 - a. Documents do not leave network
3. Managing print on multiple sites
 - a. Printix can centrally manage print
4. We have many different printers
 - a. Printix is printer agnostic

Key selling points

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



Printix is so simple to procure, implement, configure, and use that it's almost criminal! Say goodbye to the old 'print and sprint'. Say hello to the future.

- Chad Fulgham, CIO of the National Law Enforcement Officers Memorial Fund



Competitive advantages

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

Why should I spend time on this?

1. 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.**
2. Recommend Printix to all of your "Modern Management" clients with projects that cover Azure AD Join/Intune management, where our product will fit nicely.
3. Printix is very intuitive, so the software doesn't require a lot of training.

