

## OMD & smartflex™ Integration: Quick Reference Fact Sheet

### The Challenge

With the need to manage a growing base of machines-in-field and customers, office equipment dealers have sought after software solutions to automate costly and cumbersome manual tasks and provide their customers with proactive service, only to find they are spending more time managing the system than they were on their customers.

Translating software-based collected meters from the source to one or more final destinations isn't as seamless as one may like it to be. A unique serial number is not always available in the collected information, and even if it is, it may not be entered or properly formatted in the destination application. To rectify this problem, dealers have to manually fix problems as they occur. This requires increased time managing the system; delays using the information for invoicing, and furthermore doesn't alleviate the problem from happening again the next time the meters are collected. They find themselves repeating the same steps over-and-over again, every billing period.

### The Resolve

In collaboration with OMD, smartflex™ has architected their Identity Mapping Technology™ for bi-directional communication through OMD's NetVision, a web-based product for the Dealer's customers to view assets, collect meter reads, log service calls and place orders to name a few key features. Print asset meters are quickly and easily mapped to various dealers' naming conventions within OMD Vision.

In addition to end-to-end meter collection, submission, and billing automation for a dealer's managed print assets, the combined solution concurrently delivers invaluable data on non-managed devices, enabling dealers to target these competitive devices for replacement.

### How it Works



Print asset meters are automatically acquired using one or more of smartflex™'s data collection vehicles; Viewer USB™ for periodic meter reads (*also used for Rapid Print Assessment™*), OnSite™ for fully automated metering, and/or WebAudit™ for browser-based metering. Once collected, the data is then automatically submitted into Central™ (*typically hosted at the dealer location*), for additional data distribution, functionality, and management. In short, the data is collected and submitted at user-defined intervals into OMD Vision resulting in accurate and timely customer billing.

Configuring and managing the solution is easy. The bi-directional communication between Central and the OMD System leverages automatic synchronization technology through 'push' and 'pull' functionality. The combined solution supports both single- and multi-meter releases. It seamlessly matches-up Equipment ID, Serial Number, Model and Account ID, all while identifying duplicates and/or stray devices. Additionally, the user can easily import all accounts from OMD directly in Central, thus removing the cumbersome process of manual set-up.

### Enabling Technology

Identity Mapping Technology™ (IMT) uniquely identifies print devices, even when there is no serial number present. Historical audit results consistently match up with the correct device identity, leading to accurate results, less manual intervention and seamless data exchange with OMD Vision. It further aids in the process of seamless data exchange by substituting appropriate manufacturer names, model names and equipment ID's recognized by those systems. Likewise, dealers benefit by associating their consumable part numbers, yields and costs for minimized inventory, automated supplies replenishment and service dispatch and ultimately, maximum equipment uptime.

### Security & Confidentiality



Prior to smartflex™, software manufacturers have brought this type of technology to market under an Application Solution Provider (ASP) model. Meaning, the print asset data collected at the customer's site, is first sent to a remotely-hosted application (*typically by that software vendor*) where the data is re-packaged and distributed to a destination. The problem with the ASP model is that the data is neither

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secure, nor confidential. Regardless of how the software provider may tell you their ASP model includes redundancy and encryption, because of the very nature of the ASP process, protection and privacy is suspect.

By design, smartflex™ has been architected whereby the data collected remains between the dealer and their end-customer. Additionally, the technology is easy-to-use and flexible, whereby the dealer can easily host the application to manage and distribute the data to multiple locations. Although for those dealers who explicitly request the application to be remotely hosted, smartflex™ has – in effect - removed the potential for data misuse and/or corruption by simply eliminating this suspect business model. The data remains between the dealer and the end user. It is secure and confidential.

### Opportunity

Today, smartflex™ is offering an aggressive program for OMD users who are ready to take full advantage of the technology. For a limited time only, smartflex™ has packaged a bundled solution whereby the dealer has unlimited deployment capabilities of the smartflex™ data-collection solutions priced under a per-managed asset program.

To take advantage of this aggressive limited time offer, for more information and/or product demonstration call now:

smartflex™ contact information: 630-771-2600, or visit [www.cotg.com/smartflex](http://www.cotg.com/smartflex).

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