

In-Map and OKI Europe Sign deal for MPS Assessment software

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[OKI Europe Ltd](#) has partnered with In-Map Ltd, a UK based leading developer of automated sales proposal and mapping software, to support their recently launched [Smart Managed Print Services](#). OKI Europe will utilise In-Map initially within the UK and Ireland with a view to expanding its use to other parts of the company's European organisation.

"A picture paints a thousand words or so they say" commented Jan De Kesel, Managing Director of In-Map Ltd. "In-Map turns the whole current engagement and approach to Managed Print Services on its head and following a test phase OKI Europe recognised the strong benefits the In-Map software offers in support of their Managed Print Services customer engagement. "

The In-Map software is used in conjunction with OKI's third-party fleet management tool PrintFleet to collect a customer's print data (e.g. device model, device volume, etc.). The data forms the baseline for a customer's current environment, and is analysed using either the customer's own cost or relevant market price from In-Map's device database to compute the current cost of ownership.

To aid visualisation of the existing environment, OKI Europe uses the In-Map mapping function to place devices on floor-plans, digitally representing their actual location, in the customer's environment. Once all requisite data is compiled, OKI Europe will perform a fleet optimisation analysis, proposing an optimised device layout and cost analysis (direct and indirect) to the most cost and process efficient business case for the customer, utilising the features from In-Map.

"The In-Map generated reports for both the existing and proposed environments with the use of visual floor-plans and TCO financial figures enhance the customer's understanding of their current situation and how OKI's Smart Managed Print Services proposals can improve their print environment" confirms Javier Lopez, senior manager, Managed Print Services, OKI Europe Ltd.

The automation from using In-Map reduces time and the potential errors from manual effort (i.e. MS Excel). With this time saving, OKI Europe can generate a number of scenarios, from which the optimum approach for the customer can be selected. Additionally, end-users can also expect consistency in the data findings and report presentation across different sites/regions.

In-Map

In-Map has a proven track record since 2005 and has pioneered leading edge print assessment solutions and sales tools that have helped define the managed print services industry. Today, the company develops and supports an industry leading portfolio of managed print services software tools and solutions. For more information, visit www.in-map.com or contact In-Map at info@in-map.com or by calling +44 (0)161 298 0820.

About OKI Europe

OKI Europe is a division of OKI Data Corporation, a global business-to-business organisation dedicated to creating professional in-house printed communications products, applications and services which are designed to increase the efficiency of today's and tomorrow's businesses.

The company is well-established as one of Europe's leading printer brands, in terms of value and units shipped. OKI Europe's award winning, product portfolio comprises six distinct segments: Colour and mono printers, multifunctional devices, which combine printing, copying, scanning and faxing functionalities, as well as Serial Dot Matrix printers, faxes and specialty printers for point-of-sales and manufacturing. Established in 1990, today OKI Europe employs approximately 1,000 people in 21 production sites and sales offices and is represented in 60 countries throughout the EMEA region.

OKI Data Corporation is a subsidiary of Tokyo-based Oki Electric Industry Co. Ltd., established in 1881 and Japan's first telecommunications manufacturer.

Visit www.okieurope.com for further information.

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