



BEI Services
Insight. Action. Profit.

An Open Letter to The Imaging Channel

Chapter 5: Why iDaaS and SBB are Inevitable

The trend in IT services is to pay a predictable monthly cost for your services. You've been doing it for years with your mobile phone and your home internet, as well as almost all of your monthly subscriptions. Businesses don't ask about how much time you spend watching TV or what you watch. You pay for a service, and the service provider averages out your costs with thousands of other customers to give you a bill.

Print needs to fit into the IT world, not the other way around, and the antiquated way of billing people, based on pages used, (down to the individual page!) is not the way every other technology service bills their customers. Auditing a bill is a painful process, and predicting those charges monthly is nearly impossible. Financial managers do not like monthly bills that are the proverbial "box of chocolates" (you never know what you're going to get.) Worse than that, many customers are billed for more than they actually print.

“Imaging Device as a Service (iDaaS) and Seat-Based Billing (SBB) have arrived at your customer base. We should not be debating “if” we should implement it, but rather “how” do we do it.”

Think about how focused our industry has been on determining that all-important cost per page, it's driven our device placement strategy beyond other factors like convenience and efficiency. Dealerships' strategies are often at war with themselves. Imagine selling an efficient A3 color MFP, espousing a low CPP, then turning around and selling software that limits color printing and restricts volume?

At the same time, we have seen significant improvements in smaller color desktop A4s. They print better, they last longer, and they cost less than they did a few years ago. Ignoring this reality, and continuing to sell a model of centralized print at a lower cost per page, is becoming harder as companies catch on to the new A4 reality. Complicating this is the fact that page volumes are declining, and print is now more a necessary evil than a convenience.

iDaaS and SBB are inevitable in light of this new reality. Now more than ever, your dealership needs to adopt them as part of your product offering. When you do, it will be imperative to understand your costs. Which devices are the most efficient? Which service technicians are costing you money? When should I service a device vs simply replace it? If you move to a different model, it is critical to know your costs. You can no longer hide behind this industry's unusually high margins with average service efficiencies. BEI provides your business with the visibility to confidently add iDaaS to your business. But as important, BEI can provide you with the cost control solutions that will make this transition a profitable one.

Would you rather start an iDaaS conversation with your customers today, or wait for them to tell you someone else has made them a more compelling way to manage their printing needs? Contact BEI Services so you have the analytics to confidently and profitably make the move to iDaaS.

Wes McArtor
President, BEI Services, Inc.