

# **KATUN<sup>®</sup>**

**Katun**

**Print Software Solutions (PSS)**

**White Paper**

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## **Next-generation software solution**

Katun Print Software Solutions (PSS) support cost management and cost optimization for all networked printer and copier devices. Office equipment-sales, service and supply channels can significantly benefit from increasing their sales and service activities. Katun PSS enables Katun business partners to gain new and grow their existing customers, increase their strategic relationship with customers and improve overall financial performance. End users can benefit too, profiting from savings on direct and indirect printing costs.

Katun Corporation, the leading global supplier of OEM compatible consumables and parts for printers and copiers will also focus its future corporate strategy on the development and marketing of business solutions in the office equipment market. The first line of solutions for authorized Katun business partners are available now.

One Katun business solution concentrates on capturing company-wide print and copy costs, optimizing these costs for end users and improving at the same time the earnings of Katun business partners.

Another Katun solution supports the automated documentation of internal machine data for all networked printers and copiers. The status of various device information can be retrieved at the push of a button, e.g. for black/white or color prints, faxes and scans. Moreover, failure messages, toner levels, etc. for most common copiers, printers and multifunctional devices can be made available easily to simplify logistics for end users and office equipment-sales, service and supply channels. With this solution, authorized Katun business partners can offer end users a simple, cost effective concept for print cost management and simplification of service, supply and invoicing processes.

## **Katun as a qualified solution supplier**

What has Katun Corporation motivated to evolve from being an alternative supplier of supplies and parts for printers and copiers to becoming a business solution specialist?

The key to this expertise lies in Katun's organizational structure. Katun's executive team is made up almost exclusively of employees who have gained experience working for a range of office equipment manufacturers. For nearly all of these manufacturers, the sale of solutions is important to their business strategy. Therefore, Katun management is well acquainted with the needs of both end users and dealers. Compared to office equipment manufacturers, Katun can contribute a number of decisive advantages to the office equipment solution business.

The single most important advantage is that Katun solutions are manufacturer-independent and therefore support all leading printer and copier brands. This advantage becomes even more significant when you consider that only few customers use just one brand. As a rule, they use at least two different manufactures for desktop and multifunctional devices. On the other hand, nobody can be expected to handle a variety of different incompatible solutions or accept a restricted range of brands due to limited software.

Another of Katun's key advantages is rooted in the company's global presence. Katun has over 19,000 dealer customers worldwide, who form an ideal platform for understanding and responding to the real needs of this partner group. Because Katun also views the solution business as a growth driver for its current core business, the company can afford to market its system solutions under very attractive terms and conditions.

## Effectively controlling print costs

The solutions are commercially available and grouped under the name Katun Print Software Solutions (PSS). They are based on market data acquired from generally available market sources validated by leading market research institutes. This data indicates that print volume on desktop printers are multiple times higher than on traditional copiers or multifunctional devices. The print volume of desktop printers has risen sharply in recent years. The main issue in this context is that the cost-per-page of desktop printers is significantly higher than that of high-performance multifunctional systems.

In most companies, attempts to control desktop print volumes and the associated cost increases are largely unsuccessful. To make matters worse, potential environmental issues with desktop laser printers are becoming a concern. Resolving this problem is a top priority among IT and finance managers. Two aggravating factors that impact the situation are: the extremely low purchase price of desktop printers and the trend towards decentralized purchasing decisions. Also, consumables are extremely expensive, costs are often miscalculated. Katun has developed comprehensive solutions for addressing and solving these challenges.

The basic idea is to fully assess and document actual, company-wide print costs. Options and control mechanisms must be created for finding and using the most cost-effective systems for each print and copy job. The rule of thumb: the smaller the print or copy system, the more expensive is the total cost-per-page, including hardware and all associated consumables and services. End users can now cut their company-wide print and copy costs by at least fifteen to twenty percent. Office equipment-sales, service and supply channels can significantly increase page volumes and the associated earnings on higher performance multifunctional devices.

Many of the solutions available on the market today target this goal, but due to differing methods and strategic considerations, office equipment channels and end users have not really accepted them. Katun is convinced that the PSS solution will solidly establish itself in the market, because it is in many aspects technically unique and does not cater to the business interests of individual office equipment manufacturers.

## Katun PSS Solution Specifications

Katun Print Software Solutions are available in different configurations:

- The **Katun PSS/CM** (Cost – Management) package is distributed to end clients by Katun business partners and facilitates enterprise-wide assessment and management of copier and printing costs as well as cost optimization.
- The **Katun PSS/DM** (Device – Management) module has been developed for use by Katun business partners to precisely measure and generate an analysis of the customer's printing device status by using the solution's built-in reporting system. The module enables the implementation of new and more profitable service strategies.

## **PSS/CM (Cost - Management)**

The first package offered by Katun, PSS/CM has been conceptualized for Enterprise wide printing cost assessment, management and optimization. PSS is installed on the customer's print server and the PSS client on those PC's with locally connected printers that should be included in the cost capture and optimization process.

## **Katun PSS/CM-AW (Accounting – Windows)**

The Katun PSS/CM-AW solution is a tool for Windows environments that analyses volumes and costs for all copier and printer systems within the Windows network. Local printers directly attached to PCs are also registered. All information is administered within an Access database that is part of the PSS installation, or an SQL database if existing or provided by the customer. The data can be evaluated from that database or forwarded to other IT systems in CSV format.

The copier and printer cost evaluation can be measured by using various criteria such as user, user group/department, project or device. Thanks to the integrated printer data scanners, all printer controls are recorded, not only those that are in the Windows print-job headline. All print jobs can be classified by volume and user; it is also possible to correctly differentiate between color or b/w jobs, paper formats or paperweight. The system can be installed on existing print servers or PCs. The software is completely hardware independent, user instructions are currently available in German and English.

Italian, French and Spanish language versions are currently under development.

Katun PSS/CM-AW contains an electronic price list that facilitates entering the costs for copier and printer systems, hardware, services and office materials. The detailed usage information for a machine, along with the capability to define price lists, enables total printing costs to be calculated for each printer, user etc. Individual maximum monthly mono and color print budgets per user and/or device can be set.

The next PSS Accounting release due at the end of Q1/2008 will also provide an additional entry field to enter the serial number of the device, as well as an additional field to record an internal inventory or asset identification number for enhanced reporting abilities.

For the creation and classification of costs for copies, scans and faxes at the user level the copier can be equipped with a "Card reader" system (see also Module PSS/CM-CP).

The Q1/2008 release of PSS/CM-AW will inform the user of the monthly and the current available budget.

The PSS/CM-AW module supports various print data streams such as PCL incl. PCL6, POSTSCRIPT, PDF, RPCS (Ricoh Refined Printing Command Stream) and PRESCRIBE (Kyocera Mita).

## **PSS/CM-ME (Mainframe Extension)**

The PSS/CM-ME module expands on the capabilities of the PSS/CM-AW with the possibility to not only record data from printer and copier devices in the Windows environment, but also from printer systems that are centrally or de-centrally connected to a mainframe computer or an for example AS400. Various print data streams are supported, such as Line Mode, IPDS, XEROX Metacode, XEROX-LCDS, XEROX-XES and XEROX-VIPP.

All registered print costs are forwarded from PSS/CM-ME to PSS/CM-AW (the same Access or SQL database) and can be evaluated by various criteria, as already described in PSS/CM-AW.

## **PSS/CM-CP (Conditional – Processing)**

The PSS/CM-CP module is the technical cornerstone of the Katun PSS capability to optimize printing costs. Based on the data collected via the PSS/CM-AW module and the diagnosis linked to that, a set of client specific optimization accreditations can be deployed. PSS/CM-CP makes it possible to enter diverse parameters for a more cost effective use of the printer and copier infrastructure.

One example is the automatic forwarding of print jobs above a certain number of pages from a desktop printer to a pre-defined high-performance and more cost effective devices. In this case, the user is informed of the print detour via Pop Up Menu or via E-Mail. Available in January of 2008 this feature will be enhanced to allow setting different job size parameters for color and black/white devices. This will allow the system administrator for example to re-route black/white-jobs with more than 50 pages but color print jobs with more than 20 pages.

PSS/CM-CP offers a number of optimization routines from which the responsible project manager at the end client determines which ones are relevant for his/her company. PSS/CM-CP offers the option to define the maximum print and/or copier budget in a given month and per user. In the software release available at the end of Q1/2008, users will be able to not only view their budgets for black and white and color printing, but also to see the estimated cost for the intended print job before starting to print. The users will be able to decide to proceed with the print job, or cancel it in order to not print at all, or to select a more cost effective device or print options. The process can be repeated as often as needed.

The PSS/CM-CP module is also designed for the use of card reading devices. These devices are built into printer or copier machines and are in constant communication with the PSS/CM-AW module. The most frequent application for card readers can be summarized into four groups:

## 1. Follow2Print

Print jobs and E-mail attachments can be forwarded into individual spooler categories here. With the aid of a magnetic card provided to the relevant user, the user can call up or print any print job or forwarded email attachment in the spooler by inserting the magnetic card.

## 2. SecurePrint

This is for sensitive or secret data that should only be printed if the authorized person is in front of the output device. By inserting the magnetic card into the magnetic card system, these print jobs are activated.

## 3. Client and project driven cost input

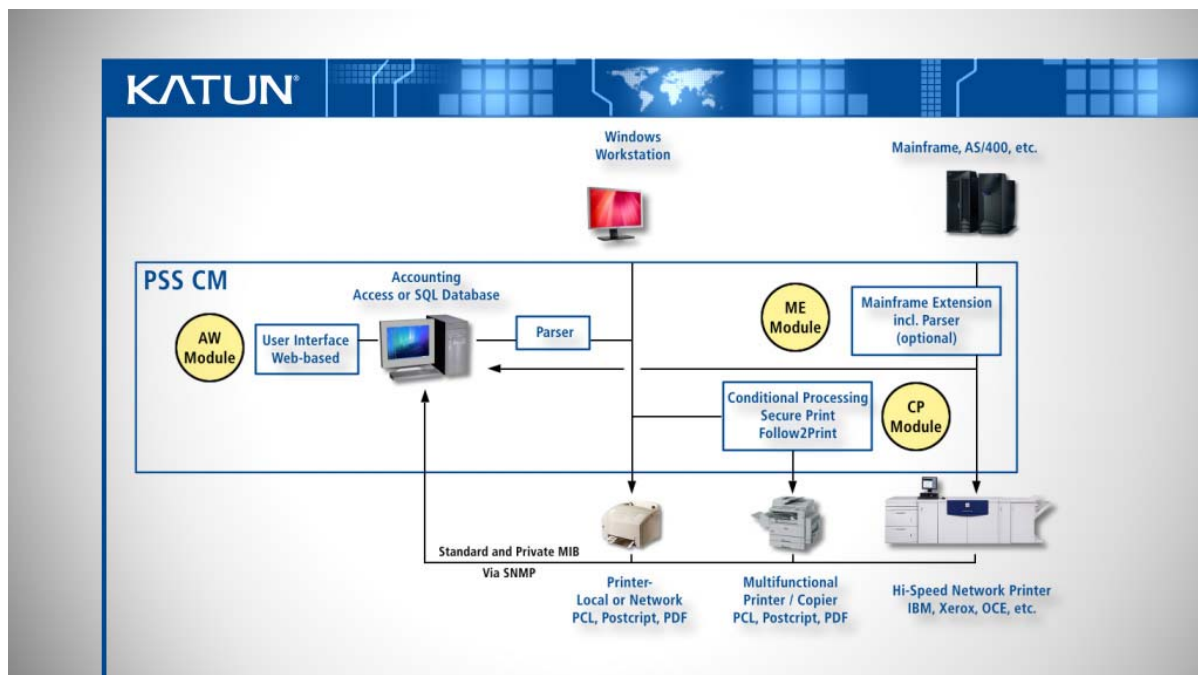
In addition to printing, this category includes copying, faxing, and scanning. This application is particularly expedient if project-specific recording of costs for copying, faxing or scanning is required for clients or i.e. attorneys; PSS/CM-AW reads this data. For print jobs, PSS/CM-CP requires the client or project number by offering valid choices in a pop-up window.

## 4. Creation of copies on the user level

With the aid of a magnetic card system and by use of the relevant magnetic card, access to a concerned copy device can be regulated. The volumes and/or relevant costs of the magnetic cards are thereby assessed for the authorized users.

PSS/CM-AW, PSS/CM-ME and PSS/CM-CP, are available under the name PSS/CM-M3 with a limited three-month operating span. In this way, the end client and dealer can run cost and volume analysis or cost optimization tests.

## Overview: PSS/CM



## **PSS/DM (Device - Management)**

The second package offered by Katun, PSS/DM is designed to optimize service and supply management processes for desktop printers and multifunctional devices. Customers for this module are service organizations, IT and supply resellers, but also end users that manage all, or parts of their service and supply processes themselves.

Printers and multifunctional devices either continuously report their status, examples for status data are paper low, toner low, paper jam, total and individual colour meters, service needs, etc.

Depending on the customer's situation all messages require some actions from pre-defined people or organisations. A simple example is paper low, somebody will refill the paper tray. For toner low somebody might replace the toner cartridge – ideally the proper cartridge is available when needed. Error codes will be reported to the recipient defined so that the device gets repaired immediately.

Actually all concerned messages could be reported and assigned to act upon fully automated. Most OEMs have software tools to address these needs in a more or less comprehensive way, the challenge however is that most companies have multiple OEMs in use and not many end users or service and supply providers want to run multiple software solutions for a single requirement. The biggest need here is an integrated perspective of all device data and required actions.

Each OEM knows exactly how to capture data from their respective devices, also - obviously - what is hidden in the so-called private MIB (Management and Information Base). Standard MIB provides in most devices total meter and toner level reports. In most devices the detailed information of the colour meter is in the private MIB. This info is essential for service companies to offer a cost-per-page service contract.

Companies like Xerox offer this private MIB data to business partners in order to generate the highest added value to their devices. A few other companies try to limit the access to certain device info in order to push their own software solution, customers and business partners are not in favour of this strategy for obvious reasons.

Katun has developed a solution that can capture the relevant standard and private MIB data for all OEMs, for Canon devices only the standard MIB can be accessed.

With a single software solution most customers needs can now be addressed highly effective and cost efficient. All device messages are stored in the PSS/DM database that is located on the end users print server. Through a user interface the database content can be used for action or response set up, and different types of statistical data, depending on authorization levels. Notifications that need to be sent to external organisations are communicated via secure e-mail.



## **Scope of delivery**

The Katun PSS software includes a CD, manual and USB stick (as copy protection). The activation of the requested module and number of devices is handled via email. Special demo-versions for PSS/CM and PSS/DM are available upon request.

## **About Katun Corporation**

The Katun Corporation, with headquarters in Minneapolis, USA, is the world's largest supplier of OEM compatible consumables and parts in the office equipment industry. Products under the "Katun Performance" brand offer competitive prices and guaranteed compatibility in addition to reliable service and are, therefore, the preferred selection for office machine purveyors and their customers.

At the PaperWorld convention in Frankfurt am Main, Katun expanded the selection palette for OEM compatible toners for color copiers and multifunction devices by Ricoh, Canon, Konica Minolta and Toshiba by introducing many new color products and office materials, which became available in the market throughout 2007.

In the second quarter of 2007, Katun began implementing comprehensive office supply support for work group printers. During the same period, Katun's new European return program was put into effect, which covers the expanded environmentally friendly return guidelines for drums and toner cartridges and fuser units.

Responding to the growing importance of alternative products, Katun has formulated a comprehensive suite of aftermarket products which are designed to enhance customer understanding of Katun's strategy and address the issues of intellectual property and OEM compatibility.

With more than 27 years of competency and experience in the office machines industry, the private company has over 19,000 customers in more than 170 countries. Additional information about Katun can be found at [www.katun.com](http://www.katun.com).

## **Contact**

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