

Providing Xerox® Managed Print Services

“Being able to solve customer document management issues, growing their productivity levels and continuously driving their costs down was the motivation to start this business.”

– Daniel Chiper, General Manager,
Comservice

STARTING POINT

In today’s world technology is changing at an unprecedented pace. To stay competitive and to unleash their potential for growth, companies are looking for innovative and flexible IT solutions. They also look for partnerships with vendors that can provide them with high levels of service.

To be able to provide such solutions in their markets and to develop their own business, many traditional Xerox partners selling hardware have started to explore service provision.

“Selling devices and basic services to clients in a very competitive environment, with pressure on the prices and aggressive competition were our biggest challenges. We sensed the need to transform the business model in order to grow more.” – says Daniel Chiper, General Manager of Comservice, one of Xerox® Managed Print Services partners in Romania. “Moreover, clients need to focus on their core business without the hassle of addressing printing or technology related issues. They would rather use those resources towards projects and actions reveal hidden returns and have a positive impact on their P&L. Managed Print Service was the natural way.” – he adds.

SOLUTION

Xerox is a recognized leader in the fast-growing Managed Print Services (MPS) market. These services are being delivered to enterprise and small and medium sized companies all around the globe through Xerox salesforce or by accredited partners. “Our partner Comservice has all the capabilities and knowledge necessary to deliver all types of managed print services to clients – may it be a standard fleet management contract, or a complete workflow automation solution with thousands of devices being managed in different offices around the country” – says Florin Sudor, CMPS manager, Xerox Romania.

He also notes: “By providing Xerox MPS to customers, partners will be able to build their capability while receiving support, best-in-class tools, methodologies and training for sales and technical specialists, with very low investment. What is important is that partners retain control and account management of their clients. We work together to develop and provide the most suitable and customizable solutions to their clients’ issues – such as cost reductions, transparency and tight control over the printing environment and reduction of number of calls to the IT department”.

RESULT

According to Daniel Chiper, being a Xerox® MPS partner means having an opportunity to “deliver measurable and sustainable results year after year and supporting clients’ current and future office printing business objectives. Improved user productivity frees up customer resources, which helps to drive discussions with clients away from price”.

Since Comservice became a Xerox® MPS partner in 2012, the company has seen a constant increase in their number of clients. They have diversified their business offering and in 2017 grew their client database by 25% compared to 2016.

With Xerox® Managed Print Services onboard, Comservice also managed to expand its market potential by adding the education sector to their portfolio.



RESULT

Today, quality of the services delivered to the clients and the account management value are the main reasons for Comservice's high level of customer retention.

"Xerox® MPS offering allows us to grow our business and help clients in our region to transform their processes, improve productivity and cut costs associated with print" - Daniel Chiper, General Manager, Comservice.

ABOUT COMSERVICE

Founded in 1992 as a Xerox® Authorized Dealer, Comservice evolved from the main documents solutions provider in the market of eastern Romania into a leading player in the IT space in the country. They provide a complete range of integrated solutions tailored for each individual business, regardless of its size or industry.

Today, Comservice is a \$9 million company with more than 2000 customers who benefit from Xerox® Managed Print Services, business software and multimedia solutions.

ABOUT XEROX

Xerox Corporation is an \$11 billion technology leader that innovates the way the world communicates, connects and works. Our expertise is more important than ever as customers of all sizes look to improve productivity, maximize profitability and increase satisfaction. We do this for small and mid-size businesses, large enterprises, governments, graphic communications providers, and for our partners who serve them.

We understand what's at the heart of work – and all of the forms it can take. We embrace the increasingly complex world of paper and digital. Office and mobile. Personal and social. Every day across the globe – in more than 160 countries – our technology, software and people successfully navigate those intersections. We automate, personalize, package, analyze and secure information to keep our customers moving at an accelerated pace.



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