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Sostilio & Associates International Digest – SAID

Note: This digest is about an event or occurrence within the office equipment / document industry and is intended for the use of Sostilio & Associates clients who may want to consider it as part of their strategic planning input. The comments are entirely my point of view and opinion. No part of this newsletter may be copied or reproduced in any form without the expressed written consent of Sostilio & Associates International.

October 30: MWA Intelligence: At the close of September and into October, MW*Ai* continues its penetration into customer service with a number of agreements and partnerships. Already a member of Sharp Partner Program in 2006 as a Sharp OSA developer, and due to its continued development efforts, MW*Ai* has now been officially recognized for its ability to benefit Sharp dealers on a worldwide basis.

MW*Ai* announced that their embedded Intelligent Device Management™ (eIDM) has been validated for use with Sharp OSA™-enabled multifunctional peripherals (MFPs). Through the Sharp OSA Developer program, MW*Ai* has access to the innovative Sharp OSA Developer Kit for creating applications that interact with Sharp OSA-enabled MFPs. The Sharp OSA platform provides a remote interface that allows network applications to control various Sharp MFP functions and interact with users through the operation panel, allowing Sharp devices to be customized and expanded to meet the needs of customer-specific business activities. It allows businesses to connect their MFPs with a wide range of enterprise applications, including document management applications, reporting functions and programs developed internally.

Over time, MW*Ai* will leverage Sharp OSA technology to deliver a wide variety of remote asset management solutions that enhance the value of Sharp MFPs at the end-user level. Key components of MW*Ai*'s Intelligent Service module such as automated meter reading, automated consumables replacement ordering and automated service call creation will be available to Sharp dealers worldwide.

That next announcement was with Business Alternatives, Inc., a company that specializes in providing the business community with solutions to their document and information needs. BAI has multiple vendor/product solutions offering the latest products from technology leaders such as Gestetner, Ricoh, RightFax, Liberty and Docuclass.

Business Alternatives will utilize MW*Ai*'s Intelligent Service (IS) module with highly advanced features and capabilities such as technician route and workflow mapping, advanced reporting,

mobile workforce automation application and more to significantly improve the performance of Business Alternatives customer support operations.

MWAI's Intelligent Service Management module automates and optimizes processes surrounding service dispatch, help desks, part replenishment, credit collections and meter billing. Intrinsic to the delivery of customer service, MWAI delivers the appropriate balance between controlling and empowering mobile workers, an effort made easier with the Intelligent Workforce module. Business Alternatives chose MWAI's Intelligent Workforce for BlackBerry solution with a fluid link between the service activities of field force and the other mission-critical portions of the enterprise, seamlessly connecting them regardless of wireless coverage (disconnected mobile application feature) with the entire back-office staff.

MWAI's latest announcement was an exclusive agreement with PCS Print Control Software, Ltd., a provider of business enterprise software for controlling print environment. The two companies will market MWAI's Intelligent Asset and Intelligent Service modules as well as PCS' ROI Print Manager print management, behavior modification and cost accounting software to help office equipment dealerships efficiently respond to enterprise-wide asset management needs.

The new MWAI/PCS Print Control Software partnership will leverage a variety of data collection solutions to gather business-critical information from local, standalone and networked imaging devices. The MWAI M2M (machine-to-machine) enterprise solution suite with PCS Print Control Software print management, behavior modification and cost accounting solutions allow imaging dealers to know who is printing what documents to which devices, how many print/copies are being produced, which equipment needs to be serviced, when consumables need replenishment and much more.

Bob Sostilio