



**BNP PARIBAS**  
LEASING SOLUTIONS

# We Manage Print

The complete print financing solution.

For years, the print industry has talked about the benefits of offering Managed Print Services (MPS). Bundling all hardware, software and servicing into a single contract is a fantastic way to help customers control print costs and predict their future print needs, while ensuring you build lasting and profitable customer relationships.

But the challenge is, how do you make that move to MPS? For example, many of your customers will have procured print hardware and related services from multiple suppliers. In such cases, it doesn't always make economic sense to upgrade the entire print infrastructure at the same time.

Shifting your customers to an MPS model therefore requires a fresh approach; one that incentivises them to transfer their whole print estate into your care. That's exactly what We Manage Print from BNP Paribas Leasing Solutions is designed to help you do.

**PERFORMANCE THROUGH PARTNERSHIP**

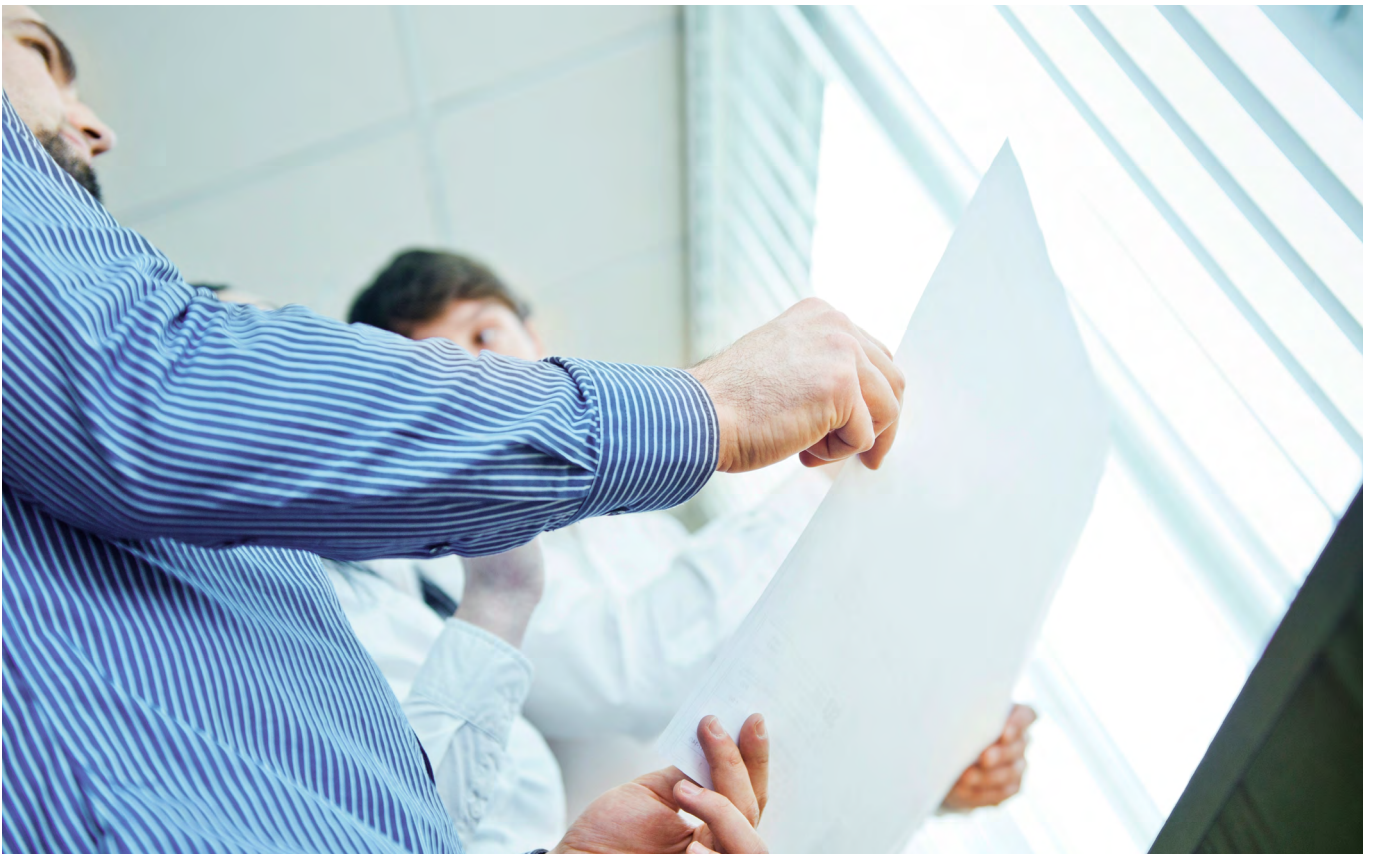
# WE MANAGE PRINT THE COMPLETE PRINT FINANCING SOLUTION.

## A UNIQUE FINANCE SOLUTION FOR STRONGER CUSTOMER RELATIONSHIPS.

We Manage Print helps your customers acquire new print hardware by giving them a fixed quarterly fee, based on a transparent cost per print. But uniquely, it also lets you bundle servicing for the rest of your customer's print estate into the same contract.

This makes it the ideal platform for you to walk in and take over your customers' entire print infrastructure. As a result, you can develop stronger, long-term customer relationships with a broader footprint. Plus, it becomes simple for your business to offer a fully managed print service.

**"We Manage Print helps your customers acquire new print hardware by giving them a fixed quarterly fee, based on a transparent and all-inclusive cost per print."**





## HOW IT WORKS

- 1 YOU OFFER TO LEASE NEW EQUIPMENT TO YOUR CUSTOMERS FOR A FIXED QUARTERLY FEE OVER AN AGREED TERM:**  
The fee is based on an agreed quarterly print volume, split down to a transparent cost per print that covers both hardware rental and servicing.
- 2 WE BILL FOR THE FIXED QUARTERLY FEE:**  
We collect this directly from the customer and pass on the service element to you, saving you time and effort.
- 3 YOU BILL FOR ANY EXCESS:**  
If there's any excess usage (i.e. the customer has used more than the agreed quarterly print volume), you bill for and collect that yourself. This gives you the chance to talk regularly with your customers, learning more about their future print plans and striking up new sales conversations.
- 4 YOU BUNDLE IN SERVICING:**  
You can include servicing for customer-owned hardware in the We Manage Print contract. You can also include one-off costs such as professional services, training and print audits.

## THE BENEFITS TO YOUR BUSINESS

- 1 MAKE THE MOVE TO MANAGED PRINT SERVICES:**  
You can bundle servicing for your customer's whole print estate into one contract. This makes you a convenient one-stop-shop for all your customer's servicing needs – helping you move towards becoming a true MPS provider.
- 2 FINANCE THE SOFT COSTS:**  
We Manage Print can also be used for 'soft' costs, such as professional services and print audits. By making these costs more manageable for your customer, it becomes easier for you to sell in new products and services.
- 3 SPOT OPPORTUNITIES FOR NEW PRODUCT SALES AND UPGRADES:**  
Because you collect service fees across your customer's entire print fleet, you can have regular conversations with them about their print needs. This gives you the chance to sell in new equipment, services and upgrades, helping you generate more revenue.
- 4 BUILD LONGER, MORE PROFITABLE CUSTOMER RELATIONSHIPS:**  
By staying in regular contact with your customer, you have the chance to make more sales and develop deeper and more profitable customer relationships.

## THE BENEFITS TO YOUR CUSTOMERS

- 1 BETTER CONTROL OVER COSTS AND PRINT USAGE:**  
It's a tough climate, and businesses need to be able to justify every penny spent. We Manage Print provides real transparency of print costs, putting your customers in full control of their print spending.
- 2 SINGLE POINT OF CONTACT FOR ALL PRINT SERVICING:**  
Managing different service contracts for multiple machines can be time-consuming and costly for your customers. We Manage Print solves this by consolidating service for all devices with one provider.
- 3 BUILD A CLEARER PICTURE OF FUTURE PRINT NEEDS:**  
By giving your customers regular insight into their print usage across devices and departments, they have a greater understanding of their longer term print needs. This can help them to better forecast their print costs, while making the case for investing in new and more efficient devices where needed.

## ABOUT BNP PARIBAS LEASING SOLUTIONS

**BNP Paribas Leasing Solutions is one of the leading providers of asset finance in Europe.**

In the UK, BNP Paribas Leasing Solutions has over 40 years' experience providing tax-efficient financing solutions for thousands of businesses across multiple sectors. Whether working with small and medium-sized enterprises, multinational companies or public sector organisations, our approach is the same: to create solutions that are tailored to help each customer meet their objectives. We're a stable business, backed by BNP Paribas, one of the strongest banks in the world.

## FIND OUT MORE

To find out more about our leasing solutions and how we can help you invest in new equipment efficiently, contact us on:

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