Duplicated Business Solutions

An output device supplier leverages Lexmark Cloud Fleet Management to maximise customer satisfaction and simplify device management

Optimising fleet management

Headquartered in Santa Maria, California, Duplicated Business Solutions has two locations and serves small-to-medium size businesses in Santa Barbara, San Luis Obispo and the greater Fresno metropolitan area.

Bill Brown, President and CEO of Duplicated Business Solutions, initially sought a partner to provide his customers with reliable output performance and exemplary service. After researching manufacturer options, he chose Lexmark devices and solutions. Over the years, Brown's relationship with Lexmark has grown along with the evolving needs of his customers, including businesses that require a smarter way to manage their devices. It's at this intersection of resource optimisation and output management where Lexmark Cloud Fleet Management, or CFM, comes into play. Brown is a strong advocate of CFM as a solution ideally suited to drive greater efficiency while easing the burden on IT resources. In fact, CFM often helps sell devices, instead of the device driving the sale.

"CFM has become, in my mind, better than any solution we've presented to clients," says Brown. "It really meets our buyers' needs. When we mention the solution to an IT director or a customer with multiple locations, it becomes a must-have for them."

A flexible solution for fleet management

The requirements of Brown's clients are as varied as the businesses themselves. While some customers choose to have Duplicated Business Solutions manage their accounts, others prefer the hands-on control of directly monitoring device usage and performance. Regardless of how the fleet is managed, one thing is certain: Lexmark CFM brings a new level of insight and control into the output environment.

"IT directors are used to working with remote management software on their computers and are accustomed to seeing their network's health at a glance," explains Brown. "However, one thing that was missing was visibility into their printers and copiers. CFM fills that void."

Gaining a competitive advantage

When calling on prospects, the sales team at Duplicated Business Solutions often runs into resistance from businesses who are comfortable with existing devices, or in some cases, have recently chosen another dealer. Brown knew he needed a compelling reason for prospects to sign with his company, and Lexmark CFM provides a strategic advantage over other manufacturers.

"We had to find something that would impress our clients," says Brown. "We learnt about CFM last year. Just a few months after that, one of my sales people thought to mention it to a prospect, and that's how we landed the account."

Meet Duplicated Business Solutions

Duplicated Business Solutions is Lexmark Authorised Business Solutions Dealer with nearly 20 years of experience serving small-to-medium size businesses in Santa Barbara, San Luis Obispo and the greater Fresno metropolitan area. The company's goal is to provide 100% uptime for client devices through expertise, service and cutting edge technology.

Migrating to CFM was a natural progression for many of Brown's clients because IT departments, from large enterprises to small businesses, know the advantages moving to a cloud-based environment. And Duplicated Business Solutions sells the fact that it can monitor systems, update firmware and support print security without having to deploy technicians to the site.

Easing burdens on IT resources

One of the main advantages Duplicated Business Solutions' clients have experienced is a measurable impact on IT resources. These resources are often stretched to the limit from a human and budget perspective, and businesses need to make the most of every dollar they spend supporting their output environment.

According to Brown, an IT administrator can easily monitor its fleet with Lexmark CFM. "One of our IT people likes to keep up with the different devices he has in the field for page counts and the overall health of the devices. Because his offices were not on the same network, he was having to log into each device separately to gather this data.

"Now, he can see meter readings and firmware levels on the entire fleet in real time without logging into each individual device," says Brown. "Using CFM has been a big benefit from a time perspective."

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Bill Brown
President and CEO
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Boosting customer service

Along with IT resource efficiencies, CFM has delivered other advantages to Duplicated Business Solutions' clients. For example, increased visibility into the print fleet with a single service provider means Brown's customers no longer experience the challenges associated with delays and downtimes.

"By switching over to our company, our customers are experiencing less frustration because now they know, no matter what device they're looking at or printing to, they have one number to call," explains Brown. "Before, they might pick up a device from a big retail store and then who do they call if there is a problem?"

Choosing the right partner

With more service being performed remotely through CFM, Brown sees a time when technicians will be deployed primarily to replace physical parts on devices. Said another way, the more software-driven the fleet becomes, the fewer issues customers will experience with hardware components. This shift represents an exciting revenue opportunity for dealers who recognise the importance of getting ahead of the curve when it comes to cloud-based fleet management.

"The cloud allows us to operate our service component in a leaner, more efficient way," says Brown. "Plus our clients can expect a faster response with CFM."

While the cloud is becoming a key tool in most dealers' sales kits, the choice of a vendor partner is equally as important. Without the right partner, a dealer can find themselves without the right technology portfolio to support a wide variety of customer requirements. For this reason, Duplicated Business Solutions has chosen Lexmark to ensure speed, power and full-spectrum security for the devices it places at customer sites.

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> **Bill Brown**
> President and CEO
> Duplicated Business Solutions

"At the end of the day, I'm a single-line Lexmark dealer. It's been a very good relationship in that Lexmark complements my company very well.

"When my business began to grow, I started getting calls from other manufacturers who wanted me to represent their lines," adds Brown. "Lexmark has a full product suite and I do not see any reason to represent another company."