20 Most Promising Managed Print Solution Providers 2015

Today, Managed Print Services (MPS) is a well-established method of optimizing printer fleets and reducing print-related costs. With organizations conscious of their global ecological footprint, an MPS program helps them realize multiple benefits, including streamlining of document-intensive workflows and reduction of carbon footprints.

MPS has evolved over the last years to meet users' changing needs. Companies are now starting to realize how important it is to have multi-function printer (MFP) device that plays a central role in managing organization's digital document workflow—be it from scanning documents, printing and emailing directly from the device. With the appropriate workflow solutions and services supported by the latest smart MFP technology, MPS can help organizations in automating workflows and reducing wasteful and inefficient paper processes.

Next generation MPS, known as Managed Content Services or MCS, is evolving as a logical extension of MPS. MCS shifts the focus from devices and printing to capture and content. With multiple solutions available in the market to tackle the managed print needs, this edition of CIO Review focuses on the Most Promising MPS Solution Providers.

In the process of selecting the companies, we looked at the vendor's capability to fulfill the need for cost-effective and flexible solutions that add value to the Managed Print Services landscape. We present to you CIO Review's "20 Most Promising MPS Solution Providers 2015".

PrintReleaf

recognized by **CIOReview** *magazine as*

CIOReview 20 MOST PROMISING
Managed
Print
SOLUTION PROVIDERS 2015

An Annual Listing of 20 companies that are in forefront of providing Managed Print Solutions and impacting the marketplace

Pradeep Shankar
Editor-in-Chief
CIOReview

Company:
PrintReleaf

Key Person:
Jordan Darragh
Founder and CEO

A firm that reduces the client's environmental impact by integrating them with a network of Global Reforestation Projects to offset the forest consumption

Website:
www.printreleaf.com

PrintReleaf
Eco-Friendly Print Solution Reforesting Every Sheet Printed

Technology has helped bring many innovative solutions to consumers around the world. Utilities, healthcare, transport, and many other services rely on technology to function today. However, these measures have proven to be restrictive and not feasible in certain scenarios. PrintReleaf is a provider of a cloud-based solution that achieves this through their innovative platform. "We ensure that clients can offset their paper consumption through reforestation efforts around the world," says Jordan Darragh, Founder and CEO, PrintReleaf.

The firm's flagship solution, the PrintReleaf platform leverages the capabilities of the Amazon web services to deliver the solution on a global scale. Collecting data from MPSs around the world, the platform monitors the number of pages printed, and calculates the equivalent number of trees consumed. This information is available to the client through the PrintReleaf platform and the client can then select a reforestation program to offset their consumption. Once configured, the process can run independently without supervision. "We pay attention to the survival rate, the species of the tree, climate, and how biomass will be created through the trees that we are replanting and the effects are all captured on the software platform," says Darragh. The reforestation efforts are augmented with insights drawn from Global Forest Watch, a service that captures forest cover data through satellite imaging. In addition, the client receives certification from a third-party certifying body, that their consumption has been reforested back. The

> ## Our solution ensures that clients can offset their paper consumption through reforestation efforts around the world

trees planted through this process will be monitored for 8 years.

PrintReleaf's solution is designed to be easily integrated into the client's MPS and does not require any additional hardware, heavy amounts of cloud resources, or administration to function. "Client can get their customers to join through email and this grants an online web-based dashboard to drive the service for them," says Darragh.

This simple yet commendable effort to reduce the environmental footprint has attracted clients like Tendril Networks into their user base. Tendril, a firm that prints home energy reports for utilities for residential and industrial needs, caters to a large number of consumers. The client has to print in large volumes resulting in a large impact on the environment. However, Tendril cannot avoid delivering hard-copies of the reports as it would compromise on its visibility. On integrating the PrintReleaf platform into Tendril's infrastructure, they were able to reduce the effect on the environment through certified reforestation efforts without compromising on their printing needs.

PrintReleaf credits their satisfaction of their clients like Tendril, to its transparent solution and the innovative approach taken to thwart deforestation. "A lot of solutions out in the market today reduce the amount of pages printed through rules-based printing and other strategies but they can only save about 30 percent of the paper consumed and it cannot be applied in many scenarios," says Darragh. On the other hand, using PrintReleaf, each tree cut down for paper is accounted for and is replanted in forests almost nullifying the effect.

For the future, PrintReleaf aims to expand and license their underlying API to resellers, third-party platforms, and any other industry that utilizes paper in their products or workflow. These efforts will ensure that MPSs and other enterprise firms take a more environmentally-conscious path into the future. CR

Jordan Darragh