



Copyright © Lyra Research, Inc.



SiteAudit Version 5.0 Adds to Netaphor Software's Menu of Services

[November 15, 2011] Since our coverage of Netaphor Software's launch of SiteAudit in May 2006, we have been following the progression of this printer asset-management solution with great interest. Every year since then, Netaphor has released new features and functionality that closely mirror the developing trends in managing and monitoring fleets of printing and imaging devices (*click [here](#) for a link to our prior Netaphor coverage*).

- Introduced in February 2007, version 1.5 added comprehensive error and incident notification for all printer makes and models;
- in January 2008, we wrote about Netaphor integrating NewField IT's Asset DB product suite into its SiteAudit software (and vice versa), while April brought the addition of user-based data to SiteAudit version 2.0;
- in August 2009, Netaphor announced version 3.0 of its SiteAudit tool that offers user-defined service levels and compliance metrics that can be incorporated into service level agreements (SLAs) based on business hours and measured according to printer uptime percentages; and
- last year, SiteAudit 4.0 introduced Key Performance Indicators (KPIs) to measure and understand the cost, usage, and health of the fleet and Web reports that provide the capability for reporting on all aspects of the fleet's performance.

According to Brian Anderson, sales and marketing vice president for Netaphor Software, the firm's initial angle was from the asset management perspective. Netaphor targeted IT asset management resellers to try to get them to add print management to their overall portfolio. "Our original positioning and product design was to meet the requirements of the IT asset manager—know the inventory and report on inventory," he explained. The challenge, he says, was that these resellers "weren't prepared to understand how printer users worked and how print devices worked."

In 2009, Netaphor changed tactics to go through printer dealers and vendors, and Anderson told us that going forward, Netaphor's focus will be a "cross between asset management applications and MPS type applications." Anderson notes that Netaphor still has a presence in IT asset management resellers, particularly in Europe, that are trying to get a menu of services that their customer can order. Currently, 30 percent of the firm's resellers offer a variety of IT services, and Anderson expects that number to increase in the future, as managed service providers (MSPs) add managed print and print resellers add managed print services (MPS). He asserts, "There is a pretty good trend toward being able to charge on services based on a per printer per month arrangement—1.2 to 3 euros, depending on the country."

 MPS Provider Wolvenweg 29-31 1133 XE Amsterdam, Netherlands	
<h2>SiteAudit Assessment Report</h2> <h3>30-day Assessment Results</h3> <p><i>Presentation:</i></p> <p>Hospital Company</p> <p>Date 1.08.11 – 31.08.11</p>	
	
<h3>Table of Contents</h3>	
Executive Summary.....	- 3 -
Objectives.....	- 3 -
Assumptions and Requirements.....	- 4 -
Objectives with printer management.....	- 4 -
Results and Recommendations.....	- 5 -
Executive Summary.....	- 5 -
Inventory - Results.....	- 6 -
Volume Results.....	- 7 -
Efficiency - Results.....	- 8 -
Reliability - Results.....	- 9 -
Project ROI.....	- 11 -
Assessment Supplemental Reports.....	- 11 -
Recommended Reports.....	- 12 -
Company Information.....	- 14 -
Change Summary.....	- 15 -

Over the years, Netaphor Software has expanded the functionality of its SiteAudit solution, and version 5.0 adds integrated assessment reporting that produces a report like the one shown here

For the last 2-3 years, he explains, Netaphor has been working to provide the necessary tools for partners to be able to offer these services. “The challenge is to get the [distribution] partner to develop those services and use our tool to enable the processing they need to have the services—trying to get experts in the market to really invest in those services and move away from just selling boxes,” he discloses. To that end, Netaphor put together a basic menu of services that resellers can offer with SiteAudit, and the firm encourages partners to offer this menu and get the customer to see the value from that perspective. “We’ve done very well to be able to collect lots of information about devices from the device itself and then turn that information into usable metrics to gauge the performance of the fleet,” Anderson remarks, adding. “It’s nice to collect the information, but the story we’re trying to tell is what do you do with the information.”

New Menu Items

With the introduction of SiteAudit 5.0 on October 31, Netaphor included on-site and hosted tools that add integrated assessment reporting that incorporate the assessment process and on-going fleet management functions. The assessment report utilizes key performance indicators (KPIs), like inventory, volume, reliability, efficiency, and supplies, built into SiteAudit software, and users can define the analysis period, printer scope (active or inactive printers), key facts, and recommended actions. The report is available in English, French, German, and Spanish, and customers can personalize the editable Microsoft Word document with commentary, graphics, and logos. Netaphor says that because the assessment report is integrated, a separate audit tool is not required, so MPS providers can go from the assessment phase to fleet management without

changing tools or additional data collection.

Efficiency – Results

The efficiency analysis examines the current fleet utilization, measures the 10 utilized printers and volumes of local printers versus networked printers. It then recommends actions to achieve an optimal volume distribution.

Efficiency		Summary metric		Value		
Average volume				3,418		
Networked				3,418		
		Color		4,693		
		B/W		3,078		
Local Printers				0		
Model	IP Address	Output	Monthly Volume	Usage	Cost Share %	
Canon IR7086 80.02	10.12.1.62	B/W	41,124	21.103 %	7.593 %	
Canon IR C5185	10.12.4.171	Color	22,922	11.763 %	8.379 %	
Canon IR7086	10.12.0.165	B/W	16,310	8.370 %	5.344 %	
Canon IR3570	10.12.1.84	B/W	16,127	8.275 %	4.683 %	
Canon IR-ADV C5035	10.12.0.131	Color	8,301	4.260 %	6.366 %	
Canon IR 3170C	10.12.0.26	Color	7,522	3.860 %	3.221 %	
Canon IR3570	10.12.3.107	B/W	7,045	3.615 %	3.860 %	
Canon IR3570	10.12.8.31	B/W	5,992	3.075 %	3.764 %	
Canon IR3570	10.12.0.115	B/W	5,360	2.750 %	3.707 %	
Canon IR3570	10.12.1.80	B/W	4,416	2.266 %	3.621 %	
Total			135,119	69,34%		

Key Facts:

- ✓ Top 10 printers produce 69% of total output, 2 printers account for 33% of volume
- ✓ 20 Canon MFDs, bottom 10 product 3,080 pages per month
- ✓ Average monthly output per month is 3,400 pages

Recommended Actions

1. Restrict color output to top 10 utilized printers to reduce cost per page, consolidating volume to a limited group of devices should lower the cost per page
2. Increase more output to lower cost MFDs using control tool like uniFLOW

Specific Reports

- ✓ Top 10 Utilized Printers
- ✓ Utilization of Printers Over 5 Years of Age
- ✓ Bottom 10 Canon Printers by Volume Report

In addition to providing an overview of the data collected, SiteAudit's assessment report includes key facts and recommended actions

Anderson states that incorporating the assessment phase means that resellers have a tool that provides "all one continuum, an integrated process going from assessment to fleet management." He adds, "We are trying to make it a single easy process for the reseller." The end result, according to Anderson, is a "complete MPS project management table with available services." He explains, "The document has an overview, with data collected in the form of templates and observations of what those tables show in terms of key facts, recommendations, and services that can be offered and rendered to the customer. In an 8-12 page report, the reseller can deliver the proposal to the customer and say, 'This is what we see in your fleet today, this is what we can do, and this is what it will cost you.' "

SiteAudit version 5.0 also includes a new license management feature that facilitates obtaining licenses for audit and fleet management. According to Netaphor, the new

license management permits discovery of all printers and the ability to designate which printers are for tracking, and customers can obtain a license key as soon as requested. "SiteAudit will find all the devices, and you pick which ones to monitor," notes Anderson. "The other devices are in the database, but with no data collected. Later on, if you want to add more devices, you can add them," he adds.

Our View

At the start of this year, we wrote a series of articles on managed print services that reflected on the events of 2010 and looked ahead to what would transpire in 2011 ([click here](#)). In the last installment of the series, we noted six significant trends: a variety of companies involved at all levels and roles of MPS, supplies as a key control point, more active integration of MPS with various IT services from MSPs, the greatest opportunity being with customers that are looking to add or swap out pieces and parts rather than engage for the first time in a full-scale MPS engagement, continual improvement, and services as the "next big thing" in IT.

Interestingly, the evolution of Netaphor's SiteAudit offering embodies virtually all of these trends. Notes Anderson, "We've seen changes in the last 12 months or so, where print vendors are responding to more and more complicated RFPs or tenders that are specifying more details on service performance, supplies management, etcetera. Vendors are searching for tools to help them meet customers' needs." He adds, "All print vendor partners are in the stage where MPS is important—some at the beginning where they are defining the services and others out there selling for a couple of years."

Anderson tells us that a unique aspect for Netaphor being in the tools market is that the firm is constantly "trying to anticipate what customers want," and we believe that with SiteAudit version 5.0, Netaphor has done just that. With the firm's longevity in the software development industry added to Netaphor's history with IT asset management resellers and printer dealers and vendors, we are not surprised that the latest version of SiteAudit has all of the ingredients on our menu of MPS must-haves. We are interested to see what 2012 has in store for Netaphor and the entire roster of MPS participants, and we will share our thoughts and predictions in our upcoming year-in-review coverage of the printing and imaging industry.