NEWS RELEASE

PrintFleet and Brother International Corporation Partner to Provide Expanded Reporting Capabilities for Channel Partners

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Ontario, Canada and Bridgewater, NJ – PrintFleet Inc., a global leader in managed print services software (MPS) and data-driven solutions, has partnered with Brother International Corporation, a leading provider of printing and imaging solutions, to provide channel partners with greater fleet management capabilities and added value with a dashboard that offers end-users full visibility into their document imaging devices and workflow.

Resellers face many challenges around communicating the value of managed print services to their clients. The Brother Dashboard is a value-added reporting tool that enables resellers to demonstrate how managed print services can benefit their end-users. With the Dashboard, resellers can visually show users how managed print can increase efficiencies, reduce costs and improve device management.

The Dashboard uses a combination of automatic device data collected by PrintFleet's Data Collection Agent (DCA) and custom total cost of ownership (TCO) values entered by the reseller to provide users with valuable insights for better management of their print environment. It is also integrated into the PrintFleet Optimizer platform that over 4,500 dealers are currently utilizing in the marketplace to effectively manage their customers' fleets – providing managed print services advantages. The data is displayed in multiple widgets that report device and meter data, including problem devices, power usage, utilization, page coverage and toner levels among other key print reports. Users can see aggregated data for comprehensive, high-level overviews or view data on a customer level for more detailed insights.

"We see the Brother Dashboard as extremely beneficial to the channel," said Chris McFarlane, President & CEO, PrintFleet. "With the proliferation of data and analytics, there is value in being able to easily access this information and see it visually represented in a clear, concise manner. The Dashboard provides valuable insight that allows users to better action the data and manage their print environment."

The Dashboard is an imperative sales enablement tool for managed print providers looking to grow existing accounts and acquire new business. With the Dashboard, resellers can help clients who struggle to capture and communicate fleet performance metrics, establish TCO benchmarks and ensure devices are properly utilized.

"As managed print services evolve, it is not enough to just collect the data; resellers and OEMs must act on it and help users optimize their entire fleet of devices, increase efficiency and manage print-related costs," said Dan Waldinger, Director of Solutions & Services, at Brother. "We engaged with PrintFleet to jointly provide a Dashboard that by its nature is a call-to-action for providers to continually optimize the environment of their customers."

By providing accurate, real-time performance data to help end users manage their day-to-day business as well as their overall operations, resellers using the Dashboard are able to better demonstrate that print devices are as strategically important to their business as other devices and processes in the office.

For more information on subscribing to the PrintFleet Optimizer Platform with the Brother Dashboard, or if you are an existing user of the PrintFleet Optimizer Platform and would like to add the Brother Dashboard to your reporting capabilities, please contact Brian Healy with Brother at (908) 908-252-3251/brian.healy@brother.com or David Brown with PrintFleet at (866) 382 8320 ext. 284 /dbrown@printfleet.com.

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About PrintFleet
PrintFleet connects businesses by providing timely, reliable data, facilitating actionable information that enables automation of processes within the imaging industry – the industrialization of our industry. Industry-leading print management solutions range from simple rapid assessment to advanced, managed services offering unparalleled agnostic data collection, analysis and back-end support. Available in multiple languages, PrintFleet solutions empower OEMs, resellers and distributors in over 100 countries to solve business challenges and foster growth. Additional information about PrintFleet can be found at printfleet.com. Twitter: @PrintFleet.

About Brother International Corporation
Brother (www.brother.com) is a leading provider of document imaging solutions, including award-winning network-ready color and black & white multifunctional products, printers and device-based cloud and mobile technologies. The company's products help home, small and mid-sized businesses increase productivity, improve workflow, and enhance organizational efficiency while helping to reduce costs. Brother printers are consistently recognized as the best in the industry, and recently earned PC Magazine's 2016 Readers' Choice and Business Choice awards. The U.S. subsidiary of Japan-based Brother Industries Ltd., Brother International Corporation's "At Your Side" philosophy features a dedication to product quality, customer service and dynamic partnerships. Established in 1954, the company's Bridgewater, N.J. headquarters markets business and industrial products, as well as home appliances. For more information, visit www.brother.com.