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## **Doxense Announces New Certified Partner**

- **Leading European print management company partners with independent printing consultants to help UK organisations achieve better Return on Investment when it comes to printing**

**9th March, 2010:** Doxense UK Ltd, a European leader in print management solutions, today announced that it has teamed up with PrintIP who is now an official certified partner of Doxense and its flagship product Watchdoc.

PrintIP's philosophy is focused on intelligent printing, it advises organisations on how to apply the "best-in-class" printing solutions to deliver a better ROI. It has many years experience in working with the largest print and copy manufacturers across Europe and has a thorough understanding of the market place and the products available to the UK mid-market.

For Doxense's UK Managing Director, Lee Schofield, the partnership with PrintIP was a natural synergy:

"Astonishingly 20 percent of all printer material is thrown away without ever being read<sup>i</sup>, up to 3 percent of a business's revenue is spent on printing<sup>ii</sup> and over 30 percent of calls to the helpdesk<sup>iii</sup> are print related. Printing budget represents between 3 and 5 percent of annual sales and the average UK customer with 1,000 users will print over 7.8 million pages in a 12 month period. That's a lot of printing and the revenue implications for organisations if this is not managed effectively really are significant.

"We felt there was a natural synergy with PrintIP. We're all about educating UK organisations on the 'True Cost of Printing' so PrintIP's "intelligent printing" philosophy fits well with us. Our product Watchdoc allows companies to monitor, track and report on their print estate usage and any associated costs. It facilitates a culture shift amongst users and allows customers to accurately pinpoint their print requirements, identify waste and utilise their print environment more effectively."

Lee Schofield also added that the certified partnership will enable Doxense to extend its offering to organisations that are looking to optimise their print management systems with the advice and recommendation of an experienced IT consultancy, such as PrintIP.

Ian Redsell, Managing Director at PrintIP said that when they were shown a demo of Watchdoc they were immediately sold on the product.

“Watchdoc differentiates itself from many of the tools on the market because its presentation of management information is much more powerful, intuitive and available to people who aren’t experts in the field. We have had a lot of experience with other solutions in the sector, and in a time when businesses are looking to improve processes by cutting costs and reducing their carbon footprint Doxense are very well positioned to address those needs.

“Green IT is already a significant issue for large multi-national companies and is now growing on the agenda for SME’s and public sector organisations. We want our customers to trust that we will advise them on the best value solutions and create a loyal consumer base, by working with Doxense we can offer our customers the optimum solution to their print management.”

Both Doxense and PrintIP are excited about the prospects that this new partnership will hold for the future and envisage that Watchdoc will go from strength to strength.

To find out more about Doxense or to download Doxense’s ‘True Cost of Printing’ white paper, please visit the website: [www.doxense.com](http://www.doxense.com). To contact the UK team please call Lee Schofield on: +44 (0) 207 664 8879 or via email at: [lee.schofield@doxense.com](mailto:lee.schofield@doxense.com)

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#### Notes to the editors:

##### **About Doxense**

Doxense, a 100 percent subsidiary of the Archimed group, is the publisher of the Watchdoc range of software dedicated to print management. It provides its expertise to the fifty certified partners responsible for marketing and supporting the solution with private and public enterprises. With relations with the largest equipment constructors (such as Xerox, Ricoh, Lexmark, Dell and Kyocera), Doxense has a presence in the main European areas.

##### **About PrintIP**

PrintIP Limited is a privately owned company created by a few like minded people who are passionate about customer service. Print IP provides independent advice and has selected the best Corporate and Enterprise solutions and offers them packaged, priced and available for the UK mid market. PrintIP work with end users, manufacturers, service providers and channel partners.

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<sup>i</sup> Lexmark Ipos Survey - 2007

<sup>ii</sup> Gartner - 2004

<sup>iii</sup> IDC “RoI Focus Shifts to Imaging and Output Infrastructure” - January 2004