

## Attachment G – MPS Response

RFP-NP-18-001

### Copiers and Managed Print Services

**Offeror Name:** Sharp Electronics Corporation

**Instructions:** Offeror must provide a detailed response to the REQUIRED questions listed below. Offerors are also encouraged (but not required) to provide detailed responses to the VALUE ADDED questions listed below. Responses will not be limited to a certain number of pages.

#### REQUIRED RESPONSES:

- 1) How long has your organization been providing Managed Print Service solutions? Include any specialized training or experience that your organization or Key Personnel within your organization possess in your response.

Sharp dealers and branches have been providing Managed Print Service solutions since 2007. Key personnel are members of Managed Print Services Association, CompTIA and/or Business Technology Association to learn and share best practices as it relates to MPS.

- 2) Describe in detail, what your organizations free initial assessment consists of. How do you identify what the needs of the customer are so that you can provide a preliminary estimated cost savings and make recommendations on how to improve fleet efficiency?

During the initial assessment, Sharp captures detailed information about the inventory of equipment, print and copy volumes, costs, workflows and the end-user's needs, together with an analysis of the supplier base, support operation and security requirements. This will be accomplished by silently monitoring printing for at least 20 - 30 business/calendar days to derive quantitative data on user/device volumes, job demographics, device utilization and associated costs.

Sharp will also conduct qualitative discovery by interviewing the end-users and/or decision makers at the sites on how the devices are being used, whether the current devices meet their specific needs, and if any additional applications are required on the device in question. Other data requested from the appropriate departments may include: floor plans, supply costs, current leases, install dates, supply and service contracts, etc. All devices discovered are labeled on floor plans. Device information obtained during on-site visits include: Device type, make, model, serial number, specifications, location, manufactured date, page count, and other information that may be deemed necessary in determining appropriate functionality.

During the initial assessment, Sharp will capture all devices regardless of manufacturer or network capabilities in order to create an optimization strategy based on industry best practices and consolidation methodology.

**3) Describe how you calculate realistic cost savings for implementation of MPS.**

Sharp looks for and incorporates improvements that will not only maximize productivity and a company's competitive edge, but will result in both hard and soft cost savings to help address a company's technology initiatives.

Sharp utilizes a variety of methods to identify these areas including:

- Gartner Group Round Table Results
- Results from customer surveys
- Feedback from client, end users, and customer personnel interacting with program managers
- Data from management reports
- Benchmarking from similar enterprises
- Knowledge and expertise with emerging technologies and best practices

Sharp will utilize all available resources to access organizational changes and present recommended improvements to help reduce costs. All proposed improvements and potential improvements may be discussed at monthly or quarterly account review meetings.

**4) Describe your organization's implementation strategy. The strategy should contain your approach to training, communication plans, and how continuous improvement and program management are collaboratively addressed.**

Communication and setting of expectations of both parties, including end-users, is critical for a successful implementation.

The Sharp Government and Major Account Team consists of eleven (11) account managers who will be the primary contact for all NASPO MPS installations within their territories. In addition, Sharp utilizes Authorized Dealers, Certified Channel Resellers, Sharp Direct Branches and their Authorized Agents for marketing, supply, installation, training and service support of MPS installations. Accordingly, each dealer, branch or agent will assign appropriate personnel to each implementation.

A successful installation will require support from the agency IT Staff for any IT testing, customization and configuration required prior to roll-out of any new equipment. This will be determined and coordinated during pre-installation meetings. Additionally, the customer will need to communicate to the end-users changes occurring during installation and give clear expectations. An agreed upon communication plan needs to be collaboratively developed and followed. All changes and change requests are logged and documented for reference.

A Sharp representative will have a role in the implementation team and will also be a part of the customer's operational team and will help to manage the transition and communication between the two teams.

Sharp's MPS philosophy includes an on-going assessment for continuous improvement through quarterly reviews. Through assessments and analysis, Sharp will review and measure end user satisfaction and volume trends. Quarterly action plans and objectives for both Sharp and the customer assure continued improvement with accountable results. Depending on usage and growth, Sharp may adjust the fleet base. Through on-going assessments Sharp will also evaluate workflow and make recommendations to help address other workflow processes or technology initiatives. For example, there could potentially be solutions that provide soft costs to give time back to end-users for core job functions.

- 5) Describe your training approach to ensure that customers are well versed in how to maximize your Managed Print Services approach. Offerors should include the types of training available (targeted, web-based, on-site, one-on-one etc.) in their response.

Sharp will provide installation schedules, communication messaging, training and activity reports to help support the change management activities.

Sharp offers initial training at the time of equipment installation. The purpose of the initial training is to ensure the location where the installation occurs can have full usage of the new equipment immediately upon delivery so as to not interrupt the customer's workflow.

Sharp will provide training within 2 business days after installation to all key operators at no additional charge. However, as each unit is installed, the installing Sharp team will review the basic features so that the customer has the ability to utilize the unit as the formal training is being scheduled. Sharp recommends that each area or division designate an individual as the Key Operator because a Key Operator is provided more in depth training on the complete functions of the device.

The Key Operator is trained to replenish toner, clear mis-feeds, and add paper. They also will be trained on how to request service. The Key Operator will ensure the smooth operation of the contract. Sharp will take the necessary time to educate the new employees or provide refresh training of current employees at no cost throughout the life of the contract.

Sharp's Technical Staff, Government and Major Account Manager, and the installing Sharp representative will complete a final walk through of the installations to ensure that all equipment is installed and fully operational. They will be available to answer any additional questions regarding the equipment or if there is a need for additional training. In addition, Sharp will provide Technical support to your Systems Administrator to ensure a smooth and seamless installation to the network.

#### Web Based Training:

Customized for the NASPO ValuePoint Contract, the My Sharp website reflects the Sharp products on the NASPO ValuePoint Contract. My Sharp is a customized program that enables users to go on line to view end user demonstrations on products on contract and to refresh operator training. This is provided at NO ADDITIONAL CHARGE. The site will be available to every user 24 hours a day to assist in the operation of the installed devices.

My Sharp features helpful demonstrations on how to use the scan, copy, print and fax capabilities of the installed Sharp office products, related software solutions and the replacement of supplies for those products. Demonstrations are immediately available for viewing as a flash file, with or without audio. Users can also view, print or email a PDF version of the demonstration directly from the site. Small file sizes provide quick and easy access for viewing and downloading.

My Sharp demonstrations cover a broad range of product features, from basic fundamentals such as "Changing Paper" to more advanced features such as "Email Destination Management".

In addition, Sharp's tablet-style touch-screen display offers image preview feature with flick, tap and slide navigation. The display on all Sharp MFPs contains a downloadable user manual. The user interface can be customized with one-touch access to the functions, files or applications that are most important to the end-customer. The experience can be fully personalized from the simple to the more complex. It allows you to add custom backgrounds and icons, change the display language, manage your document workflow efficiently and more securely, help eliminate redundant tasks, and seamlessly integrate your workflows.

- 6) How does your organization remain competitive in the managed print industry to improve efficiencies? How do those efficiencies transfer to your customers?

#### **Advanced Technology**

Sharp Electronics is recognized as a leader in technology and as a result we can leverage the strength of Sharp Labs of America in developing our own software. Examples include Sharp developed solutions such as Machine Intelligence Call Assistance System (MICAS) and Sharp Remote Device Manager (SRDM), to provide better metrics to manage customer printer fleets, insure higher uptime and more accurate billing.

MICAS is a cloud-based, real-time device management application that uses Sharp's Remote Email Diagnostics (R.E.D.) to collect device data and alerts. Sharp authorized dealers can use the MICAS service to help monitor and track the status of customer devices, making device management hands-free. This unique service tool helps generate automated meter data, real-time service alerts and advanced device monitoring tools. Service providers can also include remote service capabilities and support other OEM devices via the MICAS Agent which is a locally installed software at the customer location. Whether the organization is large or small, local or remote, the MICAS service will help keep the devices up and running, increase call efficiency, reduce unnecessary service visits and enhance the customer experience.

This unique technology enables our service technicians to view a wide range of service related data using a laptop or iPad® mobile digital device.

#### **Strategic Partnerships**

Sharp's strategic partnership with Tech Data, Clover and Fujitsu enables Sharp to be competitive in the managed print industry.

Tech Data, Sharp's 3rd Party Logistics Model, provides dealers and branches the ability to acquire a wide range of complimentary products and services to Sharp's MFPs which enables Sharp to provide customized solutions. As well, Sharp leverages the strength of Tech Data who has built a reputation as a leader in the distribution channel for more than 35 years by focusing on service, cost savings and continuous development. Tech Data's state-of-the-art logistics centers are strategically located to enable next-day service to most major metropolitan areas and because of their volume of business, their carrier partners provide our dealers with the latest outbound pull times possible.

Through Tech Data Sharp dealers and branches have the ability to acquire product directly from Clover Imaging Group. Clover is one of the largest providers of laser and inkjet cartridges, toner and parts for third party printers which enables Sharp to enhance our MPS offerings.

Fujitsu Scanning Products is an established leader in the document imaging market, featuring state-of-the-art scanning solutions. This complimentary offering allows dealers and SBS branches to offer and provide scanning solutions to meet the needs of key verticals, back filing applications and scan centric workflows.

All of these relationships enhance Sharp, Sharp's authorized dealers and SBS locations ability to provide a far greater line of various products, solutions and servicing capabilities. Because of these strategic relationships, Sharp is able to develop a wide range of solutions and develop cost-effective recommendations for our customers.

**7) What type of reporting is available to customers? Are customers able to access these reports themselves?**

Sharp's National Maintenance Program is a simple and convenient way to manage maintenance, reporting and billing for Sharp office products.

The program provides the following benefits to clients:

- Single Point of Contact- one phone call to our toll-free number is all it takes to order supplies or place a service call. Sharp's dedicated, trained operators are available Monday through Friday from 9 a.m. to 8 p.m. (EST)
- Customized Billing- Sharp offers a variety of billing formats to satisfy your particular maintenance needs, from 1-800 dispatch to customized billing plans.
- Management Reporting- Accurate up-to-date information detailing equipment location, usage, performance and overall costs
- Monthly and Quarterly Invoicing- invoicing for billing periods as defined by customer location or purchase order number. All service and supply costs are detailed, including meter reads in an easy to read format.
- Purchase History Reports- details information on Sharp equipment acquired by each customer location for a specific purchase order. Includes machine model and servicing dealer.
- Copier Usage Reports- Analyzes copier usage within a given timeframe for both current and previous billing periods as recorded by Sharp. Includes model number, serial number, and servicing dealer.
- Service History Reports- provides data for the incidence of service calls including date and time of call, problem descriptions and technician resolution.
- Equipment Service Timing Reports- reports the details of all service calls as provided by the local servicing dealer. Includes dealer response to a service call with up time and downtime over a given time period.
- Inventory Reports- provides history of equipment ordered for a specific client. The report includes site location, model number, serial number and installation date.

With MICAS, the customer has a dashboard in order to monitor the fleet of devices, conduct meter reads and view toner levels.

**8) How frequently do you conduct customer business reviews and what do those reviews include?**

Sharp Quarterly Business Reviews can include metric reporting on move, additions and changes. Sharp will also review and measure end user satisfaction and volume trends and make recommendations for asset reallocation. Sharp will also discuss a customer's technology initiatives and see how Sharp can help to facilitate or assist with these initiatives with other Sharp technology offerings and integration.

Topics covered may include, but are not limited to:

- Spend Data - Equipment for quarter, service YTD, service/professional services not covered under contract
- Prior Quarter Highlights - Review of site visits/customer meetings, successes, challenges, review of previous quarter initiatives and results
- Future Quarter Goals - Overall game plan for upcoming quarter, new initiatives created

In addition, data regarding Key Performance Indicators will be provided.

**9) What happens if a customer's cost savings are lower than your projected cost savings?**

If a customer's cost savings are not as projected, Sharp will revisit the optimization strategy presented and investigate the cause. Sharp will present the findings to ensure that the customer's management and end users agree with the findings. User behavior, workflow and culture changes are critical to optimizing a print environment and attainment of mutually agreed upon goals and objectives.

**10) Provide two (2) detailed examples of your organizations experience in implementing and managing MPS for government entities. Include information such as the size of the fleet, the type of services provided, and the outcome of the project relative to the customer's expectations.**

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First contract was awarded in March 2004, re-awarded in March 2009 for 5 more years, and now re-awarded through 2020.

Sharp Business Systems (SBS) is the Prime Contractor of a Cost/Image contract (now commonly called MPS) covering an assortment of devices. There are approximately 6,800 total devices (~6,400 Kyocera printers, ~400 Sharp/Kyocera MFPs, and ~30 HP large and small format designjet and laser printers). Nearly 100% are maintained directly by SBS while a select few devices have manufacturer extended warranties. The recent contract began in 2015 and includes PaperCut throughout the district with RFID authentication at each device.

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Greenville Technical College is South Carolina's largest technical school that includes ~10 locations around Greenville County. SC MPS contract agreement started in 2016. Covers ~100 Sharp MFPs (fleet and printshop) and ~150 Lexmark printers. The installation also includes PaperCut, PayPal payment gateway for student access/chargeback, and CopyNet for cloud submission of jobs to the print shop.

**VALUE ADDED RESPONSES:**

**11) What is your experience with driving and communicating Change Management?**

Implementing an effective Change Management Process is critical to the success of a Managed Print Service project. When developing a process for introduction of an MPS project implementation, the steps will vary according to the scope of the project that is recommended as a result of an assessment of the agency's current state.

The processes required when installing a fleet of MFP equipment is not new for Sharp's authorized dealers or branch locations. Most have planned and executed a roll-out of installations as part of their daily operation that deliver a solution that provides new equipment, workflow or processes that vary from what the company or agency staff are accustomed to. Implementation of an approved MPS Agreement varies little from replacement of an old MFP with a new one. The scope may vary due to potential for consolidation or elimination of some

devices to more efficient devices and may include changes in workflow or access to devices from previous conditions. Often the selected and approved solution includes a change from the vendor that the staff were familiar with. Sharp works closely with the staff to ensure a seamless transition takes place. In order for this to be implemented successfully, Sharp provides, as previously mentioned, hands-on training, development of a customized My Sharp site and assistance with device settings which may be customized to user needs.

Communication is essential to a successful implementation and can be assisted by communication to the staff by company or agency management, IT Department, Purchasing staff or a Business Manager. Sharp finds that this communication is better delivered early in the process of evaluation or consideration of an assessment to minimize concern from staff members affected.

Sharp's authorized dealers and branch locations are responsible for all aspects of scheduling and communication when implementation has been approved and ordered. For small projects, this may be as simple as a phone call or visit with staff members while larger projects may include additional steps to make staff members aware of the changes that will occur. This process is essential primarily to inform the staff but also is generally useful to discover objections that may have not been found during the assessment process.

The Sharp dealer or branch location may also provide a schedule of events to the agency designated project manager, for large scope projects this may include a Gantt chart. Sharp provides installation schedules, communication messaging, training and activity reports to help support all activities related to change management. Progress reports will be provided to the agency project manager during the implementation process. All changes and change requests are logged and documented for reference.

**12) Describe your ability to provide and support asset lifecycle management.**

Sharp looks for and incorporates improvements that will not only maximize productivity and a company's competitive edge but will result in both hard and soft cost savings.

Sharp utilizes a variety of methods to analyze life cycle efficiency:

- Gartner Group Round Table Results
- Buyers Laboratory Inc. (BLI) Data
- Results from customer surveys
- Data from management reports
- Benchmarking from similar enterprises
- Knowledge and expertise with emerging technologies and best practices

Sharp will utilize all available resources to access organizational changes and present recommended improvements to customer contacts. All improvements and potential improvements are discussed at monthly or quarterly account review meetings.

**13) Describe your ability to support cloud technology for print job management.**

Sharp's cloud-based Machine Intelligence Call Assistance Service (MICAS) is the service application and real-time monitoring agent used to collect and report information on device status, usage counts, supply levels, errors and alerts and provides a library of support resources to assist field service technicians. The MICAS Agent automatically collects real-time data using SNMP and transmits updates to the MICAS server using HTTP web services. The MICAS Agent also provides device information, troubleshooting and an end-user dashboard. MICAS utilizes request signing for web service calls.



This technology is used to gather data for a current MPS assessment. With the current NASPO data collected, we perform a walk-through of the existing environment to map out all of the print assets to help determine a future MPS design. Additionally we look at document workflow during our walk-through to see if we can implement more productive digital document workflows in a future MPS design. MICAS is provided at no additional cost.

- 14)** Describe how your proposed technology will guarantee security solutions such as: intrusion detection, user authentication, protecting content integrity, and pull printing.

#### **User Authentication**

For convenience, Sharp offers PIN printing, at no cost. This simple method applies a 5 to 8 digit passcode (PIN) to a print job that must be entered at the device prior to printing at the MFP. The name of the sender and the name of the file are visible in the Print Queue. Both of these attributes can be masked, if desired.

#### **Serverless Print Release**

To add more convenience with security, select Sharp MFPs can be designated as a print server, and have the job released on another supported machine that is on the same network. Users can simply walk up to the most convenient printer and securely release their print jobs. It is a standard feature on select MFPs and up to five client machines can be connected for this function.

#### **Secure Printing**

In addition, Sharp provides authenticated printing which ensures that if proprietary information is included in a print job, it can be tracked back to the user. When user authentication is enabled, all print jobs are authenticated and only validated print jobs are accepted on the device. In addition, with the Sharp document systems, users can send print jobs and store them on the MFP's hard disk drive, which can then be securely released using a PIN number or via user authentication. It also helps minimize waste from jobs abandoned at the printer.

Sharp has the ability to offer a variety of secure print options which allow NASPO Purchasing Entities to take control and manage printers, copiers and multi-function devices. These options can be implemented as cloud based or server based applications. Some of the capabilities include:

- Printer errors: Notify when a printer enters an error state for a selected period of time.
- Low Toner warnings: Notify when a printer runs low on toner (for supported printers).
- Application errors: Notify if a software or application error is detected. This option will allow administrators to proactively act on errors raised in the Application Log section.
- License errors: Notify on important license events such as exceeding the licensed user limit.

#### **Intrusion Detection**

Network security is the fundamental process to protect organizations' network and resources from improper use, intrusions, denial-of-service (DoS) attacks and unauthorized access and modification. Sharp MFPs help IT administrators and security officers design comprehensive security environments to ensure only authorized parties and protocols are allowed to access their network with Sharp MFPs and printers.

- Network communication protection via TLS
- SHA-2 certificate
- Wireless LAN communication protection
- Secure protocols such as Kerberos, IPv6, and SMBv3
- IP address and MAC address filtering
- Port management



- Disable/enable features and functions
- SNMPv3 communication
- Device certificates
- IEEE802.1X™ authentication

**15)** How do you handle network and data security issues? What measures do you take to protect sensitive customer information?

Sharp will work with the customer to ensure optimal threat mitigation at the MFP and printer data points and recommend review of the following:

#### **Access Control & Password Management**

- Implement secure user access control (Active Directory® or LDAP user authentication)
- Ensure that users are assigned to properly configured authority groups
- Disable unused device functions
- Limit users who have administrator's rights
- Apply more complex administrator password rules

#### **Network & Communication**

- Close unused ports and disable unneeded network services and protocols
- Use IP and MAC address filtering to limit MFP access to only necessary PCs
- Enable the TLS protocol to secure all communications
- Enable S/MIME, POP3 and SMTP authentication if possible
- Change the MFP's SNMP community name from its default "public"
- Do not "publish" an MFP's IP address outside your organization's firewall
- Ensure Wifi and mobile security are properly configured

#### **Data Encryption & Overwrite**

- Install a Data Security Kit (DSK) or configure built-in data security features for data protection (in transition and at rest)

**16)** Describe your remote device monitoring services. Do you obtain meter reads automatically? Do you have an automated toner replenishment program?

#### **Remote Device Monitoring Service:**

By utilizing Sharp Remote Device Manager (SRDM), network administrators can remotely monitor and manage installed equipment from a single console. This application supports both Sharp and non-Sharp equipment.

#### **Meter Reads and Toner Replenishment:**

Sharp's supplies management is achieved through a combination of both MICAS and RED. The Machine Intelligence Call Assistance System (MICAS) is a cloud-based service application and real-time monitoring agent which collects and reports information on device status, usage counts and supply levels in order to provide automatic toner replenishment.

Sharp Remote Email Diagnostics (RED) puts timely and relevant information into the hands of key operators, IT managers and Sharp-authorized service providers. IT managers can easily configure event-driven or scheduled alerts such as low consumable levels, maintenance reminders or click counts, and specify the list of recipients for each. This helps bring attention when it is needed, increasing device availability while reducing costs. Sharp RED is provided at no additional cost to the agency.

**17) Describe any recycling programs that you offer and how customers can utilize them.**

As part of its commitment to helping preserve the environment, Sharp offers customers zero waste to land fill recycling for all Sharp consumables, including cartridges, bottles, toner collection containers and drum units. This program is provided at no cost to NASPO ValuePoint. Sharp encourages customers to recycle their used Sharp toner cartridges in bulk, to reduce our carbon footprint, by providing all collection and shipping materials with a pre-paid recycling kit for their return to our recycling facility. For customers that do not use a high volume of cartridges, a low volume recycling option is also available Visit [www.sharpusa.com/recycle](http://www.sharpusa.com/recycle) for more information.



Recycling programs are available for both Sharp and non-Sharp cartridges and arrangements will be made through the installing Sharp team to coordinate.

**18) Please describe how you will monitor and manage print devices to include:**

- Network access
- Fleet configuration and utilization
- Management of customer owned or legacy equipment, including parts, labor, supplies, and moves
- On-going assessments, which shall include, but not be limited to: continuous process improvement, device utilization, fleet performance, cost saving opportunities, green spend, consumables spend, break/fix, and service level standards
- Removing and disposing of Devices, including recycling programs that you offer and how a customer can utilize that program

Sharp will provide an analysis summary and recommend an optimization strategy based upon a print assessment and vulnerability evaluation. The proposed solution may include the removal and re-deployment of devices, modifications of standards, upgrades to the print environment and device lifecycle management. Sharp's recommended optimization strategy will include optimal fleet configuration and utilization based on the gathered data and end user surveys.

Sharp's strategic partnership with Clover provides our dealer and branch locations with a means to provide supply and service support for non-Sharp legacy printers.

As part of on-going assessments, Sharp will evaluate workflow and make recommendations to help address workflow processes or technology initiatives. Reviews can include metric reporting on moves, additions and changes. Sharp will also review and measure end user satisfaction and volume trends and make recommendations for asset reallocation. Sharp will also discuss a customer's technology initiatives and see how Sharp can help to facilitate or assist with these initiatives with other Sharp technology offering and integration.

In addition, data regarding Key Performance Indicators will be provided.

As part of Sharp's Super Green Strategy, Sharp provides our customers a recycling option for Sharp Imaging Equipment which has reached its end of life. Removal and disposing of devices will be coordinated with the customer and documented for auditing.

All Sharp equipment, with authorizing documentation, can be shipped to one of three regional Sharp recycling centers. Sharp will be responsible for all disposition and Zero-Waste-to-Landfill recycling costs associated with the disposition of Sharp equipment.