

Doxense Launches Watchdoc To The UK Market

Submitted by: C8 Consulting

Thursday, 14 May 2009

- With its market leading print management solution, Watchdoc, Doxense can save over 25 percent of overall printing costs for organisations by reducing waste and driving greater efficiency
- Almost 20 percent of all printed documents are thrown away without being read

London, UK, 14th May 2009: Doxense UK Ltd, a European leader in print management solutions, is proud to announce the launch of its UK operations and the appointment of a new and dynamic senior management team, spearheaded by industry veteran, Lee Schofield.

Doxense is a French-owned print management company founded in 2005 and is part of the Archimed Group. Doxense flagship print management solution is Watchdoc. Watchdoc allows companies to monitor, track and report on their print estate usage and any associated costs. This allows customers to accurately pinpoint their print requirements, identify waste and utilise their print environment more effectively. It is also kind to the environment, helping organisations to take responsibility for their printing habits and associated costs and as a result lessening the impact this has on energy and water consumption. Return on Investment (RoI) for those organisations that have implemented Watchdoc, in most cases, is under six months.

In the current climate, maintaining tight budgetary control will be key to survival for any business. Tight budgeting means wasting nothing, allocating funds carefully and knowing exactly what your print environment is costing your business. Watchdoc enables companies to regain control, eradicate bad printing habits and get on top of their costs in a simple, yet highly effective way.

Lee Schofield, UK Country Manager comments: "This is a very exciting company and I am delighted to be carving out a market leading position for Doxense in the UK. Astonishingly the 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 hell of a lot of printing! Often a significant proportion of this simply goes to waste – 20 percent of documents aren't even read. The revenue implications for organisations if this is not managed effectively really are significant. Can any business really afford to have to pay thousands of pounds in costs because they haven't managed their print environment as well as they should?"

"However there are more savings than just the printing costs to be made. Watchdoc can deliver improved operational efficiencies. For example, more than 30 percent of calls to the help desk are about the printer. Colour printing is 8-10 times more expensive than black and white but many users still print in colour. This is more to do with cultural and communication issues that focus around a lack of information around printing and having the right policies and procedures in place. Most customers are aware of the problems but they simply don't have a solution and this is where Watchdoc can help."

Watchdoc is a multi-lingual product that is easy to use and is 100 percent web based, and compatible with all web browsers and client workstations. Other key features of Watchdoc include:

- The solution counts all printing/printouts

- Manages and monitors network devices
- Sets working rules on network peripherals
- Provides history of printing and advanced statistics
- Measures the economical and environmental impact for organisations.

Vincent Lemaire, General Manager for Doxense International concludes: “We are delighted to welcome Lee on board to help drive sales and brand awareness for Doxense in the UK. We have a strong presence in France, Germany, Belgium, Luxembourg, Spain and Switzerland and we are keen to see sales of Watchdoc increase in the UK market. This is a great product for the channel because there are high margins to be made and it also presents an opportunity for resellers to generate an extra revenue stream around services as well as establish an ongoing dialogue with customers, presenting the opportunity for cross and up-selling of other solutions.”

To find out more about Doxense please visit the website: www.doxense.com or to contact the UK team please call Lee Schofield on: +44 (0) 207 664 8879 or via email at: lee.schofield@doxense.com.

-Ends-

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 the Archimed group

With more than 15 years of experience, Archimed is a publisher/ integrator of document portals. An expert in the integration of information systems and collaborative portals in the cultural, educational and eadministration fields, the Archimed group also puts its software and specialist expertise at the service of companies, offering information management and sharing solutions.

For further information:

Paula Elliott
C8 Consulting Ltd for Doxense UK Ltd
+44 (0) 7894 339645 / +44 (0) 118 9001132
paula@c8consulting.co.uk