

M2 Launches White Label Proposition for Value Added Resellers

Submitted by: Proud PR

Wednesday, 18 April 2012

Manchester, UK – 18 April 2012 – M2, the UK's leading independent managed print (http://www.m2.uk.com) IT services company, today announced a new service to enable Value Added Resellers (VARs) in the SME office print sector to take full advantage of M2's service offering, without having to invest heavily in their own research and development.

M2 has invested millions of pounds in its nationwide managed print service which includes a full-service MPS (http://www.m2.uk.com) solution including hardware supply, installation, training, parts management, servicing, technical support, helpdesk, software, remote monitoring and diagnostics, refurbishment and engineering support. VARs can tap into this expertise and service offering to add additional value to their customers.

John Taylor, CEO of M2 said "The SME market continues to embrace managed print services and the market is developing at a rapid rate. As a result, many VARs are unable to keep up with the complete and comprehensive service their customer's require and may be missing opportunities for additional profit. Equally many VAR's are seeking to grow beyond their local area, but are constrained by the cost and working capital investment."

M2's new 'Nationwide Channel Service' gives smaller resellers the opportunity to offer their customers a comprehensive MPS rarely found outside the mid/corporate sector. This new service provides VAR's with an instant nationwide infrastructure, consistent service performance and M2's latest operational platform 'Intelligence'.

'Intelligence', is M2's new bespoke operational technology platform. It offers total visibility throughout a customer base, enabling VAR's to monitor how M2 is servicing their customers and providing real time analysis on the health and consumable usage of each printing or imaging device.

John Taylor comments, "Many VAR's understand the need to change and embrace new ways in which to grow and develop their business. M2 enables them to extend their reach and service at little risk to their business. It also means that as their SME business grows, so too can the VAR and the service levels they can offer."

The new Nationwide Channel Service comprises three tiers of service, offering progressive levels of consultancy, support and asset management.

Operational Service: Includes delivery and installation of devices, end-user training, parts management, printer asset management and access to helpdesk and technical specialists.

IT Professional Services and Consultancy: Auditing of print fleet, project management, software installation, support and software training.

M2 Intelligence: Software which ensures a seamless and transparent approach to print management, providing information about the supply of print consumables, rapid identification of faults, rapid

response of technical or engineering support and timely dispatch of parts, all of which minimise print downtime and increase productivity.

www.m2.uk.com.

About M2

M2 is the UK's leading Independent managed print IT services company. Offering a proactively managed ranged of office print strategies, infrastructures and document processes, M2 helps organisations' reduce office print costs, waste and risk. Through an audit and assessment process, M2 provides organisations' with a customised best practice solution that benefits from the company's vendor agnostic approach. The company's professional account management teams helps secure sustained benefits and provides a continuous improvement programme.

M2 operates the four leading hardware brands including Xerox, HP, Canon & Ricoh, as well as the leading software providers such as Equitrac, Safecom and Uniflow. M2 provides all its own expert resources including engineering break-fix services to IT consultancy and support services. M2 provides a national UK service and specialises in the mid to large corporate market. Customers include Atkins, LSBU, Kings, Manchester Airport, Moorcrofts, Westwood College and Shoosmiths. For more information visit www.m2.uk.com.

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