

# Using Dynamic Views for Better Insights



There’s no denying that data is an incredibly valuable resource for your business, but unless you have the tools necessary to collect, process and visualize that data, the value can get lost in translation. We recently looked at how you can use alerts and reports to provide more proactive device management for your customers. In this post we’ll be exploring how the dynamic views in PrintFleet Optimizer (PFO) can give you a high-level sense of how your print fleet is doing and also drill down to assess individual customer environments.

## Data Visualization

In an earlier blog post we explored how remote monitoring tools like data collection agents (DCAs) collect raw device data from the public and private management information base (MIB) of a printer, process that data and present it a way that makes sense for users. Views are just one way that managed print solutions visualize data so you can easily understand it and turn it into actionable insights.

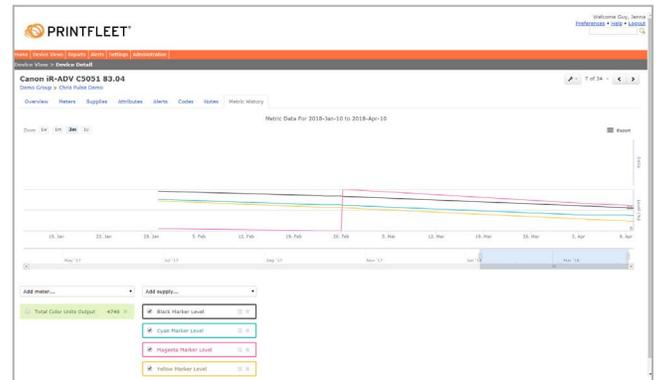
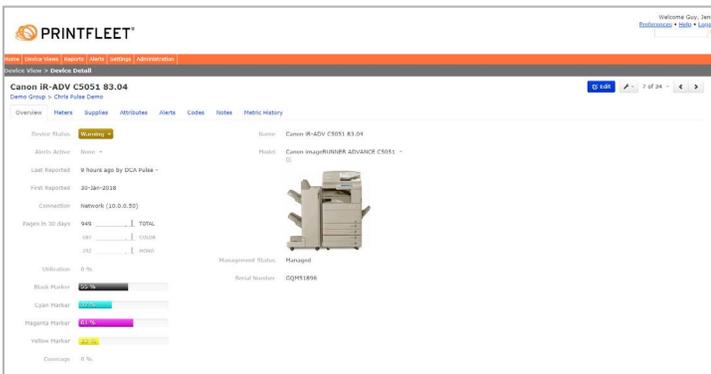
Like dashboards, views present device data in a legible, easy-to-understand format. In PFO you can see data in four different views: technical, supplies, alerts and maps. Each view shows you different information about a device so you know what’s going on at a glance and can better manage your customer print environments.

## Technical View

With the Technical View you can see a list of all devices within a group. You can click on a specific device to see the device detail page which provides basic information such as:

- Device name
- Device status
- Model
- Serial number
- First and last reported dates
- Pages printed in the last 30 days
- Supply levels
- Active alerts

At a glance, you can determine if a device is reporting into PFO, if it has an active alert, supply statuses, management status and more. You can also toggle between tabs like Overview, Meters, Supplies, Alerts and Metric History to delve deeper into the device data and learn more about the particular device. The Metric History is particularly useful when you want to see supply trends over time.

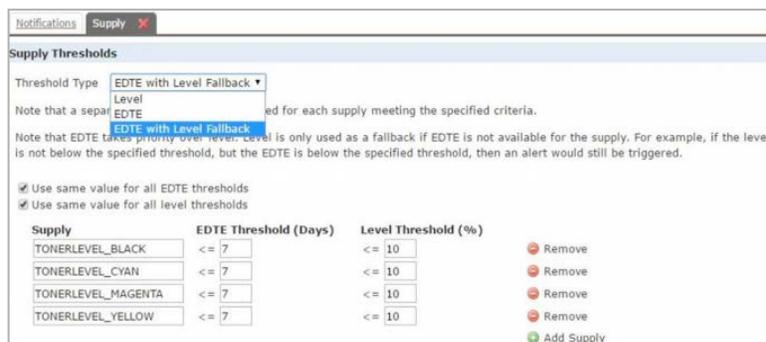


**Sales opportunity:** Look for sudden jumps in supplies. Customers may be replacing toner cartridges before they are empty or taking them out, shaking them and putting them back in the device. Understanding supply issues at the customer level will enable you to have better conversations with customers, educate them on best practices and improve supplies fulfillment.

### Supplies Order View

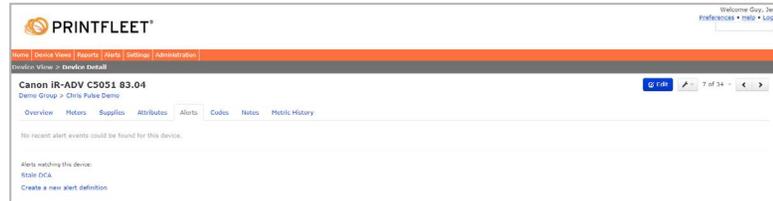
As the name suggests, the Supplies Order view displays supply-related information, including toner levels or status (depending on whether the device reports supply levels in percentages or increments).

**Sales opportunity:** Create an alert based on the supply Estimated Days to Empty (EDTE) Threshold to provide truly proactive supplies fulfillment. Our EDTE calculation uses a combination of trending toner level, history of cartridge changes and toner status to determine the date/time that a given supply will run out. By adjusting for changes in your customers' print behaviour, EDTE takes the guesswork out of supplies fulfillment and enables you to provide just-in-time supplies.



## Alerts View

The Alerts View provides a snapshot of the overall status of your print fleet. You can see the customer name, number of devices with recently alerts and link to view alert details for each device.



**Sales opportunity:** Knowing how to prioritize your service calls to meet your service level agreements (SLAs) can be challenging. You can use the Alerts View to determine whether an alert even requires a service call. If it's something small the customer can fix on their end or the issue was resolved, you can use it as an opportunity to call your customer and check in. If a device is experiencing the same issue repeatedly, it may indicate a larger problem. In this case, it could be an opportunity to replace a problem device and reduce your number of service calls.

## Maps View

The Maps View is a valuable resource for both your Sales team and your service technicians. You can upload images of your customers' office floor plans and use them to place images of print devices, computers, people and other miscellaneous items. The status of the devices will automatically be updated with information collected from the DCA, allowing you to quickly identify and locate devices that require attention.

**Sales opportunity:** Use maps as a consulting tool to reallocate, consolidate, replace or retire devices. Some customers may have too many or too few devices for their printing needs. Seeing where and how print devices are distributed will help you make informed recommendations to customers.

## Using Data to Drive Sales

"Ignorance is bliss" is a risky approach to take in the office print industry because what you don't know can hurt you. In this mature, saturated and highly competitive market, it pays to be proactive and managed print plays an essential role in making the switch from reactive sales to proactive account management.

Remote monitoring has changed the way we sell to customers. Instead of waiting for the customer to reach out when they need supplies or contacting them just before the contract on their leased device is up, we can contact customers with solutions before they even realize there's a problem. Device views like the ones above help us create sales opportunities by proactively identifying and addressing customer needs. Instead of being seen as just another service provider, we can use this information to become trusted partners and help our customers succeed.

What else can you do with your data? Check out the [MPS and Data-Driven Sales](#) presentation on SlideShare to learn more about effectively using your print data to drive business growth.

[See SlideShare](#)