

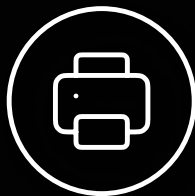
C A S E S T U D Y



DRIVING CUSTOMER VALUE AND SECURITY:

**MARCO'S STRATEGIC ADOPTION**

OF **MPS MONITOR**



**mps**Monitor  
Printer Monitoring in the Cloud

# INTRODUCTION ABOUT MARCO



In the fast-paced Managed Print Services world, [Marco](#), one of the premier business technology providers in the United States, sought a solution capable of meeting today's stringent security standards, integrating seamlessly with their existing systems, and further enhancing their brand [Print Aware](#).

After careful evaluation, Marco selected MPS Monitor for its exceptional **integration capabilities, robust security posture, and powerful white-label features**, significantly elevating their customer experience and strengthening their market presence.





*Marco is a leading provider of business technology solutions with physical locations in 18 states across Midwest and Northeast and a national presence expanding to 30 states in the U.S.*

*The company excels at simplifying complex IT, voice, print, and security technologies, guiding businesses from initial assessment through ongoing managed services.*

*With a significant national presence, Marco empowers businesses by making technology more accessible and effective, positioning their clients for long-term success.*



# INITIAL SITUATION AND CHALLENGES

Marco recognized that its existing print management platform was reaching the end of its lifecycle and no longer fully supported the company's long-term vision. To continue delivering best-in-class service, Marco sought solutions that could scale for future growth, integrate seamlessly with existing systems, and meet the highest standards of security and compliance — while aligning with its broader ecosystem of strategic partners.



*Heidi Uphus*

**Heidi Uphus, Customer Success Director** at Marco, summarized the initial challenge effectively:

“*Our priority was security and compliance. We needed a trusted, secure platform that integrated seamlessly with our environment and empowered our customers.*”



# CHOOSING MPS MONITOR

Marco's decision to adopt MPS Monitor was strategic, guided by the platform's unique combination of **enterprise-grade security, ease of integration, and cloud-native capabilities**. The real-time visibility and control over complex, distributed print environments that MPS Monitor offered was precisely what Marco sought to enhance its Managed Print Services.

**Tom Wells**, *VP of Copier Service & Procurement*, highlighted the strategic fit:



*MPS Monitor set itself apart with enterprise-level security and effortless integration. Its innovative approach perfectly matched our strategic goals.*



**Tom Wells**  
*VP of Copier Service & Procurement*

## White labelling and brand enhancement

An essential part of Marco's decision to choose MPS Monitor was the **ability to white label the solution**. Marco seamlessly rebranded the platform under their Print Aware name, enhancing their customer engagement and significantly strengthening their market presence. This streamlined approach eliminated repetitive branding efforts, enabling Marco to **consistently deliver a high-quality, clearly branded experience** to customers.

**Teri Dent**, *Copier Data Collection Lead*, explained this clearly:



*The ability to white label the solution as Print Aware transformed our branding efforts, streamlining customer communications and reinforcing our market presence.*



**Teri Dent**  
*Copier Data Collection Lead*

# ADOPTING MPS MONITOR

## Implementation and collaborative marketing

Marco's adoption of MPS Monitor was thoughtfully planned and executed. The company collaborated closely with the MPS Monitor team to ensure smooth implementation, enhanced by targeted marketing initiatives, co-branded documentation, and extensive customer outreach.

The joint development effort resulted in the creation of a comprehensive [Print Aware Landing Page](#) where all the implementation and security documents are available to customers.

This combined approach ensured a straightforward rollout and effectively communicated the benefits and ease-of-use of the new system, generating excitement and trust among customers.

## Results and benefits

The benefits of adopting MPS Monitor quickly became evident. Marco's customers experienced an **easy installation process**, either independently or with minimal guidance, greatly enhancing user satisfaction.

Moreover, the **advanced security capabilities** met critical compliance standards, resolving key risks and increasing overall confidence in Marco's service offering.

The **integration capabilities** of MPS Monitor, especially through robust APIs and SDKs with the Marco Insights Customer Portal, significantly improved analytics and reporting capabilities, adding strategic value.

**Heidi Uphus** noted the immediate impact, saying:



*Implementing MPS Monitor was straightforward and impactful. Our teams and customers quickly adapted, enjoying a seamless, self-managed installation experience.*



**Heidi Uphus**  
Customer Success Director

# EXPANSION PLANS

The strategic implementation of MPS Monitor has already demonstrated clear improvements in reporting capabilities, customer satisfaction, and operational efficiency. With MPS Monitor, Marco provides customers with another powerful tool under the Print Aware brand, enabling them to choose the solution best suited to their needs. The platform's advanced reporting capabilities have proven invaluable, offering customers deeper insights for more informed decision-making.

**Teri Dent** emphasized the value added by this choice:

“*With MPS Monitor, we have another robust tool that has greatly enhanced customer satisfaction and empowered informed decision-making. Its reliability and powerful reporting capabilities have become essential components of our success.*”

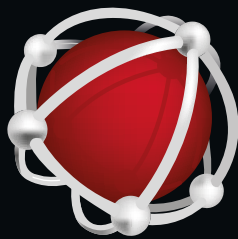
Looking ahead, Marco intends to further expand its utilization of MPS Monitor to benefit an even larger segment of its customer base. Leveraging the robust and innovative technology and scalability of the platform will continue to support Marco's strategic growth initiatives.

**Tom Wells** reinforced this perspective:

“*MPS Monitor positions us to scale efficiently, supporting our growth objectives. Its comprehensive capabilities and reliable performance enable us to deliver outstanding service and value to our customers.*”

Marco's strategic adoption of MPS Monitor has successfully enhanced their Managed Print Services offering, delivering improved security, seamless integration, and powerful branding through white labeling. The collaboration has significantly reinforced Marco's position as a leading provider of secure, scalable, and innovative print management solutions.

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