

C A S E S T U D Y



**MediaForm®**

OPTIMIZING OPERATIONS AND ENHANCING  
CUSTOMER SERVICE: **MEDIAFORM'S** STRATEGIC  
ADOPTION OF **MPS MONITOR**



**mpsMonitor**

Printer Monitoring in the Cloud

# INTRODUCTION ABOUT MEDIAFORM



**Mediaform**, a leading Australian provider specializing in **Managed Print Services**, sought to significantly enhance the efficiency and scalability of its business processes. The company aimed to adopt an innovative, reliable, and modern MPS SaaS platform to effectively handle consumables management, streamline service processes, and better manage its growing operations.

With a rapidly expanding fleet and customer base, the limitations of their previous print fleet monitoring software prompted a strategic shift toward a comprehensive solution. **MPS Monitor** emerged as the ideal platform, enabling Mediaform to capitalize on powerful integration capabilities, unparalleled flexibility, and **advanced predictive analytics** features to support their growth trajectory and maintain their competitive edge.



*Established as one of Australia's leading managed print providers, Mediaform has built a strong reputation as one of HP's top national partners.*

*Currently overseeing a diverse fleet of around 10,000 print devices, predominantly composed of HP printers (approximately 85%), Mediaform's extensive portfolio also includes devices from other brands such as Lexmark, Konica Minolta, Kyocera, Ricoh, and Zebra.*

*Dedicated to customer satisfaction, Mediaform consistently invests in cutting-edge solutions to provide proactive, reliable, and efficient print management services across Australia.*

## CHALLENGES AND INITIAL NEEDS

Before adopting MPS Monitor, Mediaform relied on a **legacy platform** that was becoming unreliable, particularly when incorporating new devices into their system. **Liam Matthews**, *Sales Director* at Mediaform, describes this situation:

“ Our previous solution provided basic information such as device status and toner alerts, but as our business grew, we needed something more sophisticated. The system simply wasn't keeping pace with our expansion and technological requirements.



*Liam Matthews*

The limitations of their prior platform, particularly its **slow updates** and lack of comprehensive **integration capabilities**, began impacting their ability to efficiently manage consumable orders and accurately monitor devices. Additionally, the help desk faced operational bottlenecks due to limited predictive maintenance capabilities, causing increased **reactionary maintenance** visits. The need for a new, more robust, integrated platform was clear.

Exploring alternative solutions, Mediaform initially trialed **HP Smart Device Services (HP SDS)**. While impressed by its capabilities, they quickly realized that achieving the deeper integration they required necessitated adopting the underlying platform upon which HP SDS was built - MPS Monitor.

# ADOPTING MPS MONITOR

## ○ Choosing the right platform

Mediaform's decision to implement MPS Monitor was driven by several critical factors, including the **platform's intuitive user interface, extensive API integration capabilities**, and the **ability to seamlessly migrate existing data**. After initial discussions with **Chin Yoon, Managing Director** of MPS Monitor Asia, Mediaform recognized the solution's potential to fully address their operational challenges. **Chin Yoon** highlights the collaboration:



*Mediaform has fully embraced MPS Monitor's capabilities, especially our integration tools. They have set a high benchmark for effectively leveraging APIs to optimize operational workflows, setting a new standard for managed print services providers.*



**Chin Yoon**

*Managing Director of MPS Monitor Asia*

## ○ A smooth migration

One of the crucial considerations for Mediaform was ensuring a **smooth transition from their existing MPS solution**. The migration process involved importing customer data and device information from their old platform into MPS Monitor. **Liam Matthews** noted:



*Migrating thousands of devices could have been complex, but the process with MPS Monitor was impressively straightforward. We ran both systems concurrently for about three months, which allowed us to systematically transition devices without disrupting our services.*



**Liam Matthews**

*Sales Director at Mediaform*

This phased migration approach ensured data integrity and allowed Mediaform's team sufficient time to become familiar with the new system. By utilizing bulk upload capabilities and straightforward data conversion processes, Mediaform quickly began leveraging the full power of MPS Monitor **without any operational downtime**.

# RESULTS AND BENEFITS

## ○ Integration with ERP and Help Desk systems

A key strength of MPS Monitor is its **powerful API integrations**, which allowed Mediaform to seamlessly connect with their **ERP system, Microsoft Dynamics 365 Business Central**. This integration streamlined consumable orders from alert generation to warehouse processing without any manual intervention.

Additionally, Mediaform integrated **predictive maintenance alerts** from HP SDS into their help desk platform, Freshdesk. This integration enabled predictive maintenance to become proactive rather than reactive. Predictive alerts automatically create support tickets, providing detailed device information and assigning them to available technicians. This system dramatically **reduced on-site visits and service disruptions**. **Matthews** elaborates:

“ We've established a fully automated workflow for consumable management. Alerts from MPS Monitor trigger sales orders in Dynamics 365, matched directly to warehouse inventory. This seamless automation significantly improves operational accuracy and efficiency, allowing our team to focus on more strategic tasks.

“ We saw an 80% reduction in reactive break-fix call-outs thanks to predictive analytics from HP SDS integrated with Freshdesk. Our proactive approach to maintenance has increased customer satisfaction and reduced operational costs.

**Liam Matthews**

Sales Director at Mediaform



# RESULTS AND BENEFITS

## ○ Exceptional support and partnership

Throughout the migration, implementation and ongoing operation, MPS Monitor Asia has provided **exemplary support, ensuring a smooth transition** and ongoing system optimization.

Mediaform continues to rely on the dedicated support provided by MPS Monitor Asia, fostering a productive partnership that continuously refines processes and adapts to evolving business requirements. **Chin Yoon** emphasizes the value of collaboration:

“Mediaform’s proactive and innovative approach was key. Their patience and detailed preparation made the integration seamless. Liam’s leadership played a significant role in aligning all stakeholders and ensuring successful implementation.”

**Chin Yoon**

*Managing Director of MPS Monitor Asia*



# FUTURE OUTLOOK



Mediaform plans to further expand its utilization of MPS Monitor by exploring additional functionalities, including **Zebra label printers** monitoring capabilities and further alignment with HP's **Workforce Experience Centre** initiatives. A significant ongoing initiative for Mediaform is **converting their unmanaged device pool**, including approximately **4,000 devices**, into managed contracts. Recent successes, including signing contracts for thousands of devices, have set the stage for Mediaform to soon manage between **12,000** and **14,000 devices** in total.

The company's strategic vision emphasizes ongoing innovation, operational efficiency, and customer-centric solutions as central pillars of their business growth.

**Matthews** highlights this future focus:



*We see significant opportunities in leveraging MPS Monitor further, especially in broadening device compatibility and deeper integration with emerging customer-facing portals, providing our customers with an increasingly unified and efficient print management experience.*

**Liam Matthews**

*Sales Director at Mediaform*

Mediaform's adoption of MPS Monitor represents a strategic shift that has delivered tangible benefits, including **streamlined consumable management**, **predictive maintenance capabilities**, and **significant improvements in service efficiency**.

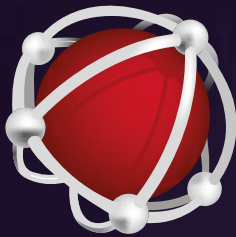
By fully leveraging MPS Monitor's integration capabilities and predictive analytics, Mediaform has positioned itself at the forefront of managed print services.

This successful collaboration highlights how a **modern, robust, and flexible solution** can substantially enhance operational effectiveness, foster customer satisfaction, and support sustained growth and innovation in a competitive market landscape.

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