

*Resolve Office Device Issues  
in Multi-vendor Environments with BMLinkS*

*—Reducing Costs and Increasing Efficiency  
for System Integrator—*

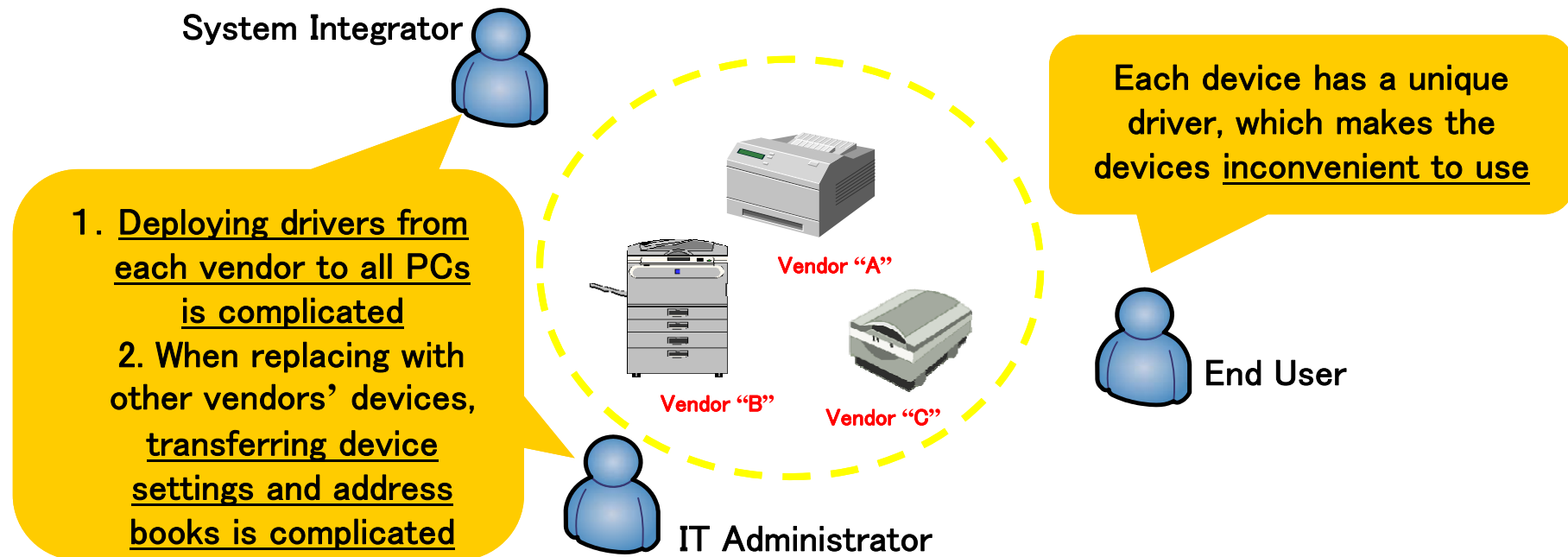
November 17, 2009

Japan Business Machine and Information Systems Industries Association: JBMIA  
BMLinkS Project Committee

## Outline

1. BMLinkS Resolves Customer Issues
2. Reduce Office Device Management Costs
3. Increase Document Security
4. In Closing

## Office Device Issues in Multi-vendor Environment

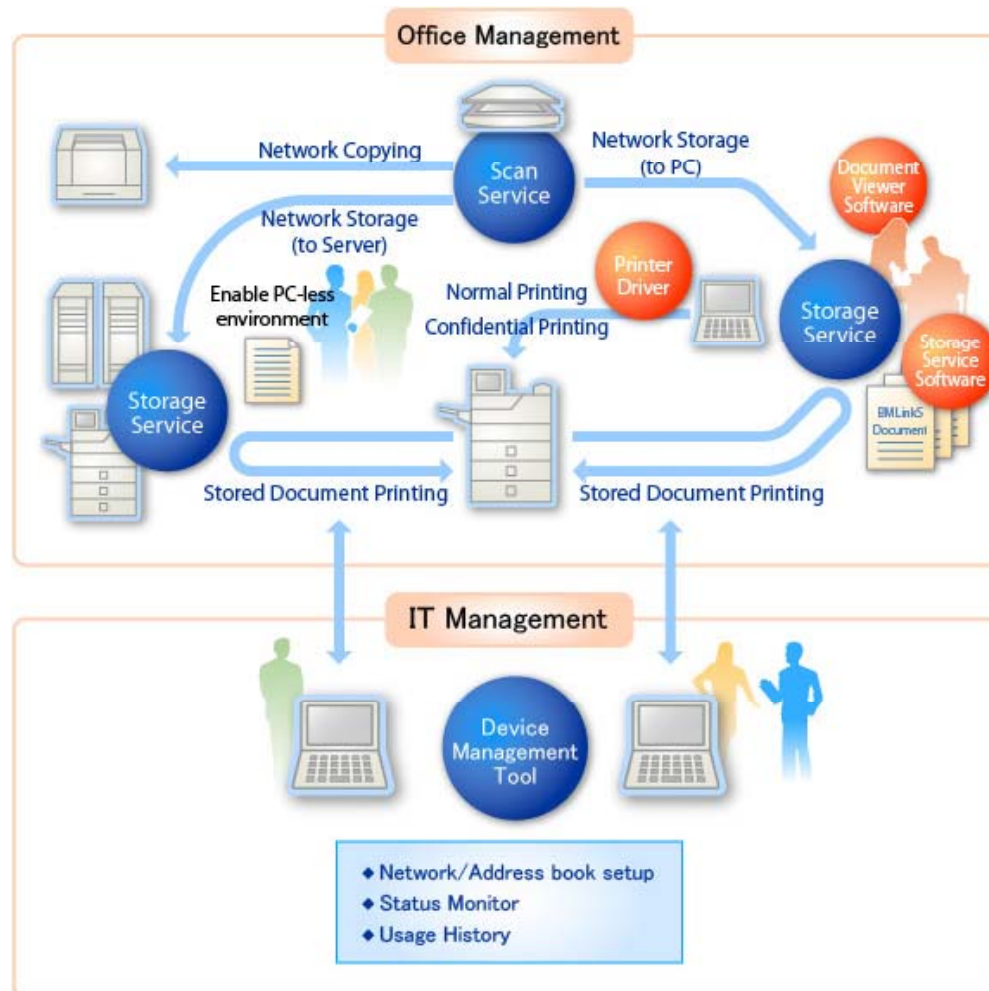


Want to use all devices the same way, regardless of vendor, and keep IT management costs as low as possible

BMLinkS is the solution.  
"Connect, Find, and Get"

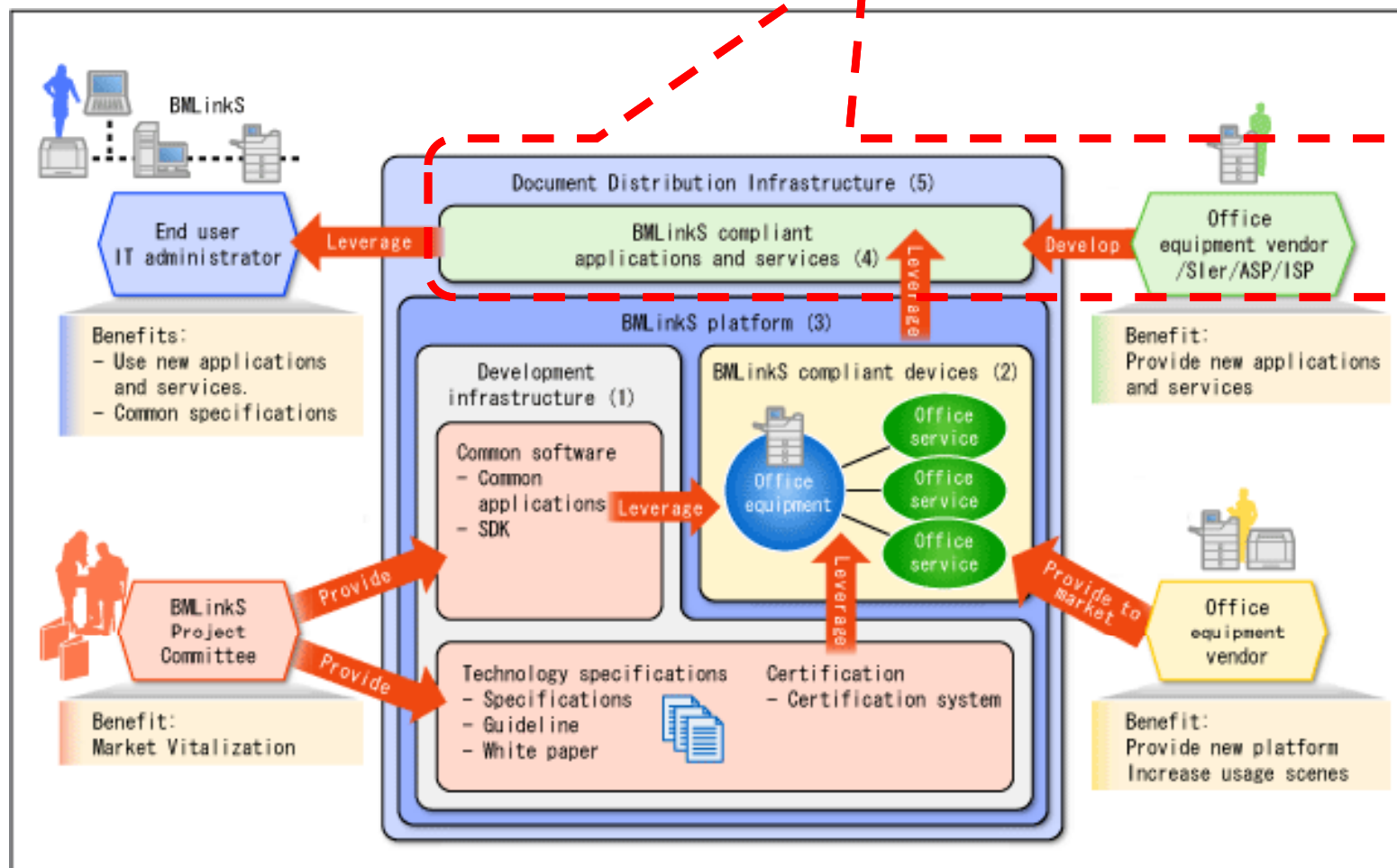
# BMLinkS Document Distribution Infrastructure

Integrated and Standardized Document Distribution Infrastructure  
in Multi-vendor Environment



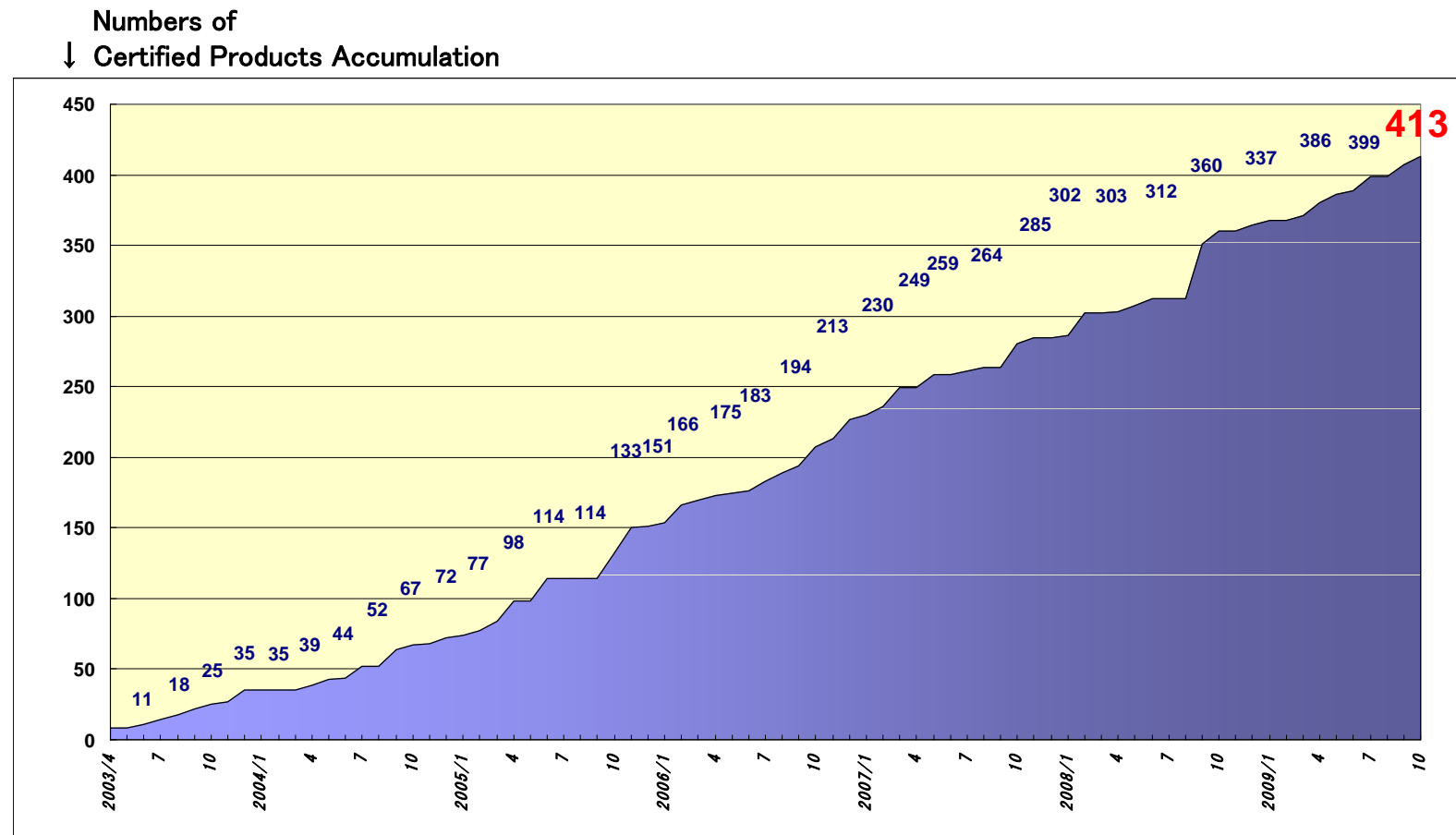
# Creating Business Opportunities for System Integrators

Provide System Integrators with an easy way for BMLinkS compliant devices.



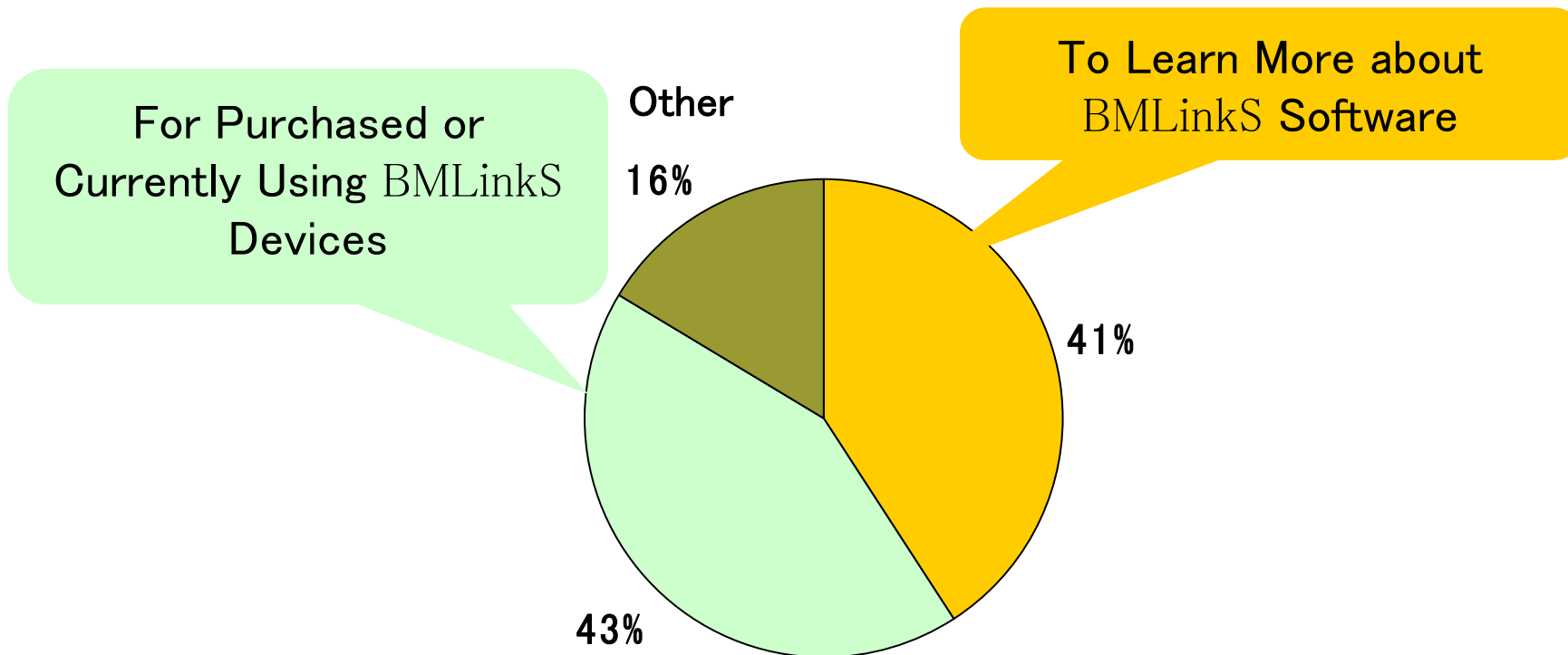
## Expansion and Penetration of BMLinks certified products

- 413 models are compliant. (as of October, 2009)
- Multiple vendors are compliant: Canon, Fuji Xerox, Konica Minolta, Ricoh, Sharp (in alphabetical order)



*Customer Survey:*  
*Large Number of Customers: Interested, Have Purchased ,or Current Users*

- ◆ From “Purpose for Downloading BMLinkS Drivers” Survey Results

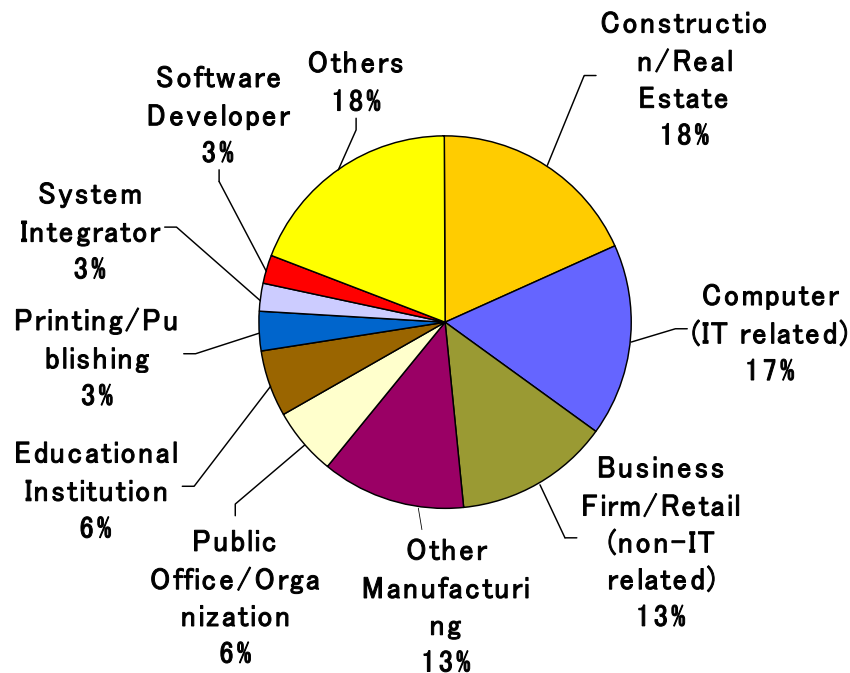


Valid Responses N=281  
February – October 31, 2009

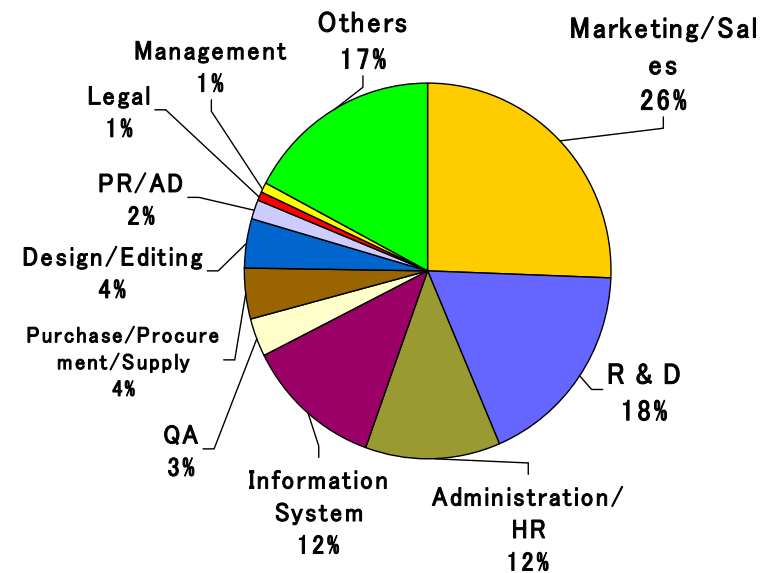
# Customer Survey: Widespread Penetration in Many Industries and Operations

- ◆ From “BMLinkS Driver Download By Industry and By Operation” Survey Results

By Industry



By Operation



## *Customer Feedback:* *Results from an interview of Education Officials*

- ◆ Customer Issue:  
“In the current Windows environment, the printer driver for each vendor’s device is different. This is really a problem.”
  
- ◆ Advantages of BMLinkS:  
“The BMLinkS driver is extremely attractive because it is not model-dependent.”
  
- ◆ Disadvantages of BMLinkS:  
“It’s not widely used yet.”
  
- ◆ Future Expectations:  
“To reduce TCO, we want to monitor who prints, and how many pages they print. We hope BMLinkS can realize it.”

## *2. Reduce Office Device Management Costs in Multi-vendor Environment*

**BMLinkS Office Device Management SDK Release**

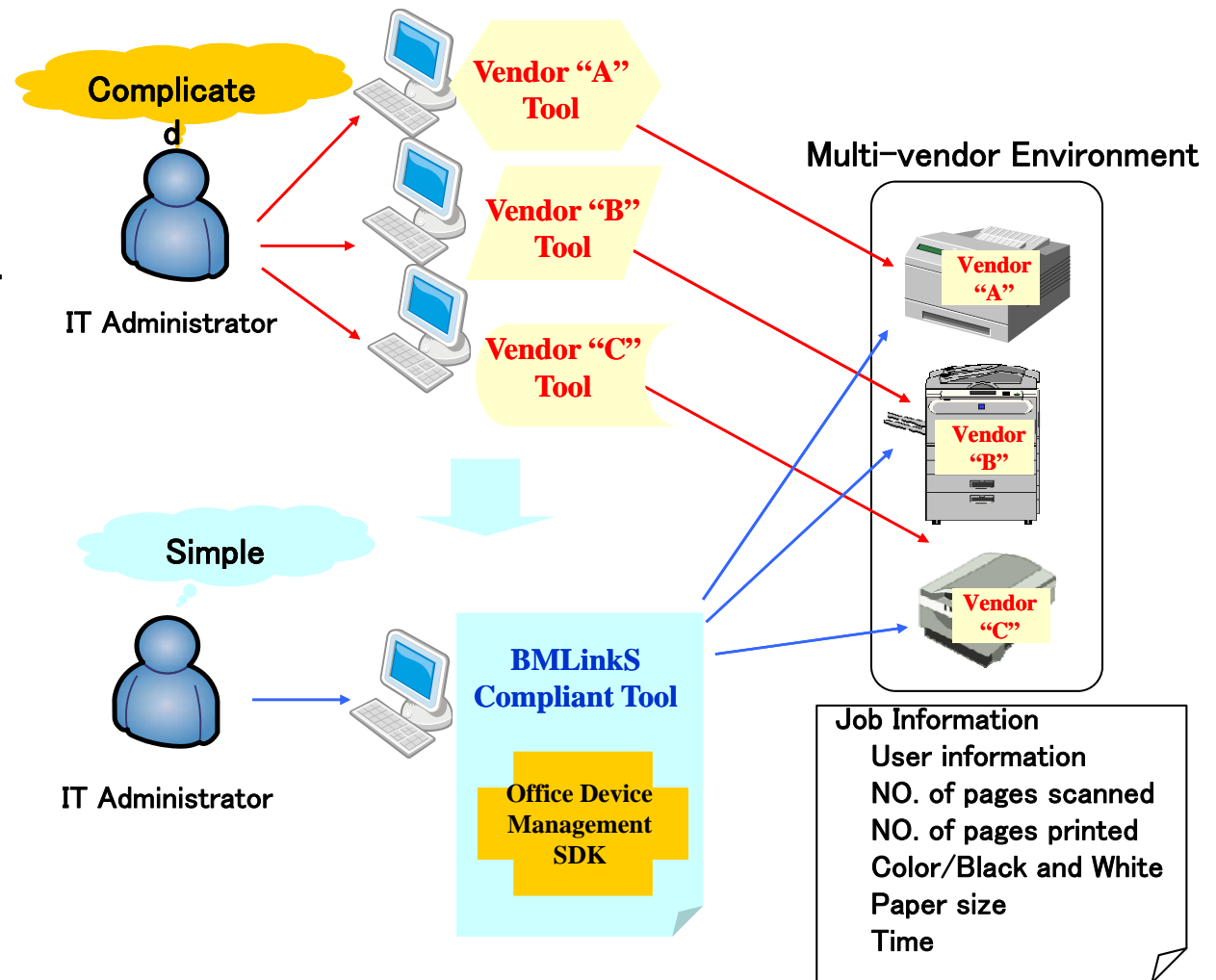
**Shipment of Compliant Devices Began from September 2009**

<What is Office Device Management SDK?>

Development Tools and Libraries for Management Application Development of BMLinkS compliant devices

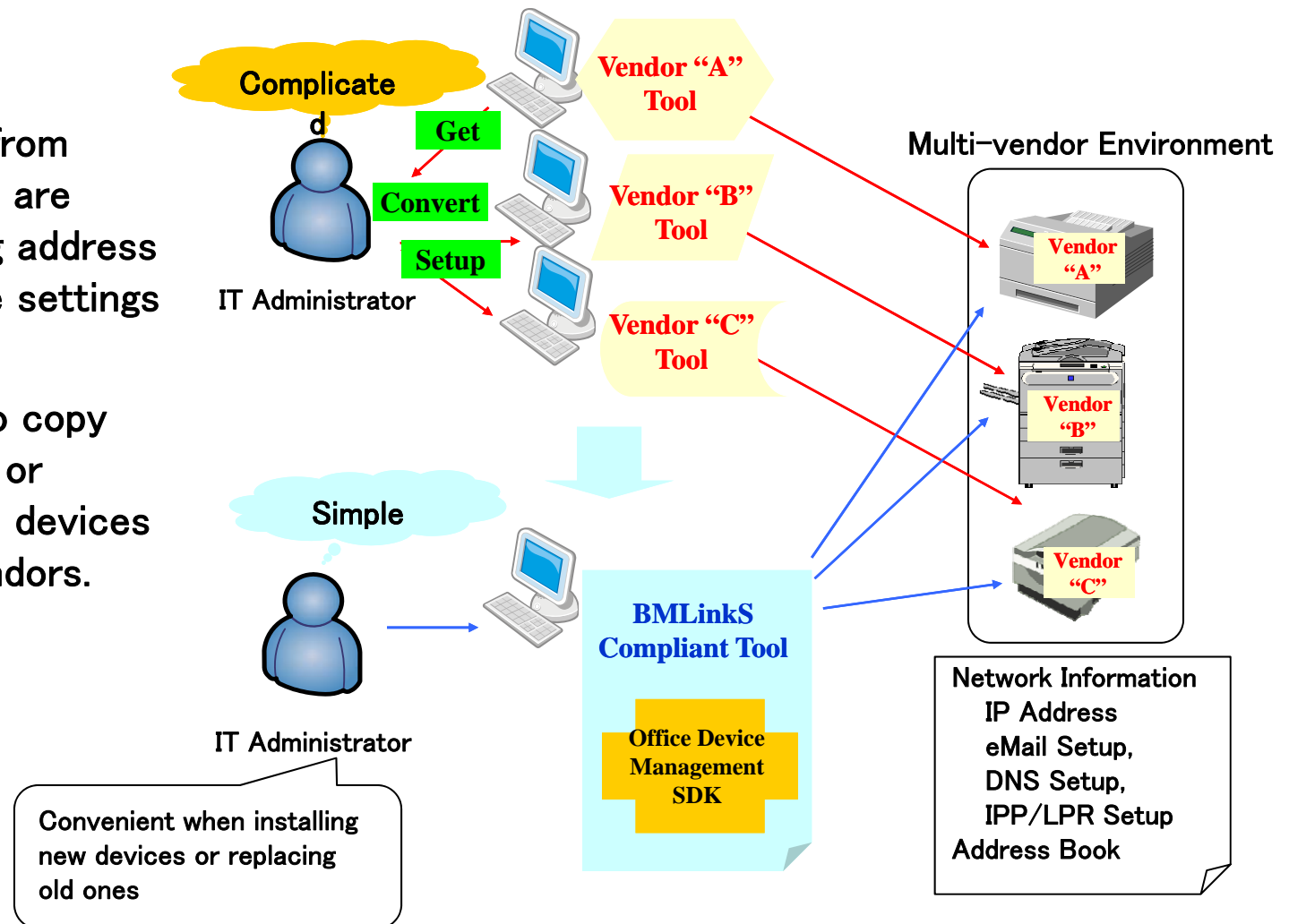
## Case 1: Manage Devices from Different Vendors with Single Tool and Get Usage History

- ◆ **Issue**  
 “To get a usage history, we have to use specific tools for multiple vendors. Choosing the right tool to use is complicated.”
- ◆ **Using single tool**, an administrator can monitor devices from multiple vendors and get usage histories.

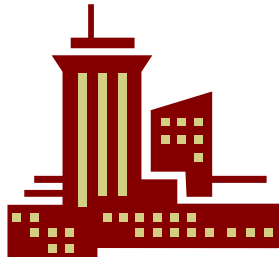


## Case 2: Copying Address Books and Device Settings To Multi-vendor Devices

- ◆ **Issue**  
“When devices from different vendors are replaced, copying address books and device settings is complicated.”
- ◆ **Use single tool** to copy network settings or address books to devices from multiple vendors.

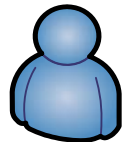


## Virtual Client Case Study: Large Company A



Manufacturer  
Employees: 4000  
PCs in Use: 4000  
Printers : 1000 (Company A 600, Company B 400)  
MFPs: 500 (Company C 200, Company D 200)

Costs Incurred Replacing PCs, Printers and MFPs  
Need to Reduce Costs by approx. 50,000 – 100,000 JPY/month \*1



IT Administrator

Cost of Gathering Billing Costs per User for Whole Company  
Need to Reduce Costs by approx. 40,000 – 80,000 JPY/month \*2

Amount of Cost Savings

Approx. 1,080,000 – 2,160,000 JPY/year

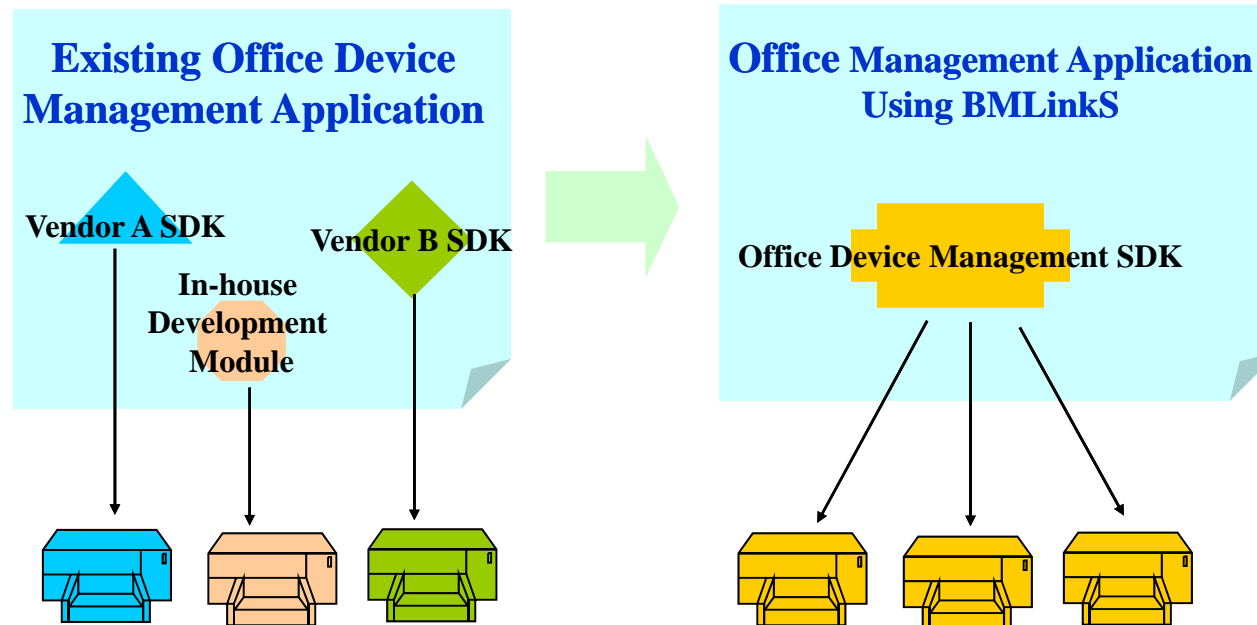
**BMLinkS Reduces IT Management Costs.**

\*1. Assuming a scenario in which each month, when 66 new PCs are deployed and 25 MFPs and printers are replaced, drivers are installed on 100 client PCs and complaints such as, "We cannot print, scan and don't know how to use" are lodged in 10% of cases, and IT Administrators (monthly cost: 1 million yen) spend 30 minutes to one hour supporting such cases.

\*2. When an IT Administrator gets CSV files for usage fees per user using each vendor's specific tool, edits these multiple CSV files, and spends 4 – 8 hours working on gathering billing costs per user for whole company.

## <<Proposal For System Integrators>>

BMLinkS Office Device Management SDK makes it possible easily to build Multi-vendor device management application.

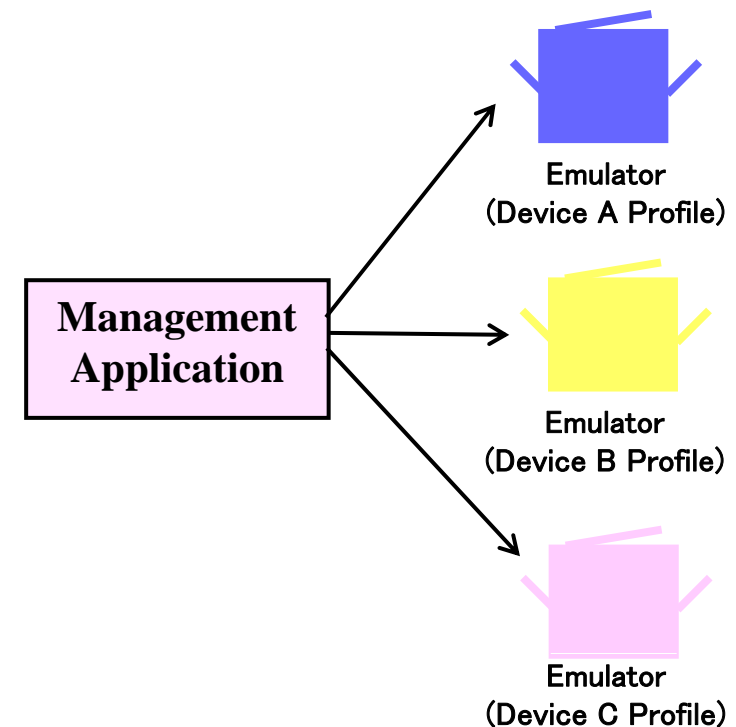


## *BMLinkS Office Device Management SDK*

# Demonstration

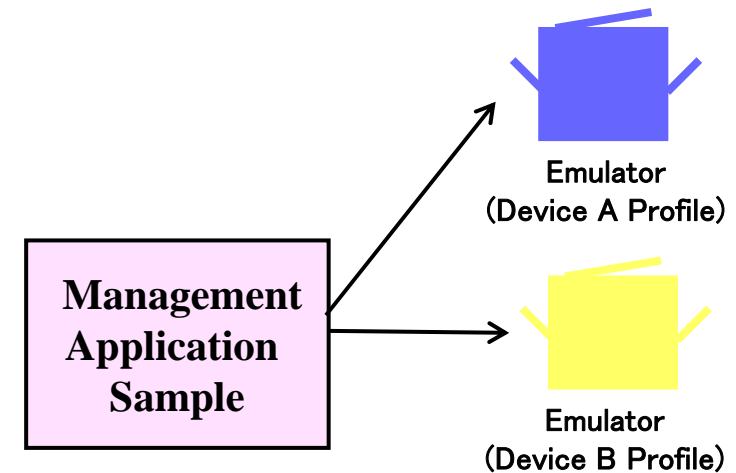
## *BMLinkS Office Device Management SDK*

- ◆ SDK is:  
development tools and libraries used to develop management applications for BMLinkS compliant devices
  
- ◆ The SDK Contains:
  - Technical documents
  - Office Device Emulator and Multiple Profiles
  - Office Device Management Application Sample (including source code)
  
- ◆ By using the emulator instead of BMLinkS compliant office devices, development and evaluation can be realized without using numerous BMLinkS devices



## Demonstration

1. Start up different emulators using multiple profiles
2. Monitor device status with management application
3. Copy Address Book with management application



**For more information about providing with  
Office Device Management SDK,  
please contact JBMIA.**

- System Integrator A is using SDK, and is considering adoption.
- System Integrator B is giving SDK positive consideration.

### *3. Increasing Document Security in Multi-vendor Environment*

Introduction of Current Focus Activities

Standardization Planned in May 2010

## Increasing Document Security in Multi-vendor Environment

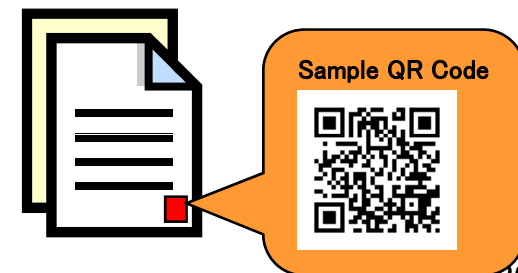
I inadvertently copied documents that were for internal use only.

I want to use the same method to prevent copying on Vendor A's and Vendor B's MFPs.



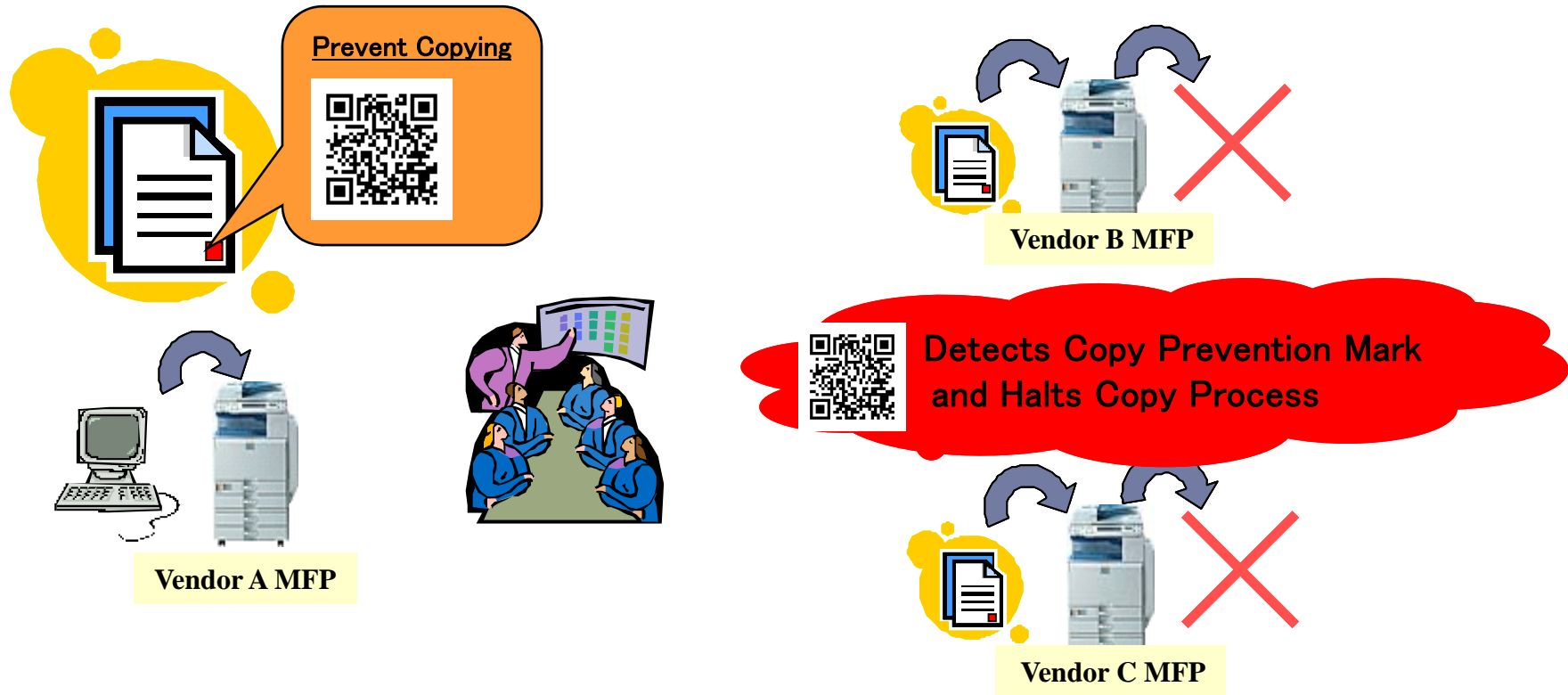
User

Prevent information leaks from inadvertent mistakes by adding a QR code to documents.



# Case 1: Copy Prevention

In MFPs in Multi-vendor environment, prevent (deter) copying of paper documents to reduce information leakage.



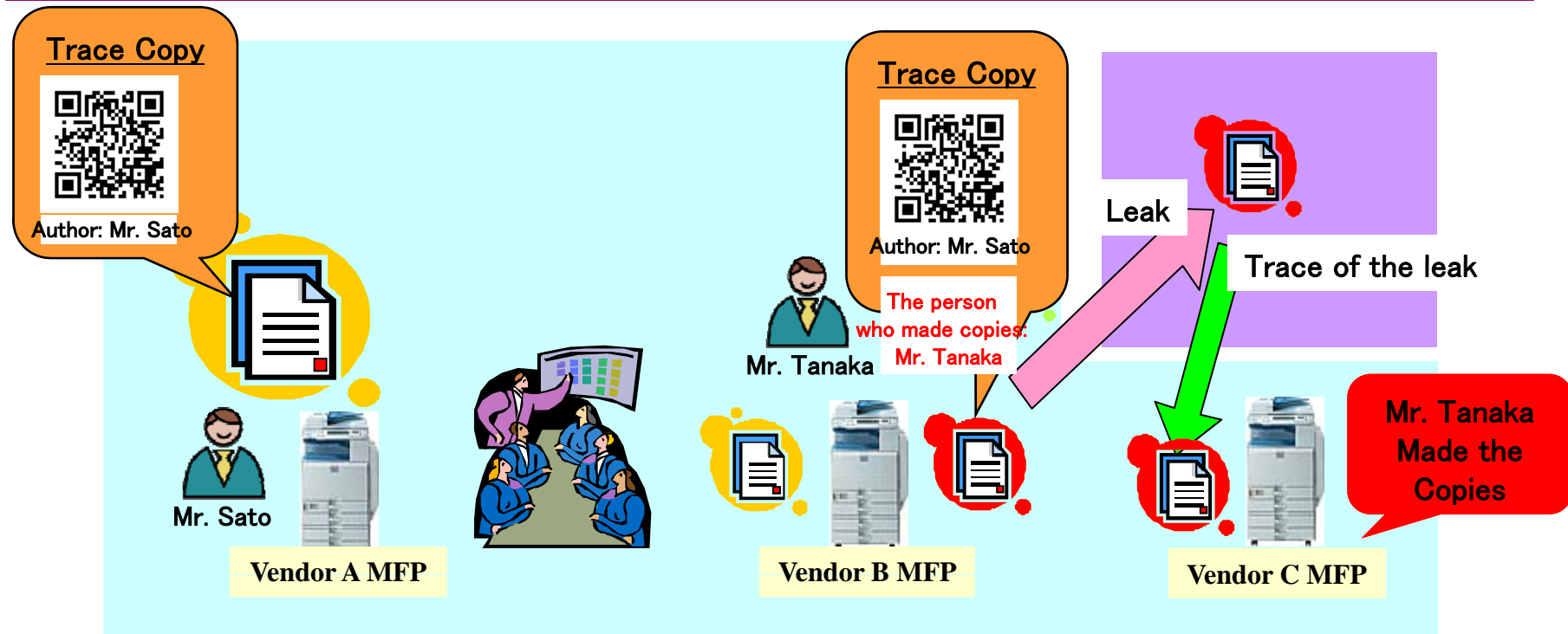
Step 1  
Select “**Prevent** Copying”,  
then Print

Step 2  
Distribute Paper Documents  
to Meeting Attendees

Step 3  
The Distributed Paper Documents  
Cannot be Copied

## Case 2: Tracing Copies

Office devices in Multi-vendor environment can be aligned to embed information about the document author or the person who made copies in the document, enabling a trace of anyone who made copies.



- Step 1 Select "**Trace Copy**", then Print
- Step 2 Distribute the paper documents to attendees of the meeting
- Step 3 Attendees of the meeting make copies, leak the information
- Step 4 The leak is, **found** and the **person who made copies** is traced

## Summary

1. Gained a firm grasp of client use scenarios based on information from surveys and interviews.
2. To reduce office device management costs in multi-vendor environment, collaborations with System Integrators are promoting.  
The BMLinkS Project Committee will provide more System Integrators with “Office Device Management SDK” .
3. The BMLinkS Project Committee is building a document security system for office devices in Multi-vendor environment and is currently working on technology standardization in May 2010.

# In closing

<<For System Integrators>>  
 For more information on using Office Device Management SDK, please contact JBMIA

