



# Intelligent Print Management

*Identification Cost control Security*

**Safe Com**

**SafeCom is represented by certified partners in:**

Australia  
Austria  
Czech Republic  
Denmark  
Finland  
France  
Germany  
Hong Kong  
Hungary  
Iceland  
Indonesia  
Ireland  
Israel  
Italy  
New Zealand  
Norway  
Poland  
Portugal  
Singapore  
South Africa  
Spain  
Sweden  
Switzerland  
The Netherlands  
Turkey  
United Kingdom  
USA

**SafeCom offices:**

Denmark  
United Kingdom  
USA

*We want to create added value for users of multi function devices with copy, print, scan, fax and email.*

When SafeCom was founded in 2002 we set a goal: to be a leading provider of Intelligent Print Management solutions throughout the world. We wanted to create added value for both producers as well as everyday users of multifunction devices with print, copy, scan, fax, and e-mail.

Since the business inception of SafeCom we have doubled the number of employees annually. We are represented worldwide for the SafeCom print management solutions controlling print, copy, scan, fax and e-mail. Each day new goals are set with the prime objective to create direct revenue for our customers through revenue recovery and reduction of waste. We do that through tailor-made solutions increasing security, reducing costs and generating revenue with „pay for print“ or “cost recovery”.

It became clear that it is beneficial to concentrate on quality, service and focused product development when HP presented us with their „Outstanding HP Partner Award“ at the HP head quarters in Boise, USA in April of 2006. The recognition was given to SafeCom for being a professional partner handling joint HP / SafeCom installations efficiently and to the satisfaction of all involved parties, but mostly the customer. SafeCom has a world wide agreement with Hewlett-Packard for shared utilization of their patented technologies.

**Partners Worldwide**

SafeCom has an extensive world wide network of partners. The key word is “outstanding” as SafeCom requires



# SafeCom a Key Partner



that all partners are certified to handle all daily support of the SafeCom line of solutions and all customer enquiries.

All SafeCom partners must be able to work out a thorough analysis of a customer's processes and needs. A SafeCom partner must be able to administer smooth solution implementation into the customers IT-environment as well as to provide after sales support. As part of this SafeCom offers frequent training sessions to our partners keeping them up to date and ensuring that

the customers get the best possible solution - always with full advantage.

SafeCom utilizes the best in CRM tools to allow SafeCom partners and representatives to utilize information from past solution implementations in order to build a better solution for now and the future. Mining our database to extract important information on trends and needs in order to provide the very best in print management solutions. This insures that our customers get the very best solution for now and the future.

# We solved a problem no



Only 2 percent of all companies know their actual print costs. Even fewer are aware of the fact that up to 20 percent of all printed paper ends in the waste paper basket, or that a printer can be hacked as easily as an unprotected pc with equal risk for leaking confidential information.

As a result printers all over the world are running unprotected. Following the introduction of multi functional devices the same lack of control and security prevails for fax, e-mail, scan and copy that all happens directly at the device. It is a threat to the economy and security of any company.



**Patented Solution**  
Realizing the possible security breach in printing a group of Danish IT specialists established SafeCom a/s with the aim to develop the most simple and yet flexible solution.

From day one they had a considerable advantage in their shared past as part of the management team in I-data International where they had taken part in the development of a patented Pull Print solution. The patent was purchased by SafeCom thereby enabling further development in an organization that both then and now is characterized by innovation and focused effort.

**Full Control**  
The Pull Print concept gives total control with all print activity in the network. As an example a company can manage expenditure of color printing and the user rights even down to the individual employee.

# one cared about



There is optimum utilization of available resources and costs can be allocated accurately internally or can be invoiced on a project basis.

Concurrently SafeCom solutions ensure the highest possible security. All documents to be printed are sent encrypted to a database and they are not released to the printer or MFD until the employee personally identifies himself at the print device as the document owner.



The employee freely chooses when and where to collect their documents thereby putting an end to piles of forgotten papers and full waste paper baskets. Confidential prints are only seen by the right eyes.

## A Quality Solution

SafeCom hardware comes in a generic version for all printers and MFDs. Also available are integrated versions for certain manufacturers. SafeCom solutions are scalable and can be tailored according to the customers' requirements. In spite of the versatility of SafeCom solutions they have one thing in common: The very best quality in software and hardware.

## SafeCom Server

Intelligent and powerful solutions designed to provide print cost control, audit trail, data stream and document security.

## SafeCom Pay

A pay for print solution for quick printers, educational institutions and libraries providing for the full control with costs. The solution has a flexibility not seen before in the industry.

Students or users can buy credits through a vending machine on campus or over the internet. The thin client solution can be integrated into the design of the existing web site.

## SafeCom Tracking

Registers all print, copy, fax, scan and e-mail jobs down to a single user or department level providing a robust audit trail solution.

## SafeCom Billing

Turns print costs into a source of revenue. SafeCom Billing creates an exact and well-documented system for invoicing print, copy and scan jobs for e.g. advertising agencies, law firms and other consulting businesses. This solution can be integrated into existing back end CRM or Client Management systems using SafeCom' open API engine.

## SafeCom Rule Based Printing

Administers each employees access to printing. Create rules for who is allowed to print what, where and how much? Easily integrates with Active Directory for easy synchronization.

This is just part of the standard SafeCom applications. Contact SafeCom to hear about your options.

# Intelligent print worldwide

University of  
Lincoln saved  
£ 100.000  
- in one year



## Payback in a year for EON

EON Försäljning markets energy from 11 offices in Sweden. They used numerous printers from various manufacturers with no control, demanding support requirements and no idea of expenditure.

After thorough analysis the company formerly know as Sydkraft opted for a standard SafeCom Pull Print solution with fewer but larger multi function devices all linked to the network allowing instant access to print and copy for all users. Flexibility, security and control were and are the key factors. Return on investment on the MFD's took less than a year.

*SafeCom solutions are at work all over the world; often in environments with several hundred printers. All installations are tailor made for the specific customer in order to provide the optimum solution.*



University of Lincoln used to have long queues at the printers and huge amounts of wasted paper. Print and copy was free and no one knew how much each institute used. The university chose a SafeCom solution with multi function devices and Pull Print with pre-payment for the students and invoicing to the institutes. Results to date have been very encouraging.

All costs are now covered by user's fee and waste has practically been eliminated. Total print volume has decreased 20 percent, and savings in the first year amounted to £ 100.000!

## Aarhus State Library in control of 2 million printouts



Aarhus State Library and SafeCom have created a solution for the future based on the SafeCom Pull Print platform. The result is that both users and employees are more satisfied with the document retrieval. Before SafeCom was implemented everyone at the 120 workstations had to run to one of the 8 printers to collect their documents every time they hit the print button. Now users can stay at their PC until all their work is completed because all printouts are temporarily stored in a database and are only released for printing when a user enters his code at a printer or MFD of his choice.

The management staff at the library are innovative and plan to introduce user's fee, a thorough digitalization of documents and introduction of new microfilm scanning.

### Other SafeCom Solutions:

SafeCom has provided solutions from 1 to 2500 printers and multi function devices of different manufacture. The number of users on existing SafeCom solutions varies between 20 and 70.000.

#### **AstraZeneca (Sweden)**

Pull Print  
2500 users  
200 devices  
3 servers

#### **BIFHE (Ireland)**

SafeCom Pay  
40.000 students  
100 devices

#### **CapGemini (The Netherlands)**

Pull Print  
5000 users  
155 devices

#### **Copenhagen Business School (Denmark)**

SafeCom Pay  
16.000 students,  
1000 employees  
50 devices

#### **City of Nijmegen (The Netherlands)**

Pull Print  
3500 users  
85 devices

#### **Folksam (Sweden)**

Pull Print  
3200 users  
300 devices

#### **HSBC Bank (United Kingdom)**

Pull Print  
11.000 users  
320 devices  
3 sites, Tracking

#### **IIB Bank (Ireland)**

Pull Print: 500 brugere  
Printere: 25  
Tracking

#### **London Stock Exchange (United Kingdom)**

Pull Print  
500 users  
50 devices

#### **Matheson Ormsby Prentice Solicitors (Ireland)**

Pull Print  
500 users  
40 devices  
Tracking

#### **NATO (The Netherlands)**

Pull Print  
1500 users  
4 servers

#### **Swisscom (Switzerland)**

Copy Control  
20.000 users  
2500 devices (350 MFDs)  
9 servers, Tracking

#### **Unilever (Indonesia)**

Pull Print  
3000 users  
50 devices  
2 servers

#### **Vodafone (United Kingdom)**

Pull Print  
7500 users  
200 devices  
3 servers, Tracking

#### **Vodafone (New Zealand)**

Pull Print  
1000 users  
30 devuces  
Tracking



“SafeCom’s scalability is market leader”



“SafeCom’s server is the most robust software on the market”



“SafeCom is the most open system, on the market ... through its integration of APIs”



“SafeCom has the market’s most comprehensive toolset for performance and system verification”

SafeCom a/s  
Telefon: +45 4436 0240  
Fax: +45 4436 0248  
E-mail: [info@safecom.dk](mailto:info@safecom.dk)  
Web: [www.safecom.dk](http://www.safecom.dk)