



## Brother partnership extended

Insight only is no longer sufficient - Brother Managed Print Services is about continuous improvement

“ Thanks to JetAdvice we can now offer a versatile solution to our partners and customers - Frank Deneweth ”

Today Brother International Belgium NV/SA and EuroForm A/S launch their multiple year partnership regarding Managed Print Services (MPS). Danish EuroForm is a supplier of printer fleet management solutions and related services with over 11 million devices worldwide under contract.

Nowadays it seems that many companies have a reasonable view on their IT-infrastructure, in particular the desktops, laptops and servers. Often these assets are monitored by internal or external IT-employees either provided as a cloud service.

How many companies can say whether the printers cover the exact needs of the workgroups in which they are placed? How much each printer prints, how many

color prints, and what the costs of ink and paper are? What about the safety of these information carriers?

“Collecting data alone is not enough. Understanding and making decisions based on the right information - with which partners and end users can be helped - is the real added value”, says Mark Kouwenberg, Sales Director of EuroForm A/S. “Where Managed Print Services initially concerned the consolidation of devices and the realization of initial savings, today, sustainability, security, continuity and supporting day-to-day processes are of paramount importance to the end user”.

To meet this change, Brother is now offering JetAdvice solutions and services to its partners and customers. JetAdvice Manager is the printer fleet management

solution with which Brother and its partners can monitor print environments and transform this data into added value for customers. The new reporting portal, JetAdvice Premium, provides these actionoriented reports covering the entire MPS life cycle. This allows Brother to add tangible value from all collected data to their customers and partners.

According to Frank Deneweth, Managing Director of Brother International Belgium NV/SA, the greatest asset of JetAdvice is that it works completely vendor independent. “Companies often have a diversified printing environment with devices from different manufacturers. While our own MPS software only works with Brother devices, thanks to JetAdvice we can now offer a versatile solution to our partners and customers”.

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## About Brother

As part of the Brother Global Group, Brother International (Belgium) has been active in Belgium and the Grand Duchy of Luxembourg since 1971. Based in Dilbeek/Groot-Bijgaarden, the Belgian subsidiary is responsible for sales, marketing, distribution and after-sales service with an in-house helpdesk and repair department.

Brother offers a range of (all-in-one) printers, mobile printers, label printers and scanners for professional and home use, as well as professional fax machines, original supplies and accessories. Most devices meet modern mobile and web applications, and network printers or scanners can be shared by multiple people.

In addition to its devices, Brother also provides solutions to its professional customers, such as cost-saving management solutions and information security. Its software allows printing from a bespoke application to Brother (label) printers.

Brother International (Belgium) is ISO14001 certified and pursues an active environmental policy to limit as much as possible the impact of the environmental effects caused by its activities, products and services. Recycling schemes allow for companies and consumers to return their empty toners, drums and ink cartridges for free so Brother can recycle them.

## About EuroForm

EuroForm A/S is the mother company behind the JetAdvice products. EuroForm is a family-driven software company developing solutions for especially the printer industry. The flagship is the printer fleet management solution, JetAdvice Manager.

EuroForm is a Danish company with employees and partners around the world. Every day thousands of companies trust the solutions and services of EuroForm. The team consists of experienced people who know both the latest technological

development and the printing industry inside and out. EuroForm celebrated its 25th anniversary in December 2018.

From the beginning in 1993 until today, EuroForm has preserved its ability to evolve along with the technological development and demands of the surrounding world.

## Contact persons:

### Brother International Belgium NV/SA:

Frank Van de Velde, Solutions Manager

Email: [fvandavelde@brother.be](mailto:fvandavelde@brother.be)

Phone: +32 2 467 42 21

### EuroForm A/S:

Mark Kouwenberg, Sales Director

Email: [mk@euroform.com](mailto:mk@euroform.com)

Phone: +31 6 24 77 6226