



MPSA
MANAGED PRINT
SERVICES ASSOCIATION

Managed Print Services 2013 Leadership Awards

Category: Direct Managed Print Services Provider

Definition: An Organization selling basic managed print services (supply fulfillment, B/F service, and equipment services), which is owned directly or indirectly by a manufacturer (includes branches and subsidiaries).

Thank you for your interest in the MPSA 2013 Leadership Awards. A ground-breaking and successful MPS-related project or product is only the starting point for an award-winning entry.

The much more difficult task is to **demonstrate** how and why your MPS program or services to the MPS market space was successful, ground-breaking or outstanding in the context of the Category for the award in the last 18 months.

There is an art to writing a convincing submission – clarity and relevance being a primary requirement! You then have to convince the MPSA Judging Panel that the contribution has been significant, and preferably measurable. They will be unimpressed by a sales pitch or unsubstantiated assertions of success. They will be peers in your Category, so assume a good deal of understanding.

To assist in making sure all areas are covered, and that there is consistency in submission, there is a corresponding Submission Form for each category. To utilize this form, please go to the MPSA Leadership Awards section of the MPSA website, download and complete the relevant category Submission Form, then submit it to the email address noted. Members of the Board are available to advise you on what kind of submission would qualify as outstanding. Please use the same email for questions, and someone from the Judging Panel will respond to you.

Not everyone can win or be shortlisted, but no entry should fall down on the basics, so we enclose some guidelines on the scoring approach. Please use this information to help guide your responses.

Submission Process:

1. Complete the category Submission Form to explain why you should be an award winner.
2. Save the file using your company name as the file name.
3. Email to MPSAawardsubmissions@yourmpsa.org.

Timeline:

- Submission forms will be available on the MPSA website starting April 8, 2013.
- Submission deadline is June 7, 2013.
- Within 2 weeks of submission: A member of the Awards Judging Panel will follow up with you to clarify any unclear points and contact any provided references.
- The Judging Panel will choose Category winners in early July.

The winner within each Category will be announced at:

[CompTIA ChannelCon Event](#) | Orlando, FL | July 29-31, 2013

Scoring Methodology

Core Capability (40% of Score)
<ul style="list-style-type: none">• Extent of proposition
<ul style="list-style-type: none">• Problem-solving
Case Study (20% of Score)
<ul style="list-style-type: none">• Detail of best practice in the case study
<ul style="list-style-type: none">• Client feedback
Differentiators: (40% of Score)
<ul style="list-style-type: none">• Differentiation

Section 1: Extent of proposition

Scope: The extent of the organization's involvement in providing MPS core services to a territory or specific vertical market (legal, medical, government, enterprise level, SMB ...).

Explanation: How your organization approaches a client engagement, from an initial qualifying approach call through to implementation. (Stages include: uncovering need, use of metrics, assessment, proposal, contract implementation, invoicing, ongoing optimization, quarterly reviews and ongoing retention/management.)

What would constitute a high mark to this Section? (Score 5)

A detailed overview of their process for a specific sector, along with structured timelines and resources employed to support the engagement and sector-specific client requirements.

What would constitute a low mark to this Section? (Score 1)

Non-cohesive strategy, inefficient use of resources.

Section 2: Problem Solving

Scope: Identify and articulate the customer pain points (economics, environmental, inefficiencies, ongoing measurement and management of devices, environmental impact) and how they were being addressed inside the MPS strategy.

Explanation: What are the issues/goals and how are they being satisfied with technology and professional guidance?

What would constitute a high mark to this Section? (Score 5)

A clear and concise process along with questioning techniques that uncovered the client needs and addressed them with a comprehensive MPS engagement and program.

What would constitute a low mark to this Section? (Score 1)

Lack of detail and/or sophistication.

Section 3: Case Study - Detail of best practice
Scope: A specific client case study example from 2012 or 2013 that illustrates how a client problem was filled utilizing best practices.
Explanation: Example of an actual client engagement that exemplifies how the various MPS pieces were combined and ultimately produced a successful end-user result.
What would constitute a high mark to this Section? (Score 5)
The advanced use of MPS benchmarks and tools during the engagement. (Complexity and sophistication)
What would constitute a low mark to this Section? (Score 1)
An engagement that was not significant or complex

Section 4: Case Study - Client feedback
Scope: Client testimonial explaining the before and after effects of the MPS engagement.
Explanation: Independent client feedback where a quote is provided supporting and confirming the value of what was provided.
What would constitute a high mark for this Section? (Score 5)
The name of the client, organization and the ability for the judges to speak directly with them for confirmation. The client would have to show complete independence and be free from any incentives to provide an exceptional reference. Client testimonial includes complete stages of MPS and measurable effect on multiple levels inside their organization.
What would constitute a low mark for this Section? (Score 1)
Client testimonial includes incomplete and detached stages of MPS resulting in nominal impact on their organization

Section 5: Differentiation

Scope: Unique MPS project approach that stands apart from the standard or typical MPS delivery in your region.

Explanation: An improvement to a process or approach through the introduction of technology, marketing or communication that changed the way the project was implemented. This does not have to relate to the Case Study, but that would be an advantage.

What would constitute a high mark to this Section? (Score 5)

Combined and innovative use of communication, change management, technology and human resources to solve client pain points which provided a successful delivery and was used elsewhere.

What would constitute a low mark to this Section? (Score 1)

Levels of innovation that are not as creative, unique or cohesive.