

SEE MORE. SELL MORE. WITH PAPER CUT + INTUITIVE.

GOAL

Help PaperCut resellers position Intuitive for PaperCut as a natural upsell during M&S renewal discussions.

By adding Intuitive's prebuilt dashboards, dealers can grow margins, differentiate their renewal pitch, and strengthen customer retention — while customers gain greater visibility, efficiency, and value from their PaperCut investment.



OPENING STATEMENT

"As you're coming up on your PaperCut renewal, it's a great time to look at ways to get even more value out of your investment.

One option many organizations are adding is Intuitive for PaperCut — a set of prebuilt dashboards that makes your PaperCut data visual, interactive, and actionable. It helps you reduce costs, track sustainability, and optimize your print fleet, all while making reporting effortless."

DASHBOARD OPTIONS

EXECUTIVE SUMMARY DASHBOARD

Quick overview for managers with top users, devices, and volumes

COST ANALYSIS DASHBOARD

Track costs by department, user, and color vs. mono usage

ENVIRONMENTAL DASHBOARD

Show CO₂, energy, and trees consumed with year-over-year comparisons

USER & PRINTER ANALYSIS

Drill into under- and over-utilized devices and identify peak usage trends



DISCOVERY QUESTIONS

As you renew PaperCut, do you wish reporting was easier to use or more visual?



Would department heads or executives benefit from automated dashboards instead of manual reports?

Would it help if you could clearly see which devices are over- or under-used?



Are you tracking environmental or sustainability goals tied to printing?

Would reducing service calls and optimizing device usage free up IT resources?

VALUE PITCH

Renewals aren't just about renewing your software — they're the perfect time to make sure you're getting the most value from your PaperCut investment. With Intuitive's prebuilt dashboards, you'll have easier visibility into costs, device usage, and sustainability goals. That means:

- Dashboards that actually work for you — no more wasting hours cranking out clunky reports
- Cost + usage intel at your fingertips — see who's burning through color prints and which devices are sitting idle
- Sustainability stats you can flex — CO₂, energy, trees saved, all ready to drop in your next board update"

OBJECTION HANDLING

"We already use PaperCut reports."



PaperCut reports require resources to generate. Intuitive gives you ready-made, interactive dashboards that make the data clear and actionable.

"This looks too complex for our team."



Intuitive is installed in hours, comes with prebuilt dashboards, and is simple to use with no additional IT skills required.

"We don't have the budget."



Most organizations justify Intuitive with even a 1-2% reduction in print costs. The ROI is fast and measurable.

CALL TO ACTION

"Let's set up a quick demo of Intuitive for PaperCut. We'll use your data so you can see exactly how these dashboards would work in your environment — and how they can help you save money, improve efficiency, and hit your sustainability targets."