Changing the Way Students Print on Campus

White Paper:

WEPA: A Turn Key Cloud Print Solution

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EXECUTIVE SUMMARY

WEPA (pronounced wee-pah) is an acronym for Wireless Everywhere, Print Anywhere. WEPA is a company that has brought a new technological wireless printing system to the market. Our proprietary software platform utilizes a cloud-printing environment across an established network of wireless printing kiosks. We provide a turnkey wireless kiosk printing system that includes service and support and enables our users to print from any location to our network of wireless touch-screen printing kiosks. Our primary clients are educational institutions as well as commercial industries. WEPA provides an ideal environment for the need to print documents on-the-go from any location. All software and hardware have been designed, engineered, and manufactured in-house to maintain vertical quality control of our product.

WEPA has created a new market in the way that users will print. Our business model focuses on synergy throughout the entire company to produce rapid and sustainable new growth. As a result, WEPA has positioned itself to be the predominant market shareholder in this new era of cloud-printing. Our goal is to establish an entire network of printing kiosks, spanning across multiple industries worldwide that interconnects users and companies to print information from virtually any location.

Our goal is to meet the needs of our clients by providing the most extensive, reliable, and convenient wireless printing network in the world. This paper will explain the cost-effective benefits of adopting WEPA as a Turn Key Cloud Print Solution.

Introduction

Colleges, universities, and businesses have one common attribute – printing. They all have an essential need to print documents and they need to print them fast and as economical as possible. Today's students and businessmen need to print on-the-go. Frank Griffith, CEO and co-founder of WEPA, has over twenty years in the printing business. With his fingers on the pulse of the printing industry, he envisioned the need for a "Turn Key Cloud Print Solution." WEPA has provided just that; a wireless, convenient, and cost effective avenue for printing documents. Students can upload documents to the WEPA cloud from anywhere an internet connection can be accessed. Students can then print their documents from one of many kiosks located on or off campus.

Students attending colleges and universities that are not utilizing WEPA as their total print solution are usually confined to their lab or library for access to printing. WEPA puts an end to that ball and chain. WEPA not only provides a total convenience to students but it also comes with a package unparalleled by other companies in the printing business. WEPA's Turn Key Cloud Print Solution includes the printers, supplies (paper and toner), maintenance, and any labor needed to support the kiosks. WEPA is truly a Turn Key Cloud Print Solution.

The need for the WEPA Turn Key Cloud Print Solution

Colleges and universities have one main goal – educating students. Yet, printing is now a huge part of what colleges and universities do. Most colleges and universities charge students for printing without realizing the underlying costs involved. These pay-per-print costs include the printers, paper, toner, maintenance contracts, licensing fees, server fees, campus card integration, labor, etc. Printing costs are on the rise – including paper, toner and maintenance (between 3% and 7% over the last 3 years alone). Over 90% of colleges and universities are losing huge amounts of money by not realizing the growing cost and expense of printing. On top of that, many students print pages that are simply wasted. Why continue to provide a service that is losing money? WEPA's Turn Key Cloud Print Solution gets colleges and universities out of the printing business. WEPA supplies the kiosks which contains everything students need to print. With recent nation-wide budget cuts across the board in the educational arena, WEPA is simply a win/win solution for any college or university that decides to implement WEPA as their Turn Key Cloud Print Solution.

How the WEPA Turn Key Cloud Print Solution is Implemented

WEPA begins implementation by first determining the print volume of a college or university. This varies greatly from one school to the next. Print volume in major colleges and universities can be in the tens of millions of pages per month versus smaller technical schools which can be in the tens of thousands of print pages per month. Once print volume is determined, this number will dictate how many WEPA kiosks will be installed on the campus. Of course, some areas and schools of a college or university will print more than other areas. WEPA will install more than enough kiosks to satisfy the current print volume of the college or university. WEPA will also work closely with the college or university to determine how students will be registered in the WEPA system. This can be done by a data dump where students will be pre-registered before using the WEPA system and have print credits to use with WEPA. The college or university can also let students register at the kiosk or by going online

Once these kiosks are installed, WEPA monitors the kiosks from its Control Center. Monitoring includes a constant checking of the kiosk for its online status, its operability, and paper and toner usage. If any of these components are inoperable or if paper or toner is low, a signal is sent to the WEPA Control Center. Upon the kiosk reaching a 50% paper level, a yellow signal is sent and an on-site technician is dispatched to rectify the situation by refilling the paper. When toner reaches a specific percentage, a signal is sent to an on-site technician to change out toner. WEPA has a button on its touch-screen kiosk labeled "WEPA Maps." When this button is touched, it displays all of the kiosks and their locations throughout the school.

WEPA strategically places kiosks in labs, libraries, classrooms, break areas, cafeterias, residential housing, student centers, as well as different classrooms. WEPA also places kiosks in any other high-traffic areas that the college or university deems necessary. WEPA also produces kiosks that will allow access for handicapped students or guests. These kiosks meet the requirements of the ADA.

WEPA allows students to upload documents using three different methods. Students can upload documents using WEPA's Direct Print Option, WEPA's website at www.wepanow.com, or by using a USB jump-drive at the kiosk. WEPA's website gives students the ability to download Windows or Mac based drivers so the Direct Print Option can be utilized. WEPA also has the very unique ability of being able to use a USB jump-drive at the kiosk. Simply touch "Print from USB" on the kiosk, insert the USB jump-drive and then select the files to be printed. The WEPA prints in vibrant high-definition color and in black and white. WEPA uses high quality laser paper and can print in duplex to satisfy "green initiatives."

WEPA is a cashless system. WEPA has integrated with several partners including Blackboard, CBORD, NuVision Networks, and Heartland to provide schools with a cashless printing system. Students can choose from several payment options including a WEPA account, credit/debit cards, WEPA print cards (also known as guest-cards), and student ID cards (campus cards). Not only does a cashless system make printing more convenient for students, it also creates many benefits for each school and its faculty members. Keeping up with physical cash can be very time-consuming. With all of the restrictions required when accounting for cash, a cashless system can help a school's faculty and print environment operate much more efficiently.

In essence, WEPA has created a "Single Card Solution." This allows WEPA's turn-key kiosk solution to integrate with any financial platform thru our certified PCI gateway to allow students to swipe their card at any WEPA kiosk to pay for printing. Campus administrators can use the WEPA system to provide a "Quota of Free Prints" for student printing. Once a student uses the permitted quota, the student can then purchase more print credits via a campus card, credit/debit card or they can simply purchase a WEPA Print card with cash.

WEPA offers an On-Campus Marketing Program. WEPA has integrated a resourceful marketing program through our kiosks that enhances our user's print experience. In each kiosk location across the U.S., we've partnered with local businesses and franchises to provide discounts and product information to all of our users. The WEPA Marketing Program brings added-value to all of our users and helps build local business relationships within each community. WEPA users have the option of printing a selected coupon along with three randomly generated coupons when they are at the kiosk. If your target market is local college students, and individuals using college resources, WEPA is the ideal marketing tool to get your product in front of them.

WEPA can brand kiosks for colleges and universities. WEPA provides institutions with the option to brand each WEPA kiosk on campus with school colors and logos. This branding allows colleges and universities to align the WEPA Print System with campus themes and surroundings. Since WEPA designs and develops our own kiosks, we have the ability to provide multiple color and logo patterns. We collaborate with each school's publications and marketing departments to ensure that all designs comply with university branding policies and procedures and meet all quality expectations from every school.

The WEPA kiosk network system is more than just a "print release station." WEPA allows RSS feeds and important news to be displayed. The WEPA Kiosk system is actually a "Campus Utility." While it is mainly used for printing, WEPA also allows each school to stream live RSS or video feeds to each kiosk when the unit isn't processing print jobs. The network of kiosks can be very useful for Digital Signage and Live Streaming Video. The WEPA kiosks have built

in stereo sound speakers that can be turned on or off at different locations on campus. Colleges and universities can convey important messages to the campus body about registration, sporting events, deadlines, disaster preparedness, and general news.

WEPA's future is looking bright. WEPA has initiatives coming soon to enhance the WEPA Turn Key Cloud Print Solution. WEPA is bringing the latest in "Smartphone" printing. You will be able to send email and attachments to any WEPA kiosk with our most recent "Smartphone" technology. Whether you are using the I-phone, Droid, or Blackberry you will be able to upload documents to any WEPA kiosk.

WEPA has also developed a solution for multifunction devices and copiers. Introducing CopyMate! WEPA's newest touch-screen copier control tool for colleges and universities will allow users to pay for copies through the WEPA system. WEPA's CopyMate enables you to control and charge for copying just like you do with the WEPA kiosk system. WEPA's CopyMate interfaces with most copiers on the market to allow for the best of both worlds: printing and copying. Students will now be able to use their campus card, credit/debit card, and WEPA Print card (guest card) to pay for copying the same way they pay for printing at a kiosk.

The Benefits of the WEPA Turn Key Cloud Print Solution

In a typical student printing solution, the campus owns the servers, purchases the printers, purchases all consumables, and is responsible for all maintenance and refilling of consumables. A third-party company is used for their servers and billing software and the student printing solution is managed by the college or university. With WEPA as the Turn Key Cloud Print Solution, WEPA owns the servers, WEPA purchases the printers, WEPA manages all consumables (including the refilling of paper and toner), and WEPA manages the billing and tracking software.

With WEPA, the impact on colleges and universities is substantial. Colleges and universities can give students what they want. This includes 24/7 printing on campus, the choice of monochrome or high-definition color printing, high-quality laser paper in every kiosk and the convenience of printing from USB jump-drives or direct web uploads. Students will definitely save money compared owning an ink jet printer or printing at off-campus print shops.

WEPA has an extensive support network to help students transition to the WEPA Turn Key Cloud Print Solution. WEPA has a live "Chat" line available 24/7 for student inquiry's. Students can call WEPA to speak to a representative, email, or submit a ticket online. The "FAQ" section on the website at www.wepanow.com is extensive and answers most typical questions.

WEPA gets colleges and universities out of printing business and back to concentrating on what they do best - educating students.

Conclusion

WEPA is the only company that provides a Turn Key Cloud Print Solution. Whether it is the initial implementation, replacement of paper and toner, to monitoring and support, WEPA provides everything needed for a major printing environment.   Not only does WEPA provide all kiosks, supplies, and support, but we have also developed custom lab and student print drivers to establish a complete level of control and connectivity for all users on campus. Our team collaborates with each school to ensure proper implementation, on-site support, monitoring, and service. WEPA's can also be used as an ISP to give the school a complete coverage of wireless internet. If the school is looking for a wireless internet provider, WEPA can provide the service for a small fee. This will allow the students to have unlimited access with a bandwidth of 2gigs. After implementation is complete, WEPA then manages all on-campus printing for each school. Our Turn-Key Cloud Printing System allows students, faculty, and staff to seamlessly engage in cashless printing from every location on campus, simultaneously, allowing campus operations to enjoy the benefits of WEPA monitoring, managing, and maintaining the print environment. WEPA provides students with 24/7 campus printing by strategically placing kiosks in high-traffic areas throughout the campus. WEPA's On-Campus marketing program puts coupons from local businesses in students' hands. WEPA's Wrap program can brand a kiosk to school colors. RSS feeds and messages can be displayed on WEPA kiosks when print jobs are not being released. WEPA supplies Print cards to the college or university for students and guests to use. WEPA kiosks can accept a USB jump-drive. This unique feature alone allows students and guests to use the kiosk without being registered.

WEPA is continually striving to give the printing world, technology of the future - now. Whether it is Smartphone printing, direct mobile printing or a controller to monitor and charge for copying (the WEPA CopyMate), or the ability to use multiple cashless ways of paying for print products online or at the kiosk, WEPA is standing head and shoulders above the competition.

WEPA's Turn Key Solution is embracing cloud-computing and cloud-printing.