



# INCREASE YOUR PROFITS. CHARGE ONLY FOR THE COLOR PRINTED.



## TIERED COLOR SYSTEM

Current service maintenance agreements charge the same price for a small amount of color on a page as they do for full color. Copystar's Tiered Color System completely changes this pricing model by allowing your customers to create more impactful documents with the most flexible billing system in the industry.

Accurate color coverage billing ensures you are being paid the correct amount for printed and copied documents, while positioning your dealership to win new business from customers and prospects reluctant to switch from black & white to color devices.

**Color Coverage**

- Three meters for color page counts based on coverage – low/middle/high, plus a fourth monochrome meter.
- Color coverage counters can be set to any percentage, and switched on or off.

**Ideal Customers**

- Customers looking for more control over their color printing.
- Customers reluctant to switch to color due to price.
- Customers who print many different levels of color coverage.

**Dealer Advantages**

- Protection against high coverage customers.
- Key competitive advantage.
- Key selling point for customers with low coverage levels.
- Tiered billing may protect your profits\*.

**Color Level Options**

- Simple Color moves customers from black only to color, which adds impact to their documents.
- Business Color for moderate color.
- Creative Color billed at the highest rate – to protect your dealership's profits.



## KYOCERA TIERED COLOR MONITOR

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Automatically capture and efficiently communicate accurate meter reads directly from your Copystar MFPs.

## USING THE TIERED COLOR COVERAGE COUNTER GIVES YOU FLEXIBILITY AND KEEPS YOU IN CONTROL.

Copystar's portfolio of MFPs provides three meters for color based on coverage – Simple (Low), Business (Medium), Creative (High) – and a fourth meter for monochrome. You are then able to set the coverage percentage levels by increments of 0.1%, which means you can set a tiered cost per page for three levels of color coverage. What does this mean for you? The ability to add color to monochrome documents for your customers at a low CPP while protecting your dealership against abnormally high color coverage.

### THREE-TIER COVERAGE

Besides the usual color and monochrome counters, Copystar's color multifunctional products (MFPs), also have three additional counters which count the coverage of printed and copied pages and allocates it into three simple groups:

- [ 1 ] SIMPLE COLOR (Low Coverage)**  
A company logo on monochrome correspondence.
- [ 2 ] BUSINESS COLOR (Medium Coverage)**  
A report that contains charts and graphs with text.
- [ 3 ] CREATIVE COLOR (High Coverage)**  
Color rich collateral such as brochures and presentations.



SIMPLE COLOR



BUSINESS COLOR



CREATIVE COLOR

**AUTOMATICALLY CAPTURE YOUR CUSTOMERS' TIERED METER READS USING COPYSTAR'S TIERED COLOR MONITOR BUSINESS APPLICATION AND UTILIZE PARTNERS SUCH AS GREATAMERICA™ OR U.S. BANK® FOR TIERED BILLING OPTIONS.**

For more information and a complete list of compatible Copystar color devices please contact your Area Sales Manager or visit [www.kdaconnect.com](http://www.kdaconnect.com).

\*KYOCERA Document Solutions America does not guarantee or make any promises that any service maintenance agreement sold to your customer as 'tiered billing' will grow or sustain your profitability. Specifications subject to change without notice. Coverage samples on this document are for example only and do not represent accurate coverage samples.