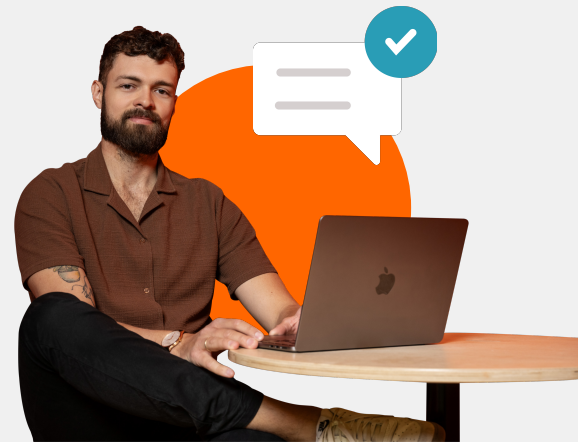


BREEZE BATTLE CARD

FOR FRONTLINE & PARTNERS



Value proposition

SAFEQ Cloud Breeze is a lightweight, plug-and-play cloud solution that **eliminates** traditional **print servers** and **driver management**. Designed for SMBs using Microsoft 365 or Google Workspace with lean or outsourced IT, Breeze enables fast, serverless, and **self-service** deployment—users can be up and printing in under two minutes, without IT involvement.

By shifting print (and scan workflows) entirely to the cloud, Breeze removes the burden of OS updates, driver mapping, and infrastructure maintenance. It adds **secure print release** via **card** or **PIN**, one-touch **scan workflows** with ABBYY OCR, **mobile** printing, and detailed **cost reporting**.

Primary differentiation

- Zero-trust, native cloud, **no VPN needed** (securely works over the open internet)
- No local hardware required (native cloud-embedded terminals)
- Regional data centers
- Location-aware push printing



Breeze embodies Y Soft's **"No Print Management"** philosophy—zero servers, zero drivers, zero headaches.

Breeze Print	Breeze MFP
Remove print servers Environments: • Microsoft 365 • Google Workspace SAFEQ Cloud Client • Remove driver management • Full-featured single driver • Support for finishing options • Location-aware print • Windows Protected Print 99.0% availability 2 business days support	Everything in Breeze Print, plus: Pure cloud embedded terminals • Brother*, Canon*, Fujifilm BI, HP WorkPath, Konica Minolta IWS, Ricoh, Sharp, Xerox • No local hardware Secure print & print roaming Delegated printing Card or PIN authentication One-touch scan (ABBYY OCR) Mobile & guest printing • Via the app for iOS and Android • Web upload • Email-to-print Extras: Card readers * In development



Security & Compliance

It supports secure authentication (Microsoft Entra ID or Google Workspace). Data centers located across all main regions. ISO 27001 certified.



Self-service onboarding

With printer auto-detect and automated driver management, customers can print in less than two minutes. Without IT.



Scalability

While Breeze is optimized for SMBs, it allows a seamless transition to SAFEQ Cloud Pro if enterprise-grade features are needed later.

TARGET GROUP

Small to medium customers with cloud infrastructure

- Small to medium businesses using **Microsoft 365** (all except Home) or **Google Workspace**.
- With Breeze **Print**, customers can remove print servers, their maintenance, and driver management.
- Upgrade to Breeze **MFP** and add features like badge printing, one-touch OCR scanning, or printing from iOS/Android.

Transactional dealers or inside sales without technical analysts

- Dealers specializing in sales and break/fix services who may lack advanced technical expertise.
- Inside sales of vendors.
- Focused on transactional sales, minimal post-sale service.
- Need a solution with simple bundling, no pre-sales engineering, and (optionally) no post-sales (handled by Y Soft).

Manage your customers without any effort

- Add value for your customers by ensuring their print environment is always up to date.
- Take no effort, Y Soft has you covered: regular cloud maintenance, updates, and a self-updating PC Client keep customers secure and up to date.

BUSINESS MODEL

- **Term-based pricing** – Fixed-term license for a predefined multi-year period to align with lease contracts, or
- **Subscription pricing** – Pay as you go, monthly or annually.
- **Two packages** – Print and MFP, based on customer requirements. MFP includes Secure Print and ABBYY OCR scanning features.
- **Price per device** – Unlimited users and prints/scans.
- Easy to add-on or remove devices throughout the subscription and extend the contract.

MY BREEZE CUSTOMER

Typical SAFEQ Cloud Breeze customers:

1. Have around 1 to 20 devices
2. Use Microsoft 365 (all editions except Home), or Google Workspace (Business or Enterprise)
3. Have Brother*, Canon*, Fujifilm BI, HP WorkPath, Konica Minolta IWS, Ricoh, Sharp, or Xerox

* Currently in development

TIPS AND OBJECTION HANDLING FOR SALES CONVERSATIONS

- ✓ **Do you have your own IT, or do you outsource IT?** Understand how the customer's IT is managed. If IT is owned, resources are used for strategic initiatives beyond basic support. For outsourced IT, efficiency leads to direct cost savings, as they typically bill by the hour.
- ✓ **Talk about the Netflix experience.** With SAFEQ Cloud Breeze, our vision is to get as close as possible to that kind of experience. Show how simple the [self-service onboarding](#) is.
- ✓ **Manage your customers.** Security starts with frequent updates. Over 70% of our on-premise installations were not updated even once in the last 15 months. With Breeze, this is resolved. We update and maintain servers regularly, and PC Clients are updated automatically. Without your effort—and without theirs!
- ✓ **How many locations do you support?** Customers with multiple locations can see a favorable ROI and simplified print infrastructure with Breeze. [Show our location-aware video.](#)
- ✓ **Do you currently employ an on-premises print server?** If so, are you aware of the costs of maintaining it? If not—great! With Breeze you don't need a server, but still get all the benefits of automated driver management and all the other features.
- ✓ **How do you approach security?** Talk about us doing regular updates, penetration testing, and vulnerability scans. ISO 27001 certified. Show our [secure printing](#) and [scanning video](#) to demonstrate secure print and scan.

5-Year Print Server Cost Analysis

Server Hardware

- Initial purchase \$3,000-\$5,000
- Refresh cycle: every 5 years
- Energy and cooling: ~\$200/year
- Hardware support/warranty: \$300-\$500/year

Software and Licensing

- Server OS license: \$500-\$1,000
- CALs/licenses: \$20-\$40/user

IT Administration

- Maintenance, patching, updates: 5-10 hours/month
- Average IT hourly cost: \$75-\$100/hour
- Annual admin cost: \$4,500-\$12,000

Total: \$28,500-\$69,500 every 5 years

Objection

Unique selling point of SAFEQ Cloud Breeze

Printing via the Cloud is not secure.

Having a local print server is safer.

Security starts with frequent updates. That means the OS, print drivers, and if you have a print solution, also database and application software. The reality is that the majority of customers don't update their print servers.

- Y Soft keeps SAFEQ Cloud updated on a regular basis. PC clients are fully auto-updated
- Data is encrypted throughout the entire document's life cycle
- No hardware required on the printer, nothing to break or update
- Y Soft invests in security: daily vulnerability testing, penetration tests, Wiz Zero Critical Club, ISO 27001 certified, and SOC2 certification in progress.

Do we need extra tools for scan workflows or metadata capture?

No — SAFEQ Cloud Breeze includes **fully integrated scan workflows**, with configurable metadata, ABBYY OCR, barcode reading, and central management — unlike solutions that require third-party apps or device-level setup.

Other cloud solutions already offer secure pull printing — why choose SAFEQ Cloud Breeze?

Breeze provides a **full-featured universal print driver** with advanced **finishing options** such as punch and staple, streamlining the user experience across all devices. **Doesn't require any hardware** on the printers and **operates securely via the open internet (no VPN)**.

Can we control data retention and compliance settings?

Yes — SAFEQ Cloud Breeze offers **configurable retention and export policies** aligned to GDPR, ISO 27001, and to global security and compliance standards giving customers control beyond what's bundled in generic cloud compliance settings.