



Parking Citation Management Services

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Table of Contents

Company Profile	
Key Staff	3
Brian Kaminski Regional Sales Manager	3
Adam Rausch Senior Vice President, Services	3
Christy Boggs Director, Collection and Processing Services	3
Sadie Jones Collection and Processing Manager	3
Overall Service Organization	1
Narrative – Methodology	7
Management Plan	3
Offering	3
Wisconsin DMV	3
Retriever of Vehicle Registration (RoVR)	3
Ticket Processing	3
Letter Services	9
Customer Service Center	9
IVR	9
Online Citation Payments10)
Paying a Citation Online10)
Online Citation Appeals12	1
Appealing a Citation Online1	1
Online Permit Sales (optional)12	2
Mobile Enforcement App12	2
Features12	2
Benefits12	2
Delinquent Collections	2
T2 Support Center	3
Technical Support Program13	3
Training	3
Fee Schedule15	5

Company Profile

Powerful Parking Solutions from the Parking Experts

T2 Systems was founded in 1994 with one simple goal: make parking better. Our focus is on our customers, which means giving you more solutions to

make parking management as seamless as possible. We've worked hard for the past 22 years to build a platform of services that are geared toward increasing efficiency, improving ease of parking management and boosting revenue for our customers. Our UNIFI Parking Management Platform is the parking industry's most comprehensive solution suite and puts all the tools you need at your fingertips—with one place to manage:

- Permits
- Enforcement
- PARCS
- Multi-space pay stations

- Vehicle counting
- Citation Services
- Event parking

Since our founding, we've established a leadership position in the parking industry and continue to pave the way in new technologies to make parking better. Our company, staff and solutions have been recognized by a variety of third-party organizations over the years. In 2016, we were proud to be included on Deloitte's *2016 Technology Fast 500* and Inc. 5000's *2016 List of America's Fastest-Growing Companies*. And while we pride ourselves on our accolades, our unified and scalable solutions, and the talent of our people—our most important focus is our customers and their success. T2 is driven to make the lives of our customers (and your parkers) easier by delivering mission-critical technology, solutions and expertise.

We move forward with the vision to constantly improve parking and provide intelligent parking solutions for every journey.

Our Customers

More than 1,000 organizations across North America partner with T2 to utilize available parking more efficiently, improve customer service and significantly increase parking revenue. We serve customers who operate locally, regionally, and nationally—many of whom are parking industry leaders and award-winners.

Our customers play a key role in our success. With everything we do, we look to our customers to better the industry alongside us. This means fostering collaborative engagement through the T2 Customer Community, where we keep an open dialogue about what we're doing right, what can make our platform better, and what the future of parking looks like. We're committed to leading the industry in service and want to set the standard for innovation in our solutions and collaboration with our customers.

T2 currently has over 160 customers ranging from pay stations to citation processing services. Currently, T2 has over 60 customers utilizing our Citation Services throughout the United States.

Strength

T2 has proven experience and deep roots in the evolving parking industry. With more than two decades of experience and 250 employees, we have significant experience and resources



available to help you reach your goals. Our commitment to bettering the parking industry is evident in our quality products and services, thought leadership and strong customer relationships.

T2 systems' total parking revenue shows significant growth with growth of \$30M in 2013, \$60M in 2014 and \$67M in 2015. While our revenue looks set to improve going forward, a specific forecast value has not been made public.



T2 Systems has the financial strength, resources and capability to finance the work to be performed, and to complete the contract in a satisfactory manner. T2 has been financially solvent since its inception and has continued to grow each year of its existence.

T2 recently ranked No. 2171 on the Inc. 5000's annual list of the fastest-growing private companies in the U.S, posting a three-year sales growth of 169%. This was the eighth time the company has made the list. Its leadership position in the industry, consistently strong financial performance and significant growth potential attracted a \$28 million equity investment from Pamlico Capital in 2011. In 2016, T2 was acquired by leading private equity firm, Thoma Bravo.

Disclosures

T2 Systems has never defaulted on a contract or been terminated due to the same. T2 Systems Inc. also discloses that it is not under any ongoing incidents.

T2 Systems is not involved in currently, and has never been involved in, an ongoing bankruptcy as a debtor, or in a reorganization, liquidation, or dissolution proceeding. In addition, a trustee or receiver has never been appointed over all or a substantial portion of the property of T2 under federal bankruptcy law or any state solvency law.

Key Staff

The below individuals provide a substantial portion of implementation and project delivery. Citation Services will manage the process 100% post go-live.

Brian Kaminski | Regional Sales Manager

Brian is the main contact for this RFP during negotiations and implementation. Brian has been in parking for over 15 years. Brian was with T2 Systems back in 2000 – 2005 and rejoined T2 last year after spending a number of years selling and supporting other products in the parking industry.

Adam Rausch | Senior Vice President, Services

Adam joined T2 in 2016, bringing more than 17 years of business operations and development experience to his role of Senior VP of Services. Adam leads the Professional Services and Citation Services teams with a focus on scale and process development aimed at improving our operational efficiencies and enhancing our customer experience.

Prior to joining T2, Adam was VP of Product for Quotient Technologies and Director of Client Services/Solution Director at NCR Corporation, where he managed Global Sales, Development and Professional Services teams. Adam holds a BS from the University of Indianapolis and Project Management Certification from Indiana University Purdue University Indianapolis. Adam is based at T2's headquarters in Indianapolis, IN.

Christy Boggs | Director, Collection and Processing Services

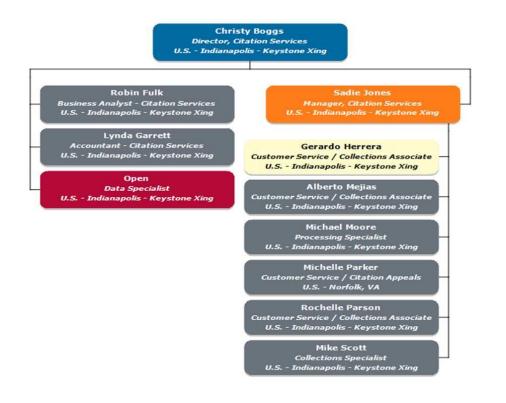
Christy leads T2's Citation Services in technology-based processing and collection services. Her team provides high quality customer service and maintains compliance with the Federal and State laws. She has a passion for building processes to help our customers reach their revenue goals. She excels in customer care and helps Citation Services customers achieve their business goals. Christy brings 20 years of collection & customer service management experience to T2 and has won several distinguished company awards for her leadership over her career. She is a member of The Indiana Collectors Association and the Association of Credit and Collections Professionals (ACA). Prior to joining the team at T2, Christy was a Regional Finance Manager for JDByrider and assisted the development of TCR Solutions. Christy studied Business Administration and Finance at the University of Kentucky and Indiana Wesleyan University. Christy is based at T2's headquarters in Indianapolis, IN.

Sadie Jones | Collection and Processing Manager

Sadie leads T2's Citation Services processing and collections team. Her team provides high quality customer service and maintains compliance with the Fair Debt Collection Practices Act. Sadie brings over 20 years of collection and client service industry experience to T2. Sadie studied Anthropology at Ball State University. Prior to joining the team at T2, Sadie was a Collection Loan Specialist Team Leader at Mutual Hospital Services, LLC. Sadie is based at T2's headquarters in Indianapolis, IN.

Overall Service Organization

T2 has dedicated staff to the success of your parking operation. There are key members of the Citation Services staff in addition to the staff included above that work with the public on a daily basis. These critical staff members range from collections operations such as collection strategy, skip tracing, violator services calls, outbound phone calls, data entry, and analyzing data. The below group reports to Adam Rausch, Senior Vice President of Services:



Narrative

T2 Systems is pleased to provide a proposal to the City of Waukesha. We would like the opportunity to partner with the City to achieve the City's business objectives, obtain an industry-leading parking management solution (T2 Flex) and provide high-quality services to your customers. We understand the parking management system is mission-critical for your operation and our team will work to ensure success. We are proud to serve as the professional face of your organization, and our team of collections professionals is committed to the highest level of customer service and to growing your citation revenue.

T2's unified solution is a proven product and service with over 400 customers for over 22 years. Our objectives for this project are to provide the City with the following:

- An economical solution with competitive annual costs to help maximize the City's parking enforcement revenue. T2 is providing costs for full processing, enforcement hardware, enforcement software, delinquent collections plus the first year training and expenses that will ensure you have the program needed to fulfill today's requirements and grow tomorrow's future operations.
- A nationally known and proven solution with services tailored to fit the City's needs to manage citation processing and enforcement technology, to provide the City and your customers with reliable state-of-the-art technology.
- T2's professional staff with consistent policies and systematic operational procedures that generate a stable experience for both City staff and members of the public.

Our Flex solution provides the capability for the City to control as much of the process as required. T2 provides a true cloud-based program with full access to citation data that maintains total access and control of the complete application. Our mission is to provide the City with a proven system that allows the City to attend to priorities of the department while T2 provides a secure environment for the citation data and a dependable and reliable service for the public.

This proposal is based on the specifications requested which includes:

- Overall citation processing
- Manual data entry
- DMV processing
- Retrieval of Vehicle Registration (RoVR) out-of-state registered owner look-up
- Delinquent notices and custom letters are mailed daily
- Delinquent collections
- Payment processing, including:
 - Daily payment processing using real-time processes and secure environment for credit card processing that is PCI-DSS Level 1 compliant, with real-time updates using Visa, MasterCard, Discover, and American Express.
- IVR solution to help expedite calls with 24/7 availability for customers to pay for citations and receive information via phone in multiple languages. IVR system is PCI-DSS Level 1 compliant.
- Custom public website for credit card payments and appeals, which also allows the City access for minor modifications and control
- Mobile Enforcement App for citation enforcement on Android device
- The availability of real-time information, including real-time reporting, automatically generated reports, or dashboard functionality. Reports are provided with the ability to export to Excel or PDF. The City has access to over 100 pre-defined reports in addition to easily create ad-hoc reports

- Dashboards can be set-up as a customized report to provide each user at a glance updates for urgent business updates that meet individual needs
- Complete access to your data through T2 Flex, including all correspondence with customers that you can view at a glance

Together we will achieve a true comprehensive processing service with a unified parking solution meeting the City's current needs: reliable, effective, flexible, sustainable, and cost-effective that has the ability to exceed expectations and have the potential to manage more areas of the parking operation in the future.

We'll take care of you, as we take care of all of our customers. Thank you for your time considering our proposal.

Narrative – Methodology

T2's Citation Services (CS) is a full-service citation administration solution built for parking operations. Let our friendly, professional, and knowledgeable staff manage your citation program with efficiency and consistency. Our complete suite of services can be tailored to suit your specific business needs, allowing you to optimize your staffing efforts and increase revenue.

CS plays an important role within T2's UNIFI Parking Management Platform. Because our staff members are experts in parking, collections and T2 Flex, they already understand the intricacies of your bigger operational picture. Each software, system and service component works together to achieve your unique business objectives and revenue goals. Use data collected from web-based T2 Flex to monitor the health of your collections at any time on any web-connected computer or mobile device.

Exceptional customer care is at the core of our collections philosophy. Our team of experienced, licensed collection professionals will treat your customers as if they were our own, with respect and professionalism. We will take great pride in being the customer interface for the City of Santa Clara.

The City of Norfolk

"The biggest issue [prior to T2] was the number of calls received by the City from the public with complaints about collection tactics and the aggressive demeanor of the collection agents."

"...9% of all unpaid parking citations were aging beyond 3 years. That number has been reduced to approximately 1.5%...the program has collected nearly **\$1.7 million in outstanding parking ticket debt**." CITATION SERVICES

"The CCS team provides consistent, timely, and efficient customer care to the City and the City's customers."



Management Plan

Offering

T2's Citation Services has developed a solution specifically for parking agencies to provide you with the most reliable, streamlined, and consistent citation processing and collections offering.

T2 has developed vendor relationships, professional staff, and quality best practices to increase the accuracy and efficiency for parking enforcement, parking citation processing, and delinquent collections.

Wisconsin DMV

T2 understands the requirements of working in the State of Wisconsin and will facilitate your WI DMV process.

WI DMV Inquiry: T2 will provide daily communication for registered owner information. The registered owner information will be available to the City on line and the data will be used to generate delinquent notices on a routine basis.

Registered Owner changes: T2 and/or the City will have the ability to make any necessary changes due to a bad address or change in the Registration.

With Flex and CS, the City will be provided the ability to identify vehicles where license plates are eligible for hold/release, on a daily basis. The hold/release status can be viewed directly from the citation record within Flex. The City can view a dashboard to show daily hold/releases or opt to have a report sent via email.

Retriever of Vehicle Registration (RoVR)

Parking tickets with incomplete or missing information lead to lost revenue. But with RoVR (Retrieval of Vehicle Registrations), T2 Systems' registered owner look-up service, you can quickly locate the individuals responsible for unpaid parking tickets.

RoVR is an easy add-on service that will help you dramatically increase your collection rate. Our system can identify vehicle owners from nearly all 50 states and the District of Columbia.*

RoVR is a cloud-based solution, therefore it allows you to quickly locate the individuals responsible for unpaid parking tickets without having to generate, print and mail reports, or manually enter registered owner information back into your database.

And RoVR is easy on your budget because you only pay for successful registered owner returns.

The interactive wizard makes the entire process easy and hassle-free. RoVR does all the work of adding and updating customer, address, and vehicle records.

There is no manual data entry or data matching required, virtually eliminating the possibility for errors.

Ticket Processing

Payments are made easy with T2's multiple payment options. Your customers will be provided with a number of ways to submit payments to the City. T2 FlexPort solution provides public customers the ability to view parking citations, pay parking citations, appeal parking citations all via real-time. In addition, public customers will have access to a toll-free customer service department who will answer general and specific questions about each parking citation and will accept payment over the phone via a real-time interface.

A complete audit trail is provided to show who and where the payment was made. Payments are processed within one (1) business day of receipt. The City can view a dashboard to show daily payments or opt to have a report sent via email.

Payments options include -

- Telephone Payments made by using the IVR system are updated immediately and deposited into a T2 merchant account. A convenience fee is charged to the person making the payment and retained by T2 for the merchant services.
- Internet payments using our secured website (Level 1 PCI, highest PCI Level)
- T2 will design and set up a website and payment gateway for online credit card payments. The
 options for payment will include Master Card, Visa and Discover. Additional information about
 online solutions can be found below.

Letter Services

CS takes on the responsibility of sending correspondence to customers, with responsibilities for generating, printing and mailing delinquent parking violation notices and follow up letters. This includes postage. Reminder notices, Delinquent notices, Partial Payment Notices letters and mailed within the timeframe set by the City.

- Paper is 8.5x11" and 24lb and has a static pre-printed backer. Variable data is printed on the front of the bill.
- Fees include postage and materials materials listed below,
- Letters are sent first class mail with a return envelope and tear off payment stub for processing,
- Price includes black plus red, green or blue duplex printing of variable data and form elements on the front and back of the page onto white form with a perforation for remittance stub,

Notices are printed on high quality laser printers. The number of days from issuance to notice is a task that is established between the City and T2 upon implementation. The average time is 21 days from the citation issuance, but may be set to meet custom requirements or needs.

Notices are generated for the City on a daily basis. A PDF copy will be made available to the City to reprint and provide to the pubic if needed. Any letters returned will be tracked in T2 Flex where the City can access this information.

All letters will be designed and configured during implementation. The City will determine what information will be provided on the various letters. In the event of a postal increase there will be a fee added to offset the postal increase.

Customer Service Center

T2's call center consists of courteous, professional agents specially trained on parking issues. A Customer Call Support Center will be provided for public customers via a toll free phone number. The inbound call scripts are customized to your statuses and environment. The call center will offer information on general policies and procedures including handling complaints and forwarding to the appropriate City Staff, explaining the adjudication process and researching basic customer inquiries.

IVR

T2's Interactive Voice Response (IVR) solution provides customers with a custom phone number where they can receive information regarding their citation details and instructions on multiple topics. T2's IVR functionality allows for a caller to obtain the needed information or be transferred to our Customer Service Call Center during normal business hours. A person can also call the Customer Service Call Center directly. Call representatives have real-time access to parking citation data and can provide details on the parking citation. Payment can be made over the phone.

Online Citation Payments

T2's FlexPort Solution makes online payment processing easy. T2 works to provide customers with flexibility, so FlexPort can be accessed by both a desktop computer and mobile devices. The City can utilize FlexPort, and other customer facing items, to direct payments, administrative review correspondence and other documents to the City's address.

A customer has the option to pay citations online.

Parkers wishing to pay online will find a very easy interface whereby citations can be paid in just a few simple steps. T2 will use PayPal as the IPG. The customer will be transferred to the Internet Payment Gateway's (IPG) hosted order page to enter all credit card information to complete the transaction. Both T2 Flex and the IPG process the credit card payment in real time. Once the customer completes the transaction, they can be emailed their receipt and will have the option to print one themselves.

Paying a Citation Online

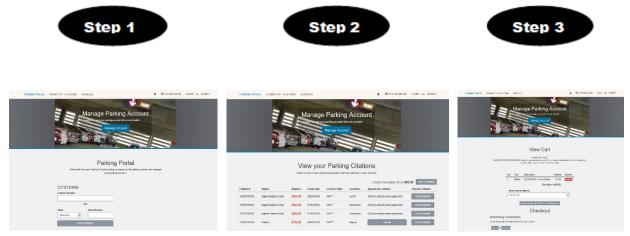


plate number, or customer ID.

citation payments, but can be implemented at no additional cost.

Enter the citation number, license Next, List of unpaid citations are Finally, select method of displayed.

A login is typically not required for Click on the citations to be paid.

payment. Payment methods can include credit card.

If credit card is selected, purchaser is transferred to your IPG's credit card capture page.

No convenience fees are charged by T2.

Online Citation Appeals

T2's FlexPort Appeal Solution provides the ability for citizens to submit initial reviews online, allow your citizens to attach supplemental documentation to their appeals, and view all photos linked to the violation. The City may set restrictions, if desired, for the time frame to allow appeals, what information is required to file an appeal, and whether the customer may attach documentation. The FlexPort Appeals solution integrates with the City's T2 Flex database: therefore, information is integrated in real time. The FlexPort solution will follow the City's business rules for appealing a citation.

For written reviews, postmark dates will determine if the appeal is submitted on time. Written reviews for first level, along with payment, will be entered into T2 Flex within two business days of receipt. These citations will be placed on administrative hold. T2 will notify the City if any second level appeals are received.

Real time reports may be included to provide an outstanding list of pending reviews. This report would be used to interact with the database for quick and easy access to the citation.

Designated City personnel will have access to the City's Flex database in order to finalize appeal decisions. Hearing data will be updated in T2 Flex in real time. Real time dashboards can be viewed by the City to view open and closed reviews.

Appealing a Citation Online Step 2 Step 3 Step 1 Step 4 Appeal Agree

First, login-in. Select View Citations. Select Appeal next to the citation you would like to appeal.

details and access photos of the violation. In order to proceed, the customer must agree to provide a reason for the terms and conditions.

Next, review the citation Finally, the customer can select method of correspondence (email or mail). the appeal and upload supplemental documentation

> Confirmation of appeal can be printed from the browser and/or emailed.

The parking department can be notified of an appeal filed online. When a citation is on appeal, the citation is frozen from receiving late penalties, overdue notices and other types of actions.

A multi-tier appeal process is supported in T2 Flex. A first level appeal may be submitted in writing. A second level appeal may require a hearing. Appeals can be assigned to the next available hearing. Notices to appear can be generated and sent out.

Once a decision is applied to the appeal, the citation is updated in real-time. Result notices can be generated on demand or scheduled to run at a specific time. Letter history is updated on the customer, citation and appeal records.

Online Permit Sales (optional)

With Online Permit Sales, your residents and City employees, have the ability to go online to purchase permits, manage their vehicles and overall account, all through a single sign-on, if the City chooses. Now, a resident can purchase a permit at 2:00 a.m. if they so desire. In addition, you will improve customer service because your patrons have access to their account online and won't have to wait in any long lines. The City controls and manages these permit sales. Pricing and additional information can be provided at a later time.

Mobile Enforcement App

Based on your requirement to run the application on a handheld device or tablet; T2 is proposing using our Enforcement App. Being that the software is a mobile application, it gives the officer the ability minimize the app to access other applications on the mobile device, while it runs in the background and the officer can return to the enforcement app where they left off. T2's mobile enforcement app supports real-time issuance with both Wi-Fi and Cellular communication methods supported.

Features

- Issue citations and include photos
- Perform permit lookups
- Monitor metered parking with the Check Payment feature for your Pay-by-Space, Pay-by-Plate or Pay-by-Cell integrations
- Real-time integration with Flex
- Tire chalking made easy with ability to track tire valve locations
- Additional features such as Motorist Assistance and Stall Counts

Benefits

- Real-time Flex data provides accurate enforcement with cellular or Wi-Fi connectivity.
- Lower hardware investment for smaller parking operations
- Increased citation revenue
- Enforcement software for staff that occasionally write tickets
- Enforcement anytime/anywhere (for staff that can take their devices home)
- Decrease the learning curve for new staff with the look, feel, and process of a typical app
- A supplement to your rugged handhelds

Delinquent Collections

CS will perform outbound collection calls following all state and federal laws. We have experienced staff that takes pride in providing excellent customer service to our customers and yours. The Citation Services team takes a non-confrontational and professional approach that reflects positively on your organization. Our



friendly approach has allowed us to collect an average of 54% of all debt assigned to our agency. We contribute the higher margin to our systematic, consistent, and efficient processes.

In addition to customer service and collections; Citation Services will provide skip tracing with access to several skip tracing databases allowing us to receive the most current address and telephone information. The personal information is "scrubbed" and updated to maximize the ability of our collection efforts. Citation Services has access to real time bankruptcy information to ensure no FDCPA violations is committed when pursuing and individual who has petitioned for bankruptcy.

Citation Services will work with the City to establish best practices, escalation points, and expectations to best fit the needs of the City. While working with the City T2 will establish the criteria set for sending citations to 3rd party collections. A routine task is established to automatically export the citation data to Citation Services to begin the collection process.

T2 Support Center

Clients can access an online Support Center to assist with troubleshooting, a knowledgebase containing articles and step-by-step instructions, a section for downloadable content, and tools to submit and manage tickets.

Technical Support Program

T2 stands behind its products with a comprehensive warranty, software update, and technical support program. T2's client services approach is to design a program that meets the unique needs of each client and create tools and partnerships that support those needs. T2 is confident that the City of Santa Clara's investment in our project proposal is the best decision given the proposal's combination of a superior technology platform, comprehensive local support, the product's proven integration success, and the company's long-term plan to cost-effectively standardize the customers parking network.

In addition to warranty service, T2 offers toll free 24/7 client support to provide the City with the best service offering in the industry.

T2's support is available by telephone, e-mail, and portal service through the T2 Hub. T2's regular business hours are 5:00 a.m. to 5:00 p.m. PST, Monday through Friday (exclusive of holidays). During non-business hours, weekends, and holidays, T2 provides an emergency response pager service.

T2 has a multi-faceted approach to technical support. Our first line responders or Customer Care Team take all forms of support issues submitted by telephone, through our T2 Hub (which features step-by-step troubleshooting and a knowledgebase), or by e-mailing Support@T2systems.com.

Within the support organization T2 has structured its teams to be focused on the products within the solution offerings. Our Product Experts will take the support case and troubleshoot and offers solutions. The Product Expect team also has at their disposal a team of enterprise experts who can be brought into issues to add an extra layer of domain knowledge to help find resolution for reported issues.

The support program can contain elements of direct manufacturer support, client trained support, and/or third-party on-site service. T2 then delivers support tools that include comprehensive manuals, online access to knowledgebase articles and online tracking of service tickets that may be reviewed at any time.

Training

The implementation team provides training prior to any implementation. Training is customized around specific solutions and services the customer has purchased.

- On an on-going basis we provide a recorded training library with courses on all T2 solutions and configuration as well as release training on new features. This is particularly beneficial to onboarding new employees. Other training opportunities are available at an additional cost:
- Online WebEx training
- T2 University recorded trainings
- Onsite training provided based on customer needs
- Classroom training sessions at our annual Connect conference

T2 also provides a certification program geared to certifying T2 users based on the role of each employee within your organization's parking operation. These training modules are short videos that provide training for a particular need without hours of irrelevant training.

Front Line Certification

- Flex Overview
- Customer Manager
- Citation Manager
- Vehicle Manager
- Cash Drawer and Financials
- Permit Management
- Reports
- Appeals
- Optional (choose one): Bulk Permits, Letters, Waitlist Management, Printable Permits, Residential Permits, FlexPort Admin Console

Supervisor Certification

- Flex Overview
- Flex Configuration
- Permit Configuration
- Task Scheduler
- Query Manager
- Letters
- Reports
- Dashboards
- Optional (choose one): FlexPort Admin Console, Citation Transfers, Waitlist Management, Permit Allotments, Chain of Custody Permit Inventory Control

Financial Certification

- Cash Drawer and Financials
- Credit Card Configuration
- Reports
- Query Manager
- Dashboards
- Crystal Reports Database Structure
- Crystal Reports Introduction
- Crystal Reports Advanced
- Optional (choose one): Payment Plans, Third Party Management, Recurring Credit Cards, FlexPort Admin Console, Pre-Authorized Deduction

Fee Schedule

Request for Proposal for Parking Citation Management Services

Ticket processing	1.98	Per ticket
Letter fulfillment	0.95	Per letter postage included
Out of state processing	28%	Paid citations with out of state plates
Collections	28%	Paid citations assigned to collections
IPG/Website/IVR/CC Fee	2.95	Per payment paid convenience fee paid by citation holder

The City will be required to purchase their own Smart Phones either Android or iOS along with the data plans to be utilized for enforcement.

T2 Systems will supply the printers, shoulder straps and protective cases.

The city will be responsible to purchase their own ticket stock for printers.