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How distributors are helping resellers profit from IT security

PAGE 31

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PRINT IT RESELLER

printitreseller.uk

APRIL 2016

Comment

What strange times we live in. It really does feel as though we are on the cusp of major cultural change, as people demand ever greater access to 'private' information like tax returns and medical records. But if we expect full disclosure from leaders, shouldn't everyone offer up their tax return for scrutiny? Actually, this is something many seem prepared to do. Amazingly, the same holds true for medical records, with eight out of 10 consumers surveyed by Ricoh Europe saying they would be prepared to share personal data, including health records, if it led to more personalised communications. Perhaps this is just as well in light of Government plans to let citizens access their own digital health records by 2020. As the Panama Papers and countless other security breaches show, digital data is vulnerable to internal and external threats and, unlike paper, once digital records have been accessed they can be removed, distributed and shared very quickly.

Ironically, people's willingness to treat sensitive data as a tradeable commodity that they would exchange for something as trivial as personalised communications is increasing at a time when there is growing pressure to keep customer details safe and secure. This comes from Government through tighter legislation, such as the EU General Data Protection Regulation (see page 30), and from suppliers like WhatsApp, which now encrypts all content, and Apple, which has been in conflict with the FBI over its refusal to unblock a terrorist's iPhone. Wherever one stands on the privacy versus security debate, there is little doubt that, for resellers, security solutions present a potentially profitable new line of business that distributors are doing their best to help them tap into (see page 31).

The question of security features prominently in a series of video interviews that *PITR* has conducted on the future of print with leading vendors including Brother, Epson, OKI, Ricoh, Toshiba and Panasonic/DMC. The interviews have now been uploaded to our website and are well worth a look when you have the time.

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BULLETIN

Say goodbye to DOA headaches

Westcoast is offering customers a printer pre-delivery inspection service (PDI), following the opening of a brand new facility at its Theale HQ.

The service is available for reseller partners of most major brands, including HP and Lexmark, as well as brands not distributed by Westcoast.

It removes the need for managed print partners to unpack, inspect, configure, test and software-image large printers on their own or their customer's premises – work that can be extremely time-consuming and requires resellers to take full responsibility for the technology, to pay increased shipping costs and to train and manage an engineering resource capable of carrying out complex software-loads.

In addition to printer pre-inspection, the Westcoast PDI service includes printer delivery, installation and connection on behalf of a partner, plus product demonstration and removal of old devices, if required.

Westcoast Managing Director Alex Tatham said: "I could not be more excited about offering this service. It eliminates DOA headaches for resellers at a stroke. We have already delivered more than a hundred large format printers to retailers' shops across the UK, configured a bulk order on behalf of one of Britain's largest managed print providers, and are working on a large order for a brand not even distributed by Westcoast for a chain of betting stores."

He added: "Every print provider we have engaged with has welcomed this move as they frequently hit periods of high demand or skill shortages. We have invested in dedicated resources, project management and skilled engineers. I can only see this new service growing as Westcoast become the UK's managed print fulfilment partner of choice."

To find out more, speak to your account manager or contact Richard Kerrison, Westcoast's PDI project manager (Richard.kerrison@westcoast.co.uk).

www.westcoast.co.uk

Brother achieves IIP Platinum status

Brother UK has become the first large business in the UK to receive Investors in People (IIP) Platinum status in recognition of its leadership, continual improvement and support for employees.

Phil Jones, managing director of Brother UK, said: "Investors in People estimates that only 0.05% of businesses could achieve platinum status, so we're all incredibly proud of the award, which represents the culmination of many years of hard work re-purposing our business. It also serves to inspire us to continue striving to be a leading employer, not just in our sector and our region, but in the whole of the UK."

IIP noted Brother's commitment to sustainable growth and planning for the future and commended it for its community engagement programme and for championing equality and diversity.

www.brother.co.uk

Phil Jones, managing director, Brother UK

Data protection explained

The Information Commissioner's Office (ICO) is holding a free half-day conference at the NEC, Birmingham on April 25 where resellers can find out more about their data protection responsibilities. The SME Data Protection Conference will feature workshops on records management, information security, subject access requests and the recently launched data protection self-assessment toolkit for SMEs. Register at **https://www.snapsurveys.com/wh/s.asp?k=145449781468**.

Panasonic solutions

Panasonic has created a new European company to develop solutions based on hardware, software and connectivity from Panasonic and third parties. Panasonic System Solutions Europe (PSSEU), a division of Panasonic Marketing Europe, will initially focus on three vertical markets – utilities, transportation and logistics. One of the first solutions it has developed is an automated trespass warning system for the UK railway network.

Finance package to boost HP LaserJet sales

Tech Data and HP Finance are making it easier for businesses with limited budgets to invest in the latest printing technology by introducing a 0% financing package for HP LaserJet devices.

Delivering the benefits of a 'small-scale' MPS, the package includes the cost of the printer, installation, one set of replacement toner cartridges and warranty cover, paid for in monthly instalments over 36 months.

Tech Data says that instead of paying £5,000 for an HP Color LaserJet Enterprise flow MFP M880z plus £2,300 in add-ons upfront, the customer would pay around £204 per month for 36 months.

The scheme is good for resellers, too, as HP Finance will carry out credit checks, pay the full amount up-front and manage the risk with the customer.

Mike Leary, Print Business Development Executive at Tech Data, said: "We receive a lot of enquiries about managed print services on HP printers, but it is not suitable for most small companies. At the same time, these businesses often find it difficult to finance the purchase of a high-quality LaserJet. The HP Finance scheme will provide a simple answer to the dilemma, so we think it could be very popular indeed."

HP partners are also benefiting from Tech Data's switchover to a new online Integrated Quoting (IQ) tool, which enables it to provide verified pricing on bids within minutes, rather than the hours it used to take with Smart Quote.

Ross Turner, HP Business Manager at Tech Data, said: "The new IQ system is slicker and smarter and it will allow HP partners to compete much more effectively. HP will now be responding very quickly to bid requests, and we will be replying almost instantly as well. In most cases, we expect to give customers a price that is even better than the indicative price from HP. So, by listing Tech Data as their preferred distributor, resellers can expect to get the very best response and pricing on HP quotes."

www.techdata.co.uk

Scanner and storage bundles

With the July 2016 deadline for 'digital courtrooms' fast approaching, Tech Data has bundled together Fujitsu scanners and Netgear NAS storage to help courts and law firms go paperless.

Suitable for organisations with scanning requirements, ranging from 700 to 40,000 pages per day, the three bundles include an entry-level ScanSnap iX500 with a 900GB NAS device; a mid-range fi-7160 with a 2.7TB NAS device; and an fi-6400 with a 4.5TB NAS unit.

Lindsay Browning, Fujitsu Scan Business Development Executive at Tech Data, said: "These bundles make it easier to offer a simple solution at a very competitive overall price and, as they come complete with software, they are easy to install and use right away." **www.techdata.co.uk**

Integra welcomes new members

Integra Office Solutions Ltd has welcomed eight new dealers to the group in the first two months of this year. The strength of the Initiative own brand, flexible purchasing options and strong partnerships with VOW, Spicers and Antalis have all been key factors in recent discussions with new members.

Managing Director Aidan McDonough said: "Our membership solution is perfect for strong, independent dealers looking for a multi-faceted approach to market. For most of our dealers and suppliers it's about what goes on behind the scenes to grow their businesses that counts and their requirements may be very different. So a generic, one-size-fits-all approach doesn't work. We have mainstays within the programme, but very much supported by varied media and content."

The buying group was named Dealer Group of the Year at the 15th European Office Products Awards held in Amsterdam last month. This award follows Integra's success at the 2014 and 2015 BOSS Awards where it won awards for Catalogue of the Year, Brand of the Year and Reseller Marketing Excellence. **www.integra-office.co.uk**

Exertis acquires Siracom

IT and communication products distributor Exertis has strengthened its Enterprise offering with the acquisition of Siracom, a specialist distributor of third party-branded wireless infrastructure and security products.

Siracom employs 15 people at its offices in Basingstoke and supplies a network of more than 1,000 partners across the UK.

Exertis, one of Europe's largest and fastest growing technology distribution and specialist service providers, has relationships with 350 global technology brands and 22,850 resellers and retailers across Europe.

Its commercial offering now encompasses Server, Storage, Networking, UC, Security and Wireless Networking products. **www.exertis.com**

Workplace wellness a focus for Apogee

Apogee has been employing health and fitness specialist David Boost to provide weekly one-on-one, one hour consultations with employees based at the firm's Maidstone head office.

Each workplace wellness consultation includes an assessment of key measurements including blood pressure, body fat, BMI, lung function, blood glucose, blood cholesterol and cardiac risk and gives employees the opportunity to get advice on how to improve their overall health and well-being.

All staff have the choice whether or not to participate.

Gary Downey, Group Marketing Director, said: "Our staff are the most important part of our business. As a service provider we rely on them to care for our clients and through our Workplace Wellness initiative we can help them make sure they are looking after themselves as well." **www.apogeecorp.com**

Accolade for Vision

Vision has been identified as one of the London Stock Exchange's 1000 Companies to Inspire Britain. The report is a celebration of the UK's fastest-growing and most dynamic businesses.

To be included, companies must show consistent revenue growth over a minimum of three years and significantly outperform their industry peers. **www.visionplc.co.uk**

Learn all about the Microsoft Classroom

Tech Data is giving resellers another chance to view Microsoft's complete proposition for education before seasonal upgrade programmes take place in the summer break.

It is hosting four sessions of the Microsoft Showcase Classroom at Microsoft's facility in Paddington on May 18 and June 22; at The Belfry in Sutton Coldfield, near Birmingham, on May 25; and at The Mere in Knutsford, south of Manchester, on June 15.

Kirsty Prigmore, Public Sector Marketing Manager at Tech Data, said: "The Microsoft Showcase Classroom is a fantastic resource, and the experience resellers get from it is invaluable. They are able to get hands-on and interact with Microsoft technologies, so they can see the technology in action and experience it from the perspective of both teachers and pupils. It's a really good experience that helps resellers to sell more effectively to schools."

Find out more at **http://microsoftattechdata.co.uk/events.html**.

Beta to distribute Samsung wireless LAN

Samsung and Beta have extended their relationship, with the appointment of Beta as distributor for the Samsung range of Wireless LAN Solutions.

Beta already has distribution agreements with Samsung Print and Samsung SSD.

Warren Hampton, General Manager of Samsung Wireless Enterprise, said: "Beta is already a well-established distribution partner with other Samsung businesses and we have seen first-hand the quality of their sales and marketing operations, as well as their excellent reputation in the industry."

David Treadwell, Business Development Manager at Beta, said: "The addition of this product range really complements our networking offering. Samsung WLAN brings together enterprise-ready devices, security frameworks, wireless infrastructure and voice over wireless LAN to help businesses embrace mobility." **david@betadistribution.com**

Top performers recognised by Xerox

RDT Office Solutions Group has been named Xerox UK Partner of the Year 2016 in recognition of its exceptional growth. The company also won the Xerox UK Platinum Partner of the Year 2016 award, which recognises the top partner within Xerox's highest tier of mono-branded partners.

Donna Marley, Director and UK General Manager of Xerox, said: "Over the last five years, RDT has focused on a very deliberate plan to drive exceptional growth in its business, by transforming itself from a hardware-centric sales organisation to a solutions and services business. The company has shown impressive results every year since 2010, and last year was no exception, with 15% growth. Not only that, it has virtually tripled the business delivered to Xerox over a five-year period."

ZenOffice Managed Print Services picked up the 2016 Xerox UK Gold Partner award. Dale Needham, MPS Director at ZenOffice, said: "Our success is achieved through effort and investment in the best people in the industry. We are committed to providing our customers with best-in-class solutions, and this has led to some phenomenal results over the last four years."

In 2015, the company achieved Gold Concessionaire status within the Xerox Global Partner Programme, placing it amongst only a handful of Xerox Gold partners in the UK, and grew turnover by nearly 30% to over £14m.

Tracy Rabone, Xerox Channel Business Manager, said: "The award is truly deserved and the result of some serious hard work by a team of talented, dedicated and tenacious people."
www.rdt-osg.com • www.zenoffice.com

Gold for Canon

Canon has been awarded an EcoVadis gold rating for the second consecutive year, positioning it in the top 5% of companies for sustainability performance. The EcoVadis CSR analysis system assesses 21 criteria relating to the environment, fair labour practices, ethics/fair business practices and supply chain.

New recruits for Blackbox Solutions

Blackbox Solutions has taken on five more recruits at its new Maidstone head office.

Rachel Hawkins, who has 15 years' industry experience and previously worked with Managing Director Colin Griffin at IKON and Balreed, has joined as Finance Controller; Customer Service Executive Letitia Speed has been appointed to handle customer service enquiries and liaise with customers throughout the installation process; and, as part of its growing focus on IT services, Blackbox has appointed two technicians, Tyler Oliver and James August, to provide hardware and software installation and onsite and remote customer support.

Finally, Dipo Oredein has been recruited as Copy Shop Manager. His responsibilities include managing all aspects of the Copy Shop, including printing, copying and scanning services. Using his background and training in graphic design, he will also deliver design projects commissioned by local businesses.

Managing Director Colin Griffin said: "We have had a very busy start to the year and this is reflected in our recruitment activity. We expect to make further appointments throughout 2016."
www.blackbox-solutions.co.uk

Cisco CTO to speak at Synaxon conference

Alison Vincent, Chief Technology Officer for Cisco UK and Ireland, will be one of the keynote speakers at dealer group Synaxon's annual member conference in Nottingham in June.

Alison will speak on the subject of digitisation, explaining how Cisco is helping to accelerate the pace of change and enabling partners and customers to monetise new technologies. During her address, she will paint a picture of how technology visions can be turned into real-world business for member companies.

The group has also signed an agreement with Velmex Distribution that will give its members access to specific project pricing and outstanding support on Canon's full range of large format printers. **www.synaxon.co.uk**

Telephone support

Purpose Software, a supplier of service management software to document and print management solution providers, has expanded its support capabilities with the appointment of Vincent Gilbert as Helpdesk Consultant. He will be responsible for providing telephone and online support for the company's service management software.

Mike Burke, Managing Director of Purpose Software, said: "This appointment will enhance the level of support we provide to our customers and help to consolidate our position as the go-to supplier of specialist service management software for the document and print management industry. Vincent's extensive helpdesk experience will be a major benefit to customers and ensure that they continue to derive maximum benefit from our solutions." **www.purposesoftware.co.uk**

Solar powers Midshire

Midshire has burnished its green credentials with the installation of 192 solar panels on the roof of its West Bromwich facility. The £65,000 installation was completed at the end of 2015, since when Midshire has saved 485kg in CO_2 and generated enough power to run 3,753 lightbulbs for a day.

SITS returns

SITS16 – The Service Desk & IT Support Show returns to Olympia London on June 8-9. The conference and exhibition brings together 55 expert speakers and over 80 specialist vendors, integrators, consultancies and service providers, covering everything from self-service IT portals to transformational service management tools. SITS16 attendees have free access to Infosecurity Europe 2016, co-located at Olympia.
www.servicedeskshow.com

Industrial print report

InPrint Show is inviting members of the industrial print community to download a free report it has produced in association with I.T. Strategies. The *InPrint 2016 Survey Report* highlights key trends affecting the industrial print sector, including growth opportunities and industry challenges.

InPrint Show Co-Founder Marcus Timson said: "The survey results reveal a sector rich in innovation and one that is developing at a fast pace. However, respondents also felt that there were some key challenges and initiatives required in order for industrial print to continue to develop, including improved collaboration and improved knowledge of industrial inkjet.

Readers can apply for a copy of the report at **www.inprintshow.com/italy/english/industrial-print/white-paper/**.

Use PDFs to boost security

Nuance is encouraging businesses to make document workflows more secure by using the security features available in PDF solutions like its Power PDF family.

Its new whitepaper, *Using PDF documents for more secure document workflows*, reports that costs incurred by companies due to data loss have increased by 23% to an average of £2.6 million, with the cost of each lost document rising to an average of £148.

The whitepaper details how Power PDF security functions, like secure delivery, document inspection, redaction, encryption and digital rights management, can improve security.

http://www.nuance.co.uk/go/powerpdf

Enhanced printing services for mobile workers

Cortado has released a new version of its Cortado Corporate Server enterprise mobility solution claiming that it supports current iOS versions and Android for Work in their entirety.

Cortado says that direct integration of the native management functions of smartphones and tablets into the rights management of Windows Active Directory substantially simplifies the management of mobile devices.

Android for Work and iOS 9 secure corporate data on these devices and clearly separate personal and business data and apps without the need for complex, third-party management tools. All apps, including email and calendar, can be managed securely.

In addition to broad platform support, which includes Windows Phone along with Android and iOS, Cortado has expanded its print capability. With Android Print, users can now print directly from an Android smartphone/tablet to any available network printer and code-protect their print jobs. iOS users already had this capability.

https://corporateserver.cortado.com/version-8

New CompTIA channel standards

CompTIA is producing a comprehensive collection of best practice standards to help technology industry companies achieve business and professional success.

As the next evolution of its Trustmarks program, the new CompTIA Channel Standards are being developed in collaboration with IT professionals, industry thought leaders and technology experts.

The first to be unveiled is the IT Solution Provider Standard, which provides channel partners with a systematic guide to becoming a trusted IT advisor, outlining business practices for the core operational, management and delivery functions of an IT services firm.

Throughout this year, CompTIA will introduce additional Channel Standards focused on managed services, managed print services, cybersecurity and cloud computing.
www.comptia.org

Cloud-based invoice processing for SMEs

Lexmark has expanded its solutions portfolio with a cloud-based invoice processing solution designed specifically for the accounts payable function in small and medium-sized businesses.

ReadSoft Online R8 automates invoice capture and processing, reducing manual data entry and cost-per-invoice processing by as much as 90% and helping to eliminate duplicate or lost invoices.

It can be used to upload invoices to ReadSoft Online, scan paper-based invoices and capture invoices received via email.

Business-critical content is extracted and verified and then automatically routed to an optional approval workflow. Invoice images and data can also be transferred to downstream applications and repositories.

ReadSoft Online R8 integrates with many ERP systems and incorporates business logic with country-specific knowledge to efficiently capture data from vendor invoices. It runs on Windows Azure and offers secure 24/7 availability and access to real-time product updates.

More than 2,700 small and medium-sized businesses already rely on ReadSoft Online to improve their operations and productivity.
www.lexmark.co.uk

In brief

Teachers printing more

Following a period of decline, there are signs that printing by teachers is on the rise again. A new study by KYOCERA Document Solutions – its third annual *Education Technology* report – shows that two thirds of teachers now print more than 3,000 sheets per term, up from 56% in 2014. The importance of printing in the education sector is highlighted by the fact that a third of both teachers (34%) and students (33%) have a desire for better quality printing, making it the second most wished for technology improvement after new PCs.

www.kyoceradocumentsolutions.co.uk

Data deletion guide

Kroll Ontrack has produced a guide to the secure deletion of data in line with the European Parliament General Data Protection Regulation (GDPR). Due to be enforced by 2018, GDPR will replace the EU Data Protection Directive 1995 and unify data protection legislation across all 28 member states.

www.krollontrack.co.uk

Extended warranties

OKI has introduced a three-year warranty period for its premium large format inkjet printers. The extended warranty programme, which covers print heads and other replacement parts, is available for all ColorPainter M-64s and H3-104s printers installed by OKI authorised distributors and dealers after April 1 2016.

www.signmaster.co.uk
www.oki.com/eu

Bigger and better: The Print Show 2016

Last year's inaugural The Print Show was a resounding success, drawing praise from all corners of the print industry for its content, calibre of exhibitor and overall approach. *PITR* caught up with Event Director Chris Davies for a sneak preview of what we can expect at this year's event, which takes place on October 11-13 at the NEC, Birmingham.

PITR: You managed to stage an event last year that attracted plenty of praise. What would you say were the main reasons for its success?

Chris Davies: We set out to develop a show that addressed all areas of the industry and, with the quality of exhibitors that were in attendance last year, that is just what we did. Not every show organiser can say they had brands such as Konica Minolta, Ricoh and Grafityp at their first event.

We also had a tight-knit organising team that worked tirelessly not only to bring in this high calibre of exhibitor, but also to market the event properly. We spent a lot of time working on campaigns to ensure that people knew just what the event was about. This worked very well and we were able to surpass our initial targets by bringing in more than 5,300 visitors over the three days.

PITR: What have you been doing to improve on the event and how will the 2016 show differ in content?

Davies: Speaking to both exhibitors and visitors throughout the show, the amount of positive feedback we got was really encouraging. It set us up nicely for this year, with plenty of companies that didn't exhibit in 2015 signing up for 2016. The floorplan also includes a host of key returning companies, such as Konica Minolta, Signmaster Systems, Grafityp, Riso, Antalis, Premier Paper and Intelligent Finishing Systems.

We're currently working on the content programme, which is set to be more expansive and informative than last year. Although we are still in the planning stages, what I can say is that there will be a whole host of specialist speakers in attendance, each of whom will be giving advice on specific sectors of the industry.

PITR: You recently announced that The Print Show will be relocating from the NEC to the International Centre in Telford for the 2017 event. Why did you decide to make this move?

Davies: We've experienced a surge of interest in the 2017 show, with many exhibitors this year looking to secure their place at next year's show as well.

Our floorplan for 2016 is already getting very choked for the bigger stands, so we have had to consider taking more space. On top of that, a large number of our key exhibitors have been asking us for space in 2017, to make sure they can retain the most advantageous spots.

Chris Davies,
Event Director,
The Print Show

PITR: Did the decision by IPEX to relaunch at the NEC have any impact on the move?

Davies: It's no secret that IPEX will be returning to the NEC next year, and this has had a big impact on our decision. Previously, I have spoken out about what I felt was a very cynical move by IPEX – to announce the return of their show the day before The Print Show 2015 opened its doors, moving from March to October and a year earlier than originally planned.

It was also the day after we had announced our commitment to shows in 2016 and 2017. The final piece of the puzzle is that IPEX has changed from being an internationally-focused event to a nationally-focused one. It can only leave you with one assumption – that it is a strategic move to try and block us from fulfilling our promise to create a sustainable, annual, UK-focused and right-sized trade show dedicated to celebrating UK commercial print and providing it with an annual economic kick-starter.

Without a slot open at the NEC in 2017, we embarked on a UK tour of exhibition venues, ironically ending up a short distance up the road from where we started, at what is an excellent, fresh, modern and purpose-designed 13,000 square metre site that will be a great host for us.

PITR: What are your main hopes for the event this year?

Davies: The confident and warm response generated by the success of the 2015 event has definitely driven much earlier confirmed bookings for 2016, and we are much further ahead than we were this time last year. As a result, we are expanding the show and looking at an event that will be about 15-20% larger in its second year.
www.theprintshow.co.uk

A new generation of colour printing has arrived!

Our brand new range of intelligent A4 colour laser printers and MFPs are full of impressive features and solutions that provide outstanding performance, reliability and low total cost of ownership (TCO).

The new A4 colour range features seven models: CS720, CS725, CS820, CX725, CX820, CX825 and CX860.

This new generation of printers are:

Smarter – featuring a new tablet-like touchscreen, smart solutions and advanced functionality as standard such as RGB colour matching, advanced scanning technology and embedded OCR*

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More Economical - many of the new colour lasers deliver the highest toner capacities in their class and industry-leading long life imaging components, resulting in fewer interventions and Lexmark's best ever colour TCO

To learn more please visit www.lexmark.co.uk

Available to order now from your Lexmark Authorised UK Distributor:

*Hard drive required.

Moving up a gear

Brother UK has entered the enterprise print market with its fastest, most secure mono laser devices to date.

Brother is attacking the fastest growing – actually, the only growing – part of the mono laser market with its fastest ever laser printers and MFPs, the L6000 series. With print speeds of 50 pages per minute (ppm), these new devices are 10ppm faster than the existing HL5000 and HL6000 series and take Brother into the enterprise workgroup segment of the market for the first time.

Speed is not their only selling point. Reflecting the concerns of enterprise customers, the printers/MFPs feature new authentication and security features and compatibility with market-leading print management solutions. They have large input and output paper capacities, high yield toner cartridges and Brother's lowest cost per page – all features that will appeal to managed print services (MPS) providers.

Migration from A3 to A4

Andy Johnson, Brother UK head of product management, says the new models will enable Brother to address changing market dynamics and extend its market leadership into the enterprise segment. In this context, he says a key trend is the migration from large A3 MFPs to distributed A4 printing.

"People are shifting away from centralised A3 devices because they don't print enough A3," he said. "Creating a cluster of four or five of these A4 devices will give you the volume you get from one A3 MFP, but with the convenience of a local workgroup printer. And, because you don't have one point of failure, as you do with an A3 device, you won't experience downtime if one of the devices goes down."

A number of other manufacturers have developed productive A4 devices as alternatives to departmental A3 MFPs, including KYOCERA Document Solutions/UTAX. A key selling point of KYOCERA's devices are their sophisticated finishing capabilities.

Johnson says that Brother is after a different type of customer. "The L6000 series doesn't have anything like the finishing capabilities of an A3 device. We aren't targeting that part of the market. We are giving the customer a different proposition; we are saying 'If you don't need finishing, you no longer have to pay for it'. What we do have is a mailbox on the printer, so you can expand the paper output capacity, and you can have up to 2,650 pages input with the tower tray, making it a real workgroup printer or MFP."

Giuseppe Iafulli, Product Manager Imaging, added: "We don't think the customer wants to pay extra for a machine that does things like stapling. With our new machines we are trying to give customers only those features they need and are going to use."

Security built-in

Increasingly, what enterprise customers say they need is security, and on its new models Brother provides a variety of tools to protect print data and printed output.

"There are three areas we focus on," explained Johnson. "We have authentication security features, which include Active Directory integration and a built-in NFC card reader so you can authenticate using an NFC card if you want. We also have enterprise level encryption – TLS and SSL and IP-Sec. And, because we are getting more and more demand for multifunction security features, we have included things like scan to FTPS or SSTP.

You can also scan to secure PDF to password protect a document. All straight from the device."

He added: "We are really focusing on security features, because customers tell us that they face more and more cyber security threats and they want to know that the printer on their network is secure. And they want authentication on the device. If you work in HR, you don't want to print documents that people can see. Instead, you can use an NFC card to pull the print job from the server when you are ready."

Integrated print management

Brother has traditionally offered pull printing through its own b-guard print management solution. With the L6000 range,

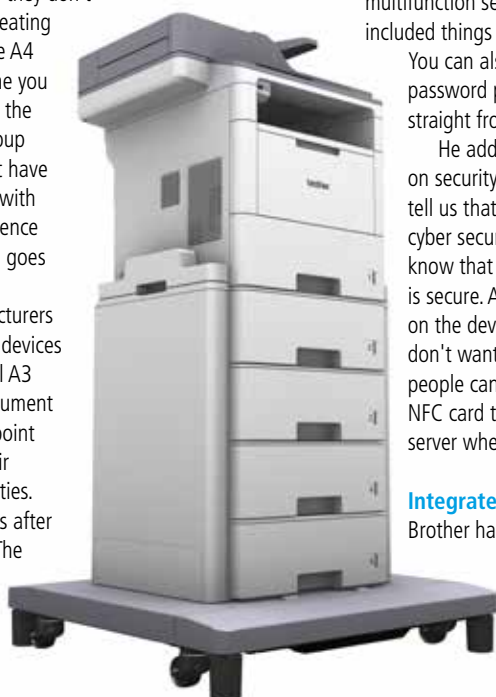Andy Johnson, Head of Product Management, Brother UK

users have the option to embed the popular Papercut, Ringdale Follow Me and Ubiquitech enterprise print management solutions on their devices. This allows users to interact with the software at the device itself and authenticate using a PIN number or NFC card without the need for additional hardware.

Integration with such solutions strengthens Brother's MPS proposition, as do the devices' high yield toner cartridges, long-life drums and Brother's lowest ever cost per page (for a mono laser) of 1p, falling to 0.7p for users of high yield cartridges.

"With this device, we are offering a 12,000-page in-box toner and an ultra-high 20,000-page toner, so they are much more suited to an MPS environment than previous machines," explained Johnson. "This means resellers are able to target a different customer – one who is ready for MPS. We are taking these machines to market knowing we have an MPS in the background, we have print management software, we have high level security and we have workflow features. It ticks all the right boxes for this type of product."

Examples of workflow solutions include the ability to scan direct to Sharepoint or to Dropbox, Google Drive or OneDrive for Business. Users can also print directly from iOS, Android and Windows devices, using solutions like Google Cloud Print, AirPrint, MOPRIA and Brother's own iPrint & Scan app., and integrate with other software solutions using the open standards Brother Solutions Interface (BSI).

Summing up, Johnson said: "We are not coming to market with features that people are not going to use. We are trying to answer customer pain points, and at the moment these are all around security, integration into workflow systems, productivity and reliability." **www.brother.co.uk**

> We have print management software, we have high level security and we have workflow features

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A new venture

VOW recently announced it was to reshape its partner programme and launch a new multi-tiered offer called VOW Venture. *PITR* spoke to National Sales Director Martin Weedall to find out more about how the wholesaler is right-sizing its offer to meet its customers' needs.

Martin Weedall,
National Sales
Director, VOW

Under the legacy VOW+ partner programme, the wholesaler provided resellers with a consistent set of benefits and services designed specifically for the business products industry. The programme, which had in excess of 180 members, was designed to ensure a high level of teamwork between partners and the team at VOW. It was successful in helping many dealers develop their business and grow, so why is it now being changed?

"We're changing it because in today's climate one size no longer fits all," said VOW National Sales Director Martin Weedall. "We keep talking about the need to diversify and for resellers to maximise the opportunities in a number of growth categories, such as Jan/San, MPS, Tech and Facilities Supplies. Having everyone on the same programme, with access to the same set of tools and services was no longer relevant."

One key driver behind the wholesaler's decision to reinvigorate its partner accreditation programme with a new three-tiered (Diamond, Gold and Red) offer is to increase its relevance to resellers. This, along with plans to broaden its business supply range, was one of the key messages from VOW's Green Light event, where Managing Director Adrian Butler said that in 2016 VOW would concentrate on less and deliver more.

Qualification

VOW Venture is open to resellers who place the majority of their wholesale business with VOW. The tier they qualify for will depend on a number of different criteria and accreditation levels, with each one tailored to their specific needs.

"Membership will be largely based on how dealers transact with us," said Weedall. "We have some resellers who simply want product and pricing information and others where we support them right through to the final mile delivery. Whatever their needs, each tier will be tailored to suit."

He added: "It's a two-way partnership. As a wholesale partner, we will become even more open in engaging with our resellers so that we can provide the value-added services they need and want. Whether that's professional account management teams to help with lead generation, training and recruitment; dedicated category specialists for contract support and to help dealers develop sales and increase margin in a competitive market; or consultancy services, such as new business acquisition or support reviewing their operations to identify areas for cost savings, margin management, improvements or growth."

VOW Venture is open to resellers who place the majority of their wholesale business with VOW

Regular engagement

The VOW+ quarterly partner development forum, where partners from across the UK and Ireland met with senior management from VOW, will also change under the new programme.

"We will hold a quarterly partner development forum in each tier," Weedall explained. "We're aiming to get 20 to 30 like-minded people under one roof to have an open and frank discussion about what is happening in their businesses. We don't live in the resellers' world and we see engaging with our partners on a regular basis as essential, so that we can develop and provide them with the tools and services that they want."

As *PITR* went to press, VOW was in the final stages of the tiering process and rolling out communications across its entire customer base outlining where each partner sits in the VOW Venture programme. VOW Venture will accommodate some 600 resellers, much more than the VOW+ partner programme, and the first forums in each tier are scheduled to take place in April.

"The tiering will be both spend- and engagement-driven, with membership awarded to resellers who choose to partner with VOW as their single line wholesale partner," Weedall said. "We want to listen to our partners and keep them as strong as possible. We're committed to supporting them by providing expertise and training and by ensuring the right tools and services are in place to help them both win new business and develop their existing accounts."

He added: "We expect VOW Venture to continue to evolve as the year goes on. I can't say today how it will look this time next year; we want it to develop and we want our resellers to be proactively involved in helping us decide the what, when and where of how we shape it moving forward.

"Talking to our resellers, we know that they want more from their wholesaler – they want that engagement. VOW Venture across all tiers will deliver that in a more relevant, right-sized way. We will focus on helping our resellers leverage the opportunity across all categories, thus enabling future growth. After all, if they don't grow, as a wholesaler, we don't grow." **www.voweurope.com**

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Five alive

OKI Pro9000 Series brings prints to life with the addition of fifth colour

Versatile media handling has long been a selling point of OKI LED printers, and the company's new Pro9000 Series of Graphics Arts printers stays true to this tradition, with support for media sizes up to SRA3; weights of up to 360gsm (320gsm duplex); a broad range of substrates, including plastics and film; and banners up to 1.3 metres in length.

What really sets these printers apart, however, is the use of a fifth colour (white or clear gloss) in addition to the standard CMYK process colours – a unique capability in an easy-to-use printer no larger than a standard office copier and small enough, in standard configurations, to sit on a desktop.

The two five-colour machines are the Pro9541dn, which has the option of a swappable white or clear toner cartridge for spot colour applied after CMYK; and the Pro9542dn, with CMYK and white.

Clear benefits

The ability to print a fifth colour has clear benefits for commercial printers, enabling them to offer a wider array of printed material on demand. The Pro9000 Series is also a great way for traditional printers to dip their toes in the digital printing market for an outlay of about £12,000 rather than £200,000 for a high-end machine.

For businesses of all sizes, the ability to produce mock-ups, proofs and short-runs of packaging, vouchers and eye-catching marketing material in-house, without the need for skilled operators, saves time and cost, whilst also supporting creativity and imagination.

Applications

One of the challenges facing OKI and specialist distributor Velmex is to raise awareness of the printers' capabilities in the graphics and professional printing markets. To this end, they invited *PrintIT Reseller* to see the printers in action and experience at first hand the quality of their output.

What impressed most was the sheer variety of applications they support. These include:

■ **Personalisation.** The printers are ideal for short runs of high quality, customised brochures for high value items, such as houses, yachts and luxury cars;
■ **Spot glossing.** Create eye-catching special effects on book covers, brochures,

menus and other presentation material;
■ **Security printing.** The clear toner enables a watermark, code or other identifier to be hidden in an image until exposed to UV light;
■ **Printing clear toner over foil.** OKI toner offers excellent adhesion to foil (applied separately), which can flake off toner from other vendors. With the Pro 9000, you can even print over foil;
■ **Window film and clear stickers.** Printing white first and then CMYK produces vivid colours (inc. white) on clear substrates – also good for number plate printing;
■ **White lettering on coloured card** – some of the earliest adopters are using the OKI Pro 9000 Series purely for printing luxurious wedding invitations. White toner can also help business mailings stand out;
■ **Proofing.** Save time by producing mock-ups and proofs in-house; and
■ **Merchandising and Promotions.** Print names and logos in five colours on dark T-shirts, booklets, mugs etc.

To help resellers sell these machines into design agencies, commercial printers and in-house marketing departments, Velmex provides a range of value-add services, including the production of generic or custom print samples; site visits; product demonstrations at its showroom; and personalised sales material, including cost justifications.

To find out more about how OKI and Velmex can help you sell into the graphics arts market, please call 01784 274300 (OKI) or 0845 371 2928 (Velmex).
www.oki.co.uk
www.velmex.co.uk

White printing ▶

White on clear film ▼

Banners ▼

Neon toner

In addition to the Pro9541dn and Pro9542dn white toner printers, OKI has just introduced its first neon toner printer. Ideal for label, T-shirt and merchandise printing, the Pro6410 NeonColor can print super-bright, eye-catching fluorescent designs on light or dark backgrounds.

The A4 printer supports a range of media up to 250gsm, including 1.3m banners and transfer media that can then be applied to fabrics, glass, leather, plastic and other materials.

OKI has also expanded its Pro Series range of graphics arts printers with two new white toner devices, the Pro7411WT (A4) and the Pro9420WT (SRA3).

Dave Willcox, product marketing manager, OKI Europe, said: "These new printers will unleash the full creative and commercial potential of print houses and graphic arts businesses. The Pro6410 NeonColor is another OKI first, electrifying conventional graphics with bursts of high-voltage, fluorescent colour on almost any medium. At the same time, our Pro7411WT and Pro9420WT make OKI Europe's highly innovative, award-winning white toner technology instantly accessible to a new range of businesses, allowing short-run production of display materials, bespoke stationery, T-shirts and merchandise."
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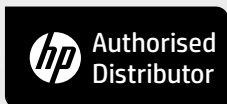**HP 2-pack and 3-pack Original LaserJet Toner Cartridges can save you up to 10%.[1]**

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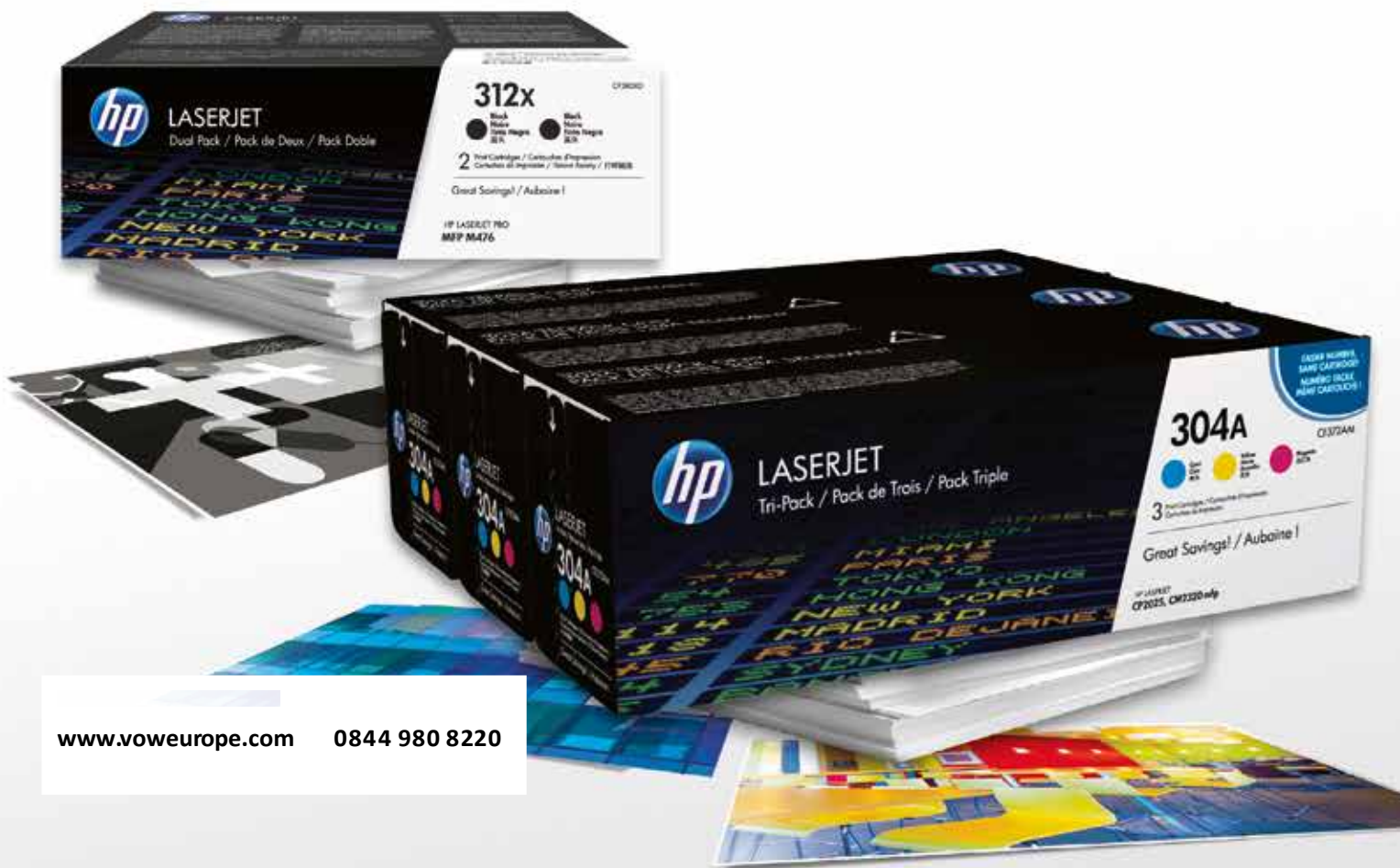
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DDG celebrates record sales and increased profits

Document Data Group (DDG) is reaping big rewards from embracing software solutions.

The East Kilbride-based provider of multifunctional printers, managed print services and document management solutions to clients across the UK is currently enjoying record sales and increased profits thanks to a successful approach to selling print, based on boosting business processes and efficiency in document input and output.

In the three years since Managing Director David Forsyth led a management buyout, the company has almost trebled in size, recording a turnover of £3.3 million in 2015, 50% up on the previous year. Headcount has also grown, increasing from five in 2013 to 26 last year. In 2016, it is expected to rise again to at least 35.

DDG Group Sales Director Steve Young said: "We have had huge success selling software-based solutions that really help our clients to boost business performance and improve workflows. There will always be a place for selling MFPs – companies can make real cost savings just by switching to new devices and it's a great way to get a foot in the door with new clients. But selling print and document management solutions, if backed up by reliability and good service, can lead to long-term relationships that are fruitful both for us and our customers."

Software focus

Young says that partnering with UTAX has helped it focus more on solutions. "As well as the usual software suspects, such as Papercut, the user interface on UTAX devices gives us access to an innovative range of HyPAS applications, including those, such as 'Print & Follow' and 'Cloud Connect', that make it straightforward for organisations to optimise their print and document management," he explained.

"HyPAS technology provides a suite of numerous inexpensive app options for our customers, with the added benefit of being able to create bespoke solutions. This all adds up to being able to offer truly customised, integrated solutions, which is what our clients are demanding."

David Forsyth,
Managing Director,
DDG

Steve Young,
Group Sales
Director, DDG

Justin Longmuir,
Director, DDG

Ben Whitehead,
IT Director, DDG

Partnership approach

Ben Whitehead, IT Director at DDG, added: "By combining the reliability and performance of UTAX MFPs with the software that our partnership opens up, we are able to genuinely help our customers."

He says that as a result the firm is picking up business from big names, locally and across the whole of the UK. "In some instances, we have consolidated printer fleets and rolled out fully managed print services, while elsewhere we have introduced document management solutions that include automatic scanning and document archiving to make retrieval easier and to allow for the introduction of automated workflows.

"One of our clients told us they have saved at least a day a week by automating the logging of information from supplier invoices. Now that it is automatic, it has almost eliminated the need for data entry into Sage. It is all about being flexible and utilising the tools that we have, along with those that UTAX add into the mix," he said.

Whitehead adds that DDG receives valuable support from UTAX Sales Manager Brian Young both pre- and post-sales. "Working together with our own relationship and solutions teams means we are in a position to propose the best possible solutions for our clients. The key here is that UTAX supports and works with us; their people want us to retain our clients for many years to come," he said.

Injecting colour

According to DDG Director Justin Longmuir,

another key selling point is three-tier billing. Most suppliers charge a premium for colour printing, no matter how little colour is used, with the result that many businesses choose to print in black and white just to save costs. With three-tier colour billing on UTAX devices, DDG customers can print in colour confident they will be charged in proportion to the amount of colour on the page.

"One of our customers has saved £25,000 in colour printing thanks to its switch to the UTAX offering," explained Longmuir. "The software on the devices can assess the amount of colour used in each print and charge one of three pricing tiers accordingly."

The way forward

Summing up, Managing Director David Forsyth said: "We recognise that workplace digitalisation isn't the future, it's the here and now. That's why we're adopting, and having huge success selling, software-based document solutions.

"Print is only a small part of what today's MFPs can do and, by working with UTAX to integrate ways of working that vastly improve the document workflows and working practices of our clients, we're ensuring long-term success for those clients and ourselves."

He concluded: "We all need long-term client relationships and that's what our all-inclusive, partnership-driven approach is successful in creating."
www.documentdatagroup.com

Apps: bespoke or off-the-shelf?

As the number of printing apps continues to rise, we ask our panel whether they are seeing more demand for customised applications.

Have you developed customised apps for clients to embed on their MFPs, or does the existing offer from OEMs cover all their needs?

Sam Elphick, *Sales Director,* **Lex Business Equipment Ltd**: "We haven't developed customised apps to date. Both UTAX's and Develop's offerings are very strong and encapsulate all the necessary functions that our customers require from apps for their printing devices. Our clients in the construction and design industry particularly like the ability to take a photograph on a smartphone and print this directly on an MFD when they return to the office, without the need to connect to PC or email."

Matt Goodall, *Service Director,* **Office Evolution**: "We haven't developed customised apps. We do, however, offer the option of customising the screen to suit customer needs, colour co-ordinating it and adding the customer logo. We are also able to install specific apps developed by Develop for use on the MFP. These extend to eco copying and eco consumption monitors, finger print and card authentication modules, web browsing, Searchable PDFs and Editable OCR files.

"The apps available from Develop meet all needs we have at present, but the open API nature of the machines does allow for further options if required."

Toni Gibiino, *Group Marketing Director,* **RDT Office Solutions Group**: "Yes, we've been developing custom apps for Xerox MFPs since the inception of Xerox's ConnectKey platform. Apps add real value to the basic functions of a typical MFD. At their best, apps offer business productivity beyond the traditional use of the hardware."

Paul Strout, *MPS Key Account Director,* **ZenOffice**: "Yes, indeed. We have developed apps and we have also provided customers with the skills to develop their own."

Steve Hawkins, *Managing Director,* **Xeretec**: "Currently, we are working with a number of specific customers to create applications that deliver real value within their work processes. In my opinion, this targeted approach is where apps will deliver the greatest value and will provide the basis upon which proper replicable solutions can be developed."

Mark Smyth, *Operations Director,* **Vision Plc**: "Vision has had some involvement with app development, even if not fully customised, as part of our Managed Printing Solutions offering. We are currently working with specific clients on app development, mainly embedded on Samsung devices that now have the Android Operating System as standard.

"OEMs are starting to invest in applications development that could potentially differentiate their products and I predict a possible app war at some point in the future."

Gary Downey, *Group Marketing Director,* **Apogee**: "Yes, we have developed customised apps for our clients. We often find when assessing client workflows that there are opportunities to automate repetitive tasks or digitise some of their processes that currently rely on either paper documents or obsolete technology.

"As an independent, we have access to a wide range of solutions and our PS specialists will tailor these to fit each client. That said, there will be environments where a client's mixed infrastructure or processes require functionality not available from the OEMs. In such cases, we will develop a customised application to facilitate that integration or optimise that workflow."

Sam Elphick, Sales Director, Lex Business Equipment Ltd

Matt Goodall, Service Director, Office Evolution

Toni Gibiino, Group Marketing Director, RDT Office Solutions Group

Paul Strout, MPS Key Account Director, ZenOffice

Andy Louch, *Product Marketing Manager,* **Danwood**: "The apps we have installed to date have all been from the manufacturers' standard portfolios, but that doesn't mean that they cover all customer needs, as so many businesses have so many different requirements.

"Using apps on office MFPs is still in its infancy, but as they become more commonplace it's likely we will develop custom apps to meet individual requests. Look at smartphones and tablets. They started out with a relatively small number of apps, but there's now one for anything and everything. The same may happen with business apps for MFPs. As they become more commonplace, the ideas and requests will grow and the manufacturers' portfolios will need to grow with them, or more likely individual developers or organisations like Danwood will become more involved in the development."

Andy Johnson, *Head of Product Management,* **Brother**: "Most Brother devices offer an open interface called Brother Solutions Interface (BSI). This enables our customers to develop embedded solutions and customise the display to suit their needs.

"A good example is our Scan to SIMS solution. This was developed by an ISV to allow customers to scan directly to the SIMS database from a custom-made button on the display. SIMS is a student information management system used by 80% of schools in the UK.

"We offer this free of charge on our devices so customers can develop solutions. If required, Brother can help with this development. Other standard apps include the ability to scan directly to popular cloud services such as OneDrive, Google Drive and Dropbox."

Peter Munday, *Global Experiential Solutions Marketing Manager,* **Xerox**: "Xerox is running a programme called Personalised Application Builder (PAB), a set of tools, training and marketing resources that enables partners to personalise solutions to meet their customers' unique requirements and then differentiate themselves by branding the solution under their own name.

"Unlike other vendors, the versatility of Xerox's programme lets partners create personalised solutions, ranging from office and managed print services to production,

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giving them scope to grow. Partners can build their own applications or work with Xerox's authorised developer network to create solutions on their behalf.

"Xerox has also created a number of ready-to-use apps that partners, and now customers, can access via the Xerox App Gallery. Customers can directly browse and install these apps with any 2016 Xerox ConnectKey Technology-enabled 'i-series' Smart MFP – right from the user interface of the device."

Jason Cort, *Director Product Planning and Marketing,* **Sharp**: "Sharp is very responsive to customer and partner feedback and a number of our products have been adapted following customer requests. For example, a number of features in Job Accounting II were added because customers requested them."

Nigel Allen, *Marketing Director,* **KYOCERA Document Solutions**: "Yes, KYOCERA has developed customised embedded HyPAS apps for its devices to address specific customer needs."

Steve Coombs, *Solution Business Manager (North West Europe),* **OKI Systems (UK) Ltd**: "Yes. The most compelling example of this is our SENDYS Explorer document management app. When configured with cloud connectors, this allows users to scan and perform optical character recognition (OCR) on files; send them to Google Drive, Microsoft SharePoint, Microsoft OneNote or Dropbox; and access the documents via an OKI multifunction printer or mobile device."

What problems have your customised apps solved?

Toni Gibiino: "In one particular instance, a major global client had made a significant acquisition and was struggling with the challenge of managing two unique document management systems. Both systems required information updates within a specific time frame, which increased workload and manual intervention across the two businesses.

"Our service app provided the company with pre-configured templates that allow documents to be scanned; dynamically renamed to include location details and timestamps; and deposited in several locations as one automated process. The

Steve Hawkins, Managing Director, Xeretec

Mark Smyth, Operations Director, Vision Plc

Gary Downey, Group Marketing Director, Apogee

Andy Louch, Product Marketing Manager, Danwood

app automated and simplified the process of converting the documents through an easy-to-use interface integrated with Xerox MFPs on 114 sites."

Paul Strout: "So far, the apps have been more of an aid to communication than specific problem solvers. For instance, we had one customer involved in a major office relocation and they wanted to utilise the large screen of the MFP to provide consistent messaging around the relocation, with advice on where users could go for support. We provided training and the customer created their own default screens for the MFP to support their relocation communications strategy.

"The same customer also utilised the app creation capability to customise its MFPs globally to generate local season's greetings over the Christmas period.

"We have also created apps to provide service/support contact information to replace the old-fashioned stickers we used to place on equipment. Our latest app is geared around user feedback. We have always been highly pro-active in seeking customer feedback. However, this has historically come from senior managers within our customers rather than from users themselves. Using a combination of app development and internet-based survey tools, we now have an app to provide us with direct feedback from the end-user. We share this with our customers' leadership teams and use it to help drive improvements in customer service."

Steve Hawkins: "We have solved specific blockages within a customer's work process, which were creating time delays, process breakages and manual errors. All aspects were ultimately creating cost in the process from human intervention. These significant costs were removed through a tighter, technology-enabled process."

Mark Smyth: "Apps have been developed primarily for scanning and reviewing documents utilising an MFP's tablet display, with the ability to perform basic edits on the fly. The use of cloud storage apps and collaboration apps are starting to gain wider acceptance. Growing confidence among CIOs and IT Directors is enabling their use within businesses."

Gary Downey: "Mixed fleets, unique network configurations and business processes all require a more flexible

approach, and that's where our ability to tailor and develop apps is a big advantage for us and our clients."

Andy Louch: "Whilst we have not developed any specific apps ourselves, we have signed up to App development programmes with several of our manufacturer partners, as the ability to tailor a print solution to meet very specific customer requirements is going to become more and more important as business needs change.

"We do know of at least one of our customers who has been developing their own MFP app to enable students at their school to view timetables on the MFP screen. This shows how organisations are realising the potential of their modern MFPs and wanting to take advantage of their abilities."

Peter Munday: "PAB is not designed to replace existing OEM solutions, but fill the void that exists when customers need something different to the off-the-shelf offerings.

"Partners are using PAB to create many different apps to solve their customers' pain points, whether it's helping them to communicate better with their employees or simplifying everyday processes by removing unnecessary and time-consuming steps from workflows. We are also seeing partners create apps that allow their customers to order items; request service and supplies; and even replace traditional services such as mailing or analogue faxing."

Jason Cort: "With Job Accounting II, users get greater control over MFPs; they can use it to restrict access to certain functions of the MFP (such as colour copying) and limit how many pages each user can output. With the client billing option installed, the operator has an easy and direct way to charge individual jobs to specific clients, cost centres or client project codes – this was introduced in response to demand from insurers and solicitors via our resellers. Job Accounting II can be installed on any Sharp OSA 3.0 (or above) enabled MFP."

Nigel Allen: "Some customisation requests are simple fixes, such as corporate branding, but others have led KYOCERA to develop new applications with further feature enhancements, such as Cloud

...continued

Direct. We were receiving more and more requests relating to scanning and printing with Google Drive. We had an existing application that would allow users to scan and print from Google Drive, but there was a further requirement to be able to search for documents within their space and to offer a single sign-on option when used in conjunction with a secure print release solution. Cloud Direct was created to address these customer needs. Further customisation requests have now led to the creation of versions for OneDrive for Business and DropBox."

Steve Coombs: "SENDYS Explorer solves many of the most common business challenges faced by OKI's customers today. Essentially, it is a document management solution that will help companies of any size fulfil their document workflow needs, maximising efficiencies from capture to distribution and enabling them to streamline business processes and save time. It enables business users to convert documents and distribute or upload them to a chosen location, providing them with greater flexibility to edit, access, print, retrieve and share files.

"SENDYS Explorer's mobile version allows customers to make use of their smartphone cameras to create scans and convert documents to editable formats, while also easily retrieving files and printing documents on-the-go. The SENDYS Explorer app is available on the App Store and on Google Play."

Do you expect to develop your own customised apps in the near future?

Sam Elphick: "I don't see any urgent need for developing customised apps at present, although as mobile technology improves and the needs of clients broaden, there could well be a need for more choice, so their development may be essential."

Matt Goodall: "If it's required, we will consider it. However, as with all bespoke software development, cost can often be prohibitive."

Toni Gibiino: "Without a doubt. We started to invest in the development of apps a couple of years ago, offering solutions for simple tasks, such as scanning to secure repositories, as well as more complex functions, as mentioned previously. Today, we're all used to apps on our phones and tablets, so using them to increase productivity in the office is just natural progression.

"Significant client education is still needed before we see wider adoption of apps across business. Most OEMs have some form of offering integrated in their MFPs, but resellers seem to be lagging behind when it comes to articulating the offering to their clients. With MFP apps we have a genuine means of improving productivity across many business functions. With print volumes declining, apps provide a source of new revenue for dealers in the channel."

Paul Strout: "100 per cent yes – we're all about the apps!"

Steve Hawkins: "Absolutely. We have appointed two developers within our organisation to continue our development in this area. iPhones and other smartphones have helped to make technology all about the supporting apps, and they will certainly be prominent in the future of printing. The creation of app-enabled MFPs is being discussed in nearly all meetings with our clients. It's fair to say that we're seeing a lot of interest in what the technology can do now and its potential for the future."

Mark Smyth: "The challenge with customised apps is the high cost of production, with app development costs starting at approximately £15,000 and rising significantly depending on the level of development required.

"The future of new printing hardware technology will be the ability to interact with the device and enable different methods of sharing information, mobility and collaboration, and this means a win for more generic apps such as Google Drive, DropBox, Evernote and OneDrive, to mention a few."

Peter Munday: "We are proactively encouraging our partners to join the PAB programme and add to the thousands of custom apps that have already been created globally."

Andy Louch: "Absolutely. Danwood's commitment to the workplace of the future means we need to be able to meet the changing needs of modern businesses.

Andy Johnson, Head of Product Management, Brother

Peter Munday, Global Experiential Solutions Marketing Manager, Xerox

Jason Cort, Director Product Planning and Marketing, Sharp

Nigel Allen, Marketing Director, KYOCERA Document Solutions

"The ability of an app to target one specific business need, not only allows us to tailor solutions, but can also help drive down a business's costs. For example, there are some incredible full print management products available that offer a host of different facilities, but what do you do if a business only needs to use a small part of that functionality? Often, they still have to purchase the full product. An app could carry out that one single function, for a fraction of the cost and still enhance the customer's business processes.

"Danwood has led the industry in print management for over 40 years and always been at the forefront of bringing new technology to the market. Developing apps to meet our customers' needs and provide a fully tailored business solution will help us continue this tradition into the future."

Jason Cort: "We will do more customisation in the future, as people demand more connections between their devices and business applications and MFPs become part of longer and more complex workflows. We offer software to help people create and access documents easily and ensure actions are fully auditable and secure, and we have the capability to customise it. It helps us because often those bespoke features end up informing our product development."

Nigel Allen: "We are continuously looking at the market and listening to our customers to identify business needs and develop our HyPAS apps to meet them. As a result, we already have further apps in development, with a growing list of customer requests.

"KYOCERA doesn't just look at corporate customisation requests, but instead looks at the whole market, as a small idea can have a big impact across all types and sizes of business."

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Opening the possibilities for your Lexmark needs

Laser Printer Naming Convention

Beginning of Autumn 2012, Lexmark changed the naming convention of its laser printers based on a 5-digit identifier. The chart opposite outlines what each of these codes mean.

Example printer code: MS812dn

M	S	8	1	2	
M					"M" for monochrome and "C" for colour laser
S					"S" for single function and "X" for multifunction
8					**Class:** higher the number, greater level of performance and duty cycle
1					**Gen:** changes with each generation of product introduced in that class
2					**Model:** identifies the specific model within a class and generation

Suffix Convention

n	Network	d	Duplex	e	eTask
h	Hard Drive	x	High Capacity Input Tray	f	Finisher
m	Mailbox	t	Tray	p	Hole Punch

d
n

MS312dn
PRICE £91.³⁰ BUNDLE £128.²⁴

MS415dn
PRICE £137.⁵⁰ BUNDLE £207.⁶⁴

MS510dn
PRICE £203.⁴⁰ BUNDLE £346.⁷³

MS610dn
PRICE £258.⁷⁵ BUNDLE £389.⁷⁸

MS610de
PRICE £337.⁵⁰ BUNDLE £451.⁰³

MS810dn
PRICE £325.⁸⁰ BUNDLE £492.⁶⁸

MS811dn
PRICE £383.⁴⁰ BUNDLE £594.³⁵

MS812dn
PRICE £459.⁹⁰ BUNDLE £653.⁸⁵

MS812de
PRICE £535.⁹⁵ BUNDLE £713.⁰⁰

MS911de
PRICE £1271.²⁵ BUNDLE £1124.⁹⁸

MX310dn
PRICE £145.⁸⁰ BUNDLE £238.⁵⁴

MX410de
PRICE £220.⁵⁰ BUNDLE £296.⁶⁴

MX510de
PRICE £320.⁴⁰ BUNDLE £437.⁷³

MX511de
PRICE £356.⁸⁵ BUNDLE £466.⁰⁸

MX511dte
PRICE £427.⁵⁰ BUNDLE £521.⁰³

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PRICE £527.⁸⁵ BUNDLE £599.⁰⁸

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Data, data, everywhere… but are we compliant?

Andrew Yule explains what businesses must do to prepare for stricter data protection rules.

In an increasingly globalised workplace, the processing and international transfer of data has become routine. This includes the cross-border transfer of personal data for the purposes of HR and other outsourced services or, for example, to an employer's HQ in the US.

However, two significant legal developments are dramatically changing how organisations and, in particular, employers must think about the adequacy of their data processing systems and security – Safe Harbour and the General Data Protection Regulation (GDPR).

Safe Harbour

Under European law, the transfer of personal data (including employee data) to a third, non-EU country may only take place if the recipient ensures an adequate level of protection.

Until recently, adequate protection for data transfers to the US was effectively self-certified by recipient companies, under the Safe Harbour scheme. However, this scheme was struck down by the European Court of Justice earlier in the year.

The ruling affects over 4,000 self-certified US companies and their EU counterparts and has left a great number frantically reviewing their approach to EU-US data transfers to ensure they are done in a compliant and secure manner.

There are temporary solutions, including using standard contractual provisions in relevant documentation, consent and statutory derogations, but these are not perfect for the medium or longer term.

The US and EU have, in the meantime, been engaged in accelerated negotiations over a new 'Privacy Shield', which will be based on the same principles as Safe Harbour, with a view to meeting the underlying requirements of the strict EU Directive as regards data transfer.

However, the way in which those principles are implemented and the hurdles for compliance are likely to be significantly stricter under the Privacy Shield. It will also be subject to an annual review. Businesses taking advantage of it will need to ensure they stay abreast not only of the terms of its initial incarnation, but also all the ways in which its requirements evolve over time.

Complaint and enforcement protocols will also be introduced. These are likely to include strict deadlines for responding to complaints, plus powers to monitor and refer them.

Whatever the precise form the final Privacy Shield takes – EU member states are set to start reviewing the details this month – and unlike the Safe Harbour system, businesses will be unable to think of self-certification as a one-time event. The rules are likely to be significantly stricter and compliance will require careful, ongoing monitoring and review.

The General Data Protection Regulation

Businesses in the UK must also start to grapple with changes that will be introduced by the new General Data Protection Regulation (GDPR), due to come into force in 2018.

The objective of the GDPR is to establish a common set of rules across the EU for data protection and to introduce tougher enforcement rules, with penalties potentially running into many millions of Euros.

Businesses already process a very significant amount of data in relation to their employees, such as payroll data, computer log-on data, communications made and received and CCTV footage, to mention some obvious examples. Therefore, all UK businesses must start to think about what steps they should be taking now to prepare to be compliant.

The requirements for compliance under the Regulation will involve a greater focus on the legal basis for the processing of personal information; more extensive and complete records and information; new policies and practices; and an extension of the rights of data subjects (including employees).

With the GDPR, consent will take on much greater importance. It has been relied on under the existing law, as a relatively simple way to establish a legal basis for processing personal data, by way of a simple contractual term. However, the new Regulations will be much stricter – consent must be freely given, specific, informed and unambiguous and it will be for the data controller/employer to show that this has been achieved.

Alongside tighter rules as regards the basis for lawful processing of personal data, the rights of data subjects (including employees) will also increase. Data subjects will acquire additional rights to compel deletion, rectification and restriction on processing, to name but a few.

Although the rules will not be effective until 2018, given the amount of data that employers and other businesses currently process, they would be wise to start to prepare now. At this stage, this could include at least: identifying all the existing systems and contexts in which personal data is stored and processed; appointing relevant personnel and advisers to ensure that they understand the legal basis for processing data; and identifying what practical steps should be taken over the next 12 to 24 months to ensure that they have appropriate systems in place.

Andrew Yule is a Partner at Winckworth Sherwood LLP. Based in London Bridge, Winckworth Sherwood provides a wide range of legal services to businesses, not-for-profit organisations and individuals.
www.wslaw.co.uk

Safe Harbour: over 4,000 US companies are affected by changes to the rules

The US and EU have been engaged in accelerated negotiations over a new 'Privacy Shield', which will be based on the same principles as Safe Harbour

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[KX-MB2200 Series]

KX-MB2001

KX-MB2061

The DP-MB310 has received BLI awards.

Winning through defence

As the release of the Panama Papers provides yet more evidence of the importance of robust data protection, we look at what four leading distributors are doing to help resellers capitalise on growing demand for IT security solutions

A report published by The Office of Cyber Security and Information Assurance estimates that cybercrime costs the UK £27bn per year. It points out that while cybercrime has a considerable impact on citizens and the Government, the biggest loser is business, with the cost of IP theft, espionage and other cyber risks amounting to as much as £21 billion in the UK alone.

The release of the Panama Papers is the latest in a long list of security breaches and follows other high profile hacks, including the leaking of 37 million customer records at dating site Ashley Madison and the theft of the personal details of 157,000 TalkTalk customers, which is reported to have cost the telecoms company an estimated £60 million.

And it's not only websites that are vulnerable. Moonpig's mobile app reportedly had a flaw that could have enabled an individual to access any account holder's details.

Security threats are increasing and the harsh reality is that anyone who is connected online is at risk. In its 2016 *Threats Predictions Report*, McAfee Labs warns that wearables, gadgets, sensors and the Internet of Things (IoT) are creating new risks, as every product that connects to the internet is exposed to increasingly complex attacks.

The many ways in which data can be put at risk are multiplying in today's mobile and digital world. The how, when and where of creating, retrieving, storing and sharing information (whether it's in the cloud, on-premise or mobile) has changed dramatically, and networks (public or private, wired or wireless) need to be shored up to prevent new security gaps.

On a more positive note, McAfee says that awareness of the importance of good cyber-security is growing in companies of all sizes and that new security tools are coming to market. Both developments are

Product Update: **Advanced cybersecurity solution**

iboss Cybersecurity has released iboss Cloud, claiming it to be the only cloud-based web security platform able to stop data theft in real-time.

The solution enables customers to access the iboss web security platform entirely through the cloud without expensive and time-consuming product downloads. Unlike most cybersecurity companies, which only make part of their services available on the cloud and focus solely on stopping threats from getting in, iboss offers next-gen web security direct-to-cloud and protects data from any malware that makes its way into the network.

It also provides seamless mobile functionality, as partnerships with Apple and Android enable iboss to operate natively on all mobile devices, eliminating the need for third party software.

Paul Martini, CEO of iboss Cybersecurity, said: "As more companies focus their cybersecurity investment on safeguarding data, many of our clients have asked for a cloud-based solution. When we founded iboss, we wanted to change conventional thinking about how organisations protect their data and iboss Cloud does just that, offering the most advanced threat protection entirely in the cloud."

www.iboss.com.

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potentially good news for resellers and clear reasons to start selling cyber-security solutions or expand an existing offering.

Resellers that choose to go down this route will find plenty of support and encouragement from distributors that themselves have identified security as a key growth area.

Northamber: Educating the channel

On April 8, Northamber hosted a security solutions event for resellers at its Weybridge Training Centre. The day was designed to explore the modern IT cyber-security landscape and to promote the company's complete offer.

Security Product Manager Max Day said: "We're working hard to increase awareness of the solutions we have with a view to educating our partners and to support them in adding security solutions to their customer offer.

"We have selected three best-of-breed vendors to partner with and, with these, we have a complete solution covering firewall, web filtering and endpoint protection. All three vendors utilise the very best technology and all products work individually, as well as together. But what's key is that this simplified, but comprehensive, model slashes the number of SKUs and makes it easy for the dealer to quote their customers."

At the event, Northamber's three vendor partners, iboss, WatchGuard and Webroot, each explained how their products and technology can mitigate against modern security threats and provide a complete IT security solution. Technical workshops run by experts enabled resellers to get hands on and to see first-hand how the products work and the issues they fix.

For IT resellers, VARs and SIs, Northamber's offer provides a one-stop suite of security solutions covering every potentiality.

Day says that the technology that sits behind the products is best in class. For example, over the last three years, iboss has grown by more than 1,800% and in 2014 was named one of the fastest growing technology companies by Deloitte. Co-founders Paul and Peter Martini were also recognised with the 2014 Ernst & Young Entrepreneur of the Year Award.

He said: "We are really confident that our vendor partners both match and improve on other available solutions. For example, Webroot has around a 60% share of the US market, and the cost in many cases is around one-third when compared with alternatives, which for resellers is a compelling message to convey to customers."

If you're connected to the web or online, you have to take action to protect yourself

Proactive support

Northamber proactively supports channel partners in selling security solutions. It does this through partner programmes, training courses and fully trained, accredited technicians who can deliver and install on behalf of a reseller.

One measure that Day says has gone down very well with resellers – and their customers – is the option of free 30-day end-user trials of iboss and Webroot.

"With iboss, 100% of the customers who trialled it have gone on to purchase it and 96% of people who have tested Webroot have bought the solution or added on additional products – proof that it really does work," he said.

Northamber can also help resellers join an OEM's partner programme. "There's a different set of criteria for each vendor, each of which sells exclusively through the channel, and the rewards and incentives can be substantial," he said. "Becoming a vendor channel partner affords a number of benefits, one of the main ones being that they will pass on end-user leads direct to resellers."

The WatchGuardONE Channel Partner Program, for example, rewards Channel Partners through discounts, rebates, co-operative advertising funding, on-demand and in-person training, and an array of marketing opportunities that they can use to grow their WatchGuard business and take advantage of industry-leading margins.

"We are definitely seeing a high interest in this area and the demand is driven by end-users," Day said. "High profile attacks and data breaches have highlighted the point that everyone is at risk. It's not just the big companies that are exposed. If you're connected to the web or online, you have to take action to protect yourself and that's as pertinent for a one-man band as it is for a multinational."

CMS Distribution: SME focus

CMS Distribution entered the booming security market in 2015, forming partnerships with AlienVault, Barracuda Networks, iSheriff and The Bunker and creating a team of security specialists able to use their commercial and technical knowledge, along with a deep understanding of the competitive landscape, to support long-term partners.

The company has just enhanced its security portfolio by signing up as UK distributor for AVG Technologies' AVG Business security solutions. Under the terms of the agreement, CMS Distribution will supply the full line of cloud security and remote monitoring and management (RMM) solutions for SMEs, directly to its

Product Update: **Secure wireless access**

Multifunction firewalls specialist WatchGuard has launched the AP300 for secure wireless access.

Designed to work with WatchGuard's Unified Threat Management (UTM) Firebox appliances, the AP300 delivers cutting-edge wireless access with advanced security services to help industry providers protect customers across Wi-Fi networks.

The AP300 offers the latest 802.11ac standard and a host of new wireless features to solve business problems including Fast Roaming to improve quality for VoIP devices; Fast Handover, which forces 'sticky' devices with low signal strength to quickly connect to the next AP; and Band Steering to move devices to the clearer 5GHz band.

"Organisations across all industries are facing increased pressure from customers, vendors and employees to offer wireless access. Unfortunately, hackers are also constantly trying to gain a foothold into the network," said Ryan Orsi, Director of Product Management at WatchGuard.

"Organisations need to play better defence, especially on Wi-Fi networks. Businesses that fail to properly secure their Wi-Fi networks, including guest hotspots, may expose customers, partners and internal users to a variety of risks. The AP300 provides the latest wireless technology and best-in-class security features working together to help protect customers from threats online via Wi-Fi networks."

WatchGuard enables wireless networks to pass traffic through all security services running on the WatchGuard firewall, including anti-virus, Intrusion Prevention Service, WebBlocker, spamBlocker, App Control, Reputation Enabled Defense, APT Blocker and Data Loss Prevention. Each of these services is managed in a single-pane-of-glass console and can be enabled without sacrificing speed or throughput.
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3,000-strong reseller base, including the top VARs in the UK.

Fred Gerritse, AVG Technologies General Manager, said: "AVG Technologies has aggressive goals this year to drive even greater value for our channel partners and their end customers. High on our list is a smart distribution model to give our partners the flexibility to buy our solutions direct from a distributor and help maximise their growth. We chose CMS Distribution as the strong partner to help us put this vision into motion in the UK and Europe."

He added: "CMS Distribution not only shares our commitment to helping businesses prioritise security, but brings the go-to-market capabilities to sell our full stack of AVG Business cloud security and managed services solutions. We are looking forward to working together to deliver impressive results."

Speaking on half of CMS Distribution, Group Director of Software Solutions Justin Griffiths said: "Last year, we started building a comprehensive security portfolio. As the market moves towards mobility and cloud technologies and there is an ever growing importance for data security, a partnership with a leading cloud security brand such as AVG made total sense for us."

The AVG Business product portfolio includes:

■ **AVG AntiVirus Business Edition and AVG Internet Security Business Edition**, which delivers advanced endpoint security protection against emerging and persistent threats targeting vulnerable data on PCs, mobile devices and servers. The software features cloud-based, real-time Outbreak Detection and proactive Artificial Intelligence Detection to identify the newest malware variants and outbreaks.

■ **AVG CloudCare**, which enables channel partners to remotely support their clients and deploy a robust portfolio of cloud security solutions through a single, cloud-based administration platform. It provides a simple way to implement and manage services for SME customers, such as antivirus, content filtering, online back-up, email security services and secure sign on, using centralised and highly customisable policies; and

■ **AVG Managed Workplace**, which provides a comprehensive RMM platform with integrated premium remote control that enables fast, simplified deployment and control and security of clients' IT infrastructure. The feature set also includes integrated back-up and disaster

Andy Dow,
Group Marketing
Director,
Tech Data

recovery, network monitoring and alerting, reporting, patch management, asset management, mobile device management, Mac OS X Device Manager, AntiVirus enhancements and more.

Computacenter: 30 years' experience

The independent provider of IT infrastructure services and solutions Computacenter says that with a 30-year heritage in datacentre, network and workplace IT, it has the experience and expertise to protect these environments from security threats and data breaches.

It holds accreditations from major security vendors, including Checkpoint, Cisco, F5, Juniper, McAfee, RSA, Symantec, Fortinet and VMware; constantly expands its security offerings with new solutions; and works with customers to address emerging security threats before they impact the business.

Effective from January, Computacenter has been awarded a place on seven lots of the NPS IT Products and Services (ITPS) framework agreement for Wales, which aims to help Welsh public sector organisations with ICT procurement. The framework, which includes network firewall and associated products and services, runs for an initial period of two years with the option of a two-year extension.

The NPS ITPS Framework – the primary route to market for ICT products and services for 22 Councils, 11 Welsh Government and Sponsored Bodies, 10 Health Boards, 14 Further Education Colleges, nine Universities, four Police Forces and three Fire and Rescue Services – is designed to help the Welsh public sector reduce ICT costs and complexity and enable local authorities to meet the Welsh Government's call for a more shared approach to ICT.

Tech Data: Electronic download and activation

Tech Data is another distributor with a wide range of security products covering diverse needs, from simple anti-virus solutions for home and small business use, from the likes of F-Secure, Kaspersky Lab and Norton, to more sophisticated business-oriented solutions provided by brands such as McAfee and Symantec.

As one of the top UK distributors for these vendors, Tech Data makes products available for electronic download and activation through its TD Activate-here portal. This useful resource gives resellers an easy way to provide security and other software solutions to customers for immediate use. Instead of a box, they simply sell an activation code, which the customer can use to download and verify
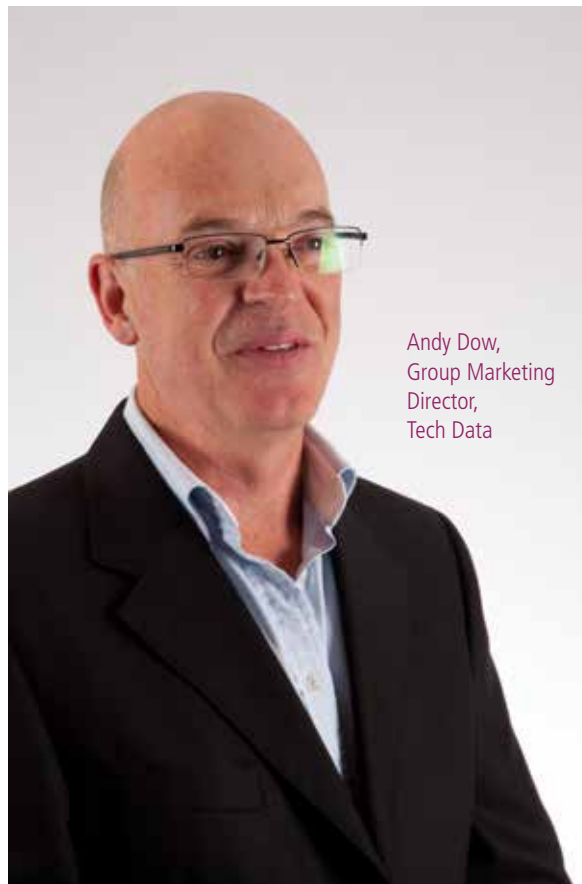
Product Update: **Build data security into mobile**

HPE SecureData Mobile is an end-to-end data encryption solution designed to protect sensitive information in mobile environments. This new solution expands upon the HPE SecureData product portfolio, enabling organisations to build data security into their mobile applications and safeguard data throughout its full lifecycle – at rest, in motion, and in use – thus extending security far beyond traditional technologies, such as TLS, VPN and storage encryption.

"As all industries increasingly leverage mobile applications to collect and store sensitive customer information, adversaries have taken notice and are shifting their focus to the mobile attack surface," said Albert Biketi, Vice President and General Manager, HPE Security - Data Security for Hewlett Packard Enterprise. "HPE enables customers to build data security into their applications at the outset and ensures that data is protected from the moment it's entered into a mobile application throughout its full lifecycle."

HPE SecureData Mobile provides data capture and security from the native iOS or Android mobile application through the entire enterprise data lifecycle and payment data stream. HPE says this is important as a majority of mobile applications track sensitive data such as geolocation.

The solution leverages HPE Format-Preserving Encryption, which allows customers to make only minimal modifications to existing applications, while providing data security for mobile applications or mobile purchases. **www.hpe.com.**

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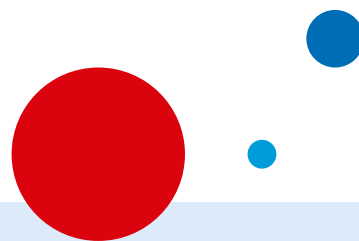
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their purchase. Alternatively, the reseller can carry out that task for them, providing a route for the channel to add value to small business customers or home users.

Tech Data also provides advanced firewall and unified protection solutions and appliances from leading vendors such as Cisco, Dell SonicWall, HP Enterprise, NETGEAR and ZyXEL. It holds most of these products in stock, ready for next-day shipment to any location in the UK.

Tech Data says it is able to support resellers across the full spectrum of needs, from standalone security product sales right through to designing and selling information security solutions, both within the data centre and out to mobile devices.

More advanced solutions from Cisco and HPE are managed by the company's Azlan business unit, which is focused on enterprise solutions and is presently building a distinct security practice to meet the growing demand for consultancy and advice in this area.

"Security is becoming more integral to every customer's IT infrastructure," said Andy Dow, Group Marketing Director at Tech Data. "Security is a concern for all users and, with the increasingly complex nature of threats and wider use of cloud services, it's becoming much more integral to the whole IT environment, so it's a key area of focus for us this year."

He added: "It's an area that's developing all the time, so having the right structure and process in place is important. Security needs to be an integral part of the value proposition, from us and for the reseller. We're now making security a key component of our whole technology and solutions practice and you'll see a lot of activity in this area from Azlan this year. We'll be working closely with partners on developing their capabilities and business."

www.mcafee.com
www.northamber.com
www.cmsdistribution.com
www.avg.com
www.computacenter.com/security
www.techdata.co.uk

> Security is becoming more integral to every customer's IT infrastructure

Product Update:
Reinventing protection with secure MPS

At the end of last year, HP announced that it was to include self-healing security features in all new HP LaserJet Enterprise and OfficeJet Enterprise X printers. Keeping the spotlight firmly on printer security, the firm has just launched a new MPS with security at its heart.

In a statement, the company said that the new HP Secure Managed Print Services reflects its defence-in-depth approach to delivering the most comprehensive device, data and document security available today. HP Secure MPS provides security experts with the ability to help customers secure their print environment with the strongest protections available in the industry and then maintain security over time to address evolving threats and compliance requirements.

HP Secure MPS advanced protections include: secure printers with self-healing capabilities; security software to detect threats as well as protect, monitor and manage the printer fleet; data encryption to better protect confidential data; reporting for regulatory and compliance audits; and security expertise to co-develop a comprehensive print security plan.

HP JetAdvantage Security Manager software, a policy-based printer security compliance solution, has also been updated to enable greater visibility into what firmware updates have been applied across the HP printer fleet. This feature enables customers to see which of their printers are protected by HP's advanced printer security including HP Sure Start BIOS protection, whitelisting and run-time intrusion detection.

In addition, HP Enterprise printers can now be monitored for malicious activity by the SIEM (security isnformation and event monitoring) tool Splunk. **www.hp.com.**

The weakest link
Employees targeted by cyber attackers

A new study from B2B market research company Circle Research highlights the growing security threat faced by UK businesses.

Two thirds (64%) of IT Directors, CIOs, CTOs, Heads of Security and IT analysts surveyed reported a security incident of some sort in 2015, with 42% enduring multiple attacks and 13% experiencing as many as 10 separate incidents.

Nearly one quarter (23%) "may have lost customer data" as a result.

The four main threats were phishing (experienced by 57%), Trojans (experienced by 32%), patch exploitation (experienced by 26%) and distributed denial of service (DDoS) attacks (experienced by 21%).

According to Andrew Dalglish, Director of Circle Research, culture-based threats such as phishing and Trojans pose a particular problem as they target employees.

"Last year the government estimated that the average cost of severe online security breaches for big business had more than doubled to £1.46 million. Not only are security breaches becoming more lucrative for attackers, research highlights that the weakest link in many businesses' security system comes from within," he said.

Almost half (44%) of companies feel particularly vulnerable to this type of attack, with 50% advocating more staff training to counter the threat. One in five (20%) recommends a policy of increased awareness to ensure employees are updated regularly as threats evolve and develop.

Almost all (99%) feel that sharing cyber security experiences will become one of the most effective ways to combat the growth and spread of attacks.

Despite the range and frequency of cyber attacks, nearly half (49%) of businesses currently operate without cyber liability insurance cover (CLIC). **www.circle-research.com**

Andrew Dalglish,
Director,
Circle Research

Temple Knight celebrates 30 years in business

For three decades, Kent-based Temple Knight has continued to evolve, while remaining true to its roots.

Richard Chapman, former European General Manager of NEC, saw an opportunity to make money in fax machines back in 1986, and one day decided to set up his own business promoting what was then the very latest technology.

Initially, Temple Knight focussed purely on selling fax machines. Then, during the late 1980s, when no one seemed to be buying new equipment, Richard established a service operation, which remains central to the business today.

This year, Temple Knight is enjoying a double celebration – 30 years in business and 20 years since Richard's son Simon joined the company. Simon learnt the business from the ground up, and five years ago was appointed Managing Director.

Over the past three decades, technology has moved on dramatically and when it became apparent that fax was becoming obsolete, Temple Knight was quick to reshape and expand its offer, selling refurbished copiers alongside other hardware.

"We had a Develop dealership and successfully sold new kit, but by far the biggest revenue generator over and above service, for a long while was refurbished devices," said Simon.

He adds that the company's servicing operation has been a great help in generating new business. "Since day one, it has opened doors. When legacy equipment we were maintaining reached end-of-life, we were naturally best placed to sell customers replacement devices and that applies just as much today."

Driving change
Simon took over as Managing Director five years ago, in the company's 25th year, instigating a new period of change. "We had a strong heritage – we were essentially a young company – but we also had some old age problems that we needed to remedy if we wanted to be around for another 25 years," he said.

Simon adds that taking the company in a new direction has involved some tough decisions. "We had to restructure the team, upskill our people and further improve our IT expertise to ensure we maintained our reputation as a first-class service provider."

To ensure sustained, steady growth, Simon has put in place targets to increase MIF and further expand the firm's printer maintenance base. In addition, he has introduced bespoke and personal consultation services to help businesses manage their printing costs and reduce their overall spend.

UTAX partner
About four years ago the company became a UTAX partner. "We already carried Develop and Ricoh products. But we got involved with UTAX with a view to really focus on selling new, as opposed to refurbished, devices," explained Simon.

"It was only at that point that I realised that selling refurbished machines actually closed more doors than it opened! We usually sold in ones and repeat business

Richard Chapman

When legacy equipment we were maintaining reached end-of-life, we were naturally best placed to sell customers replacement devices

wasn't actually that common. But when we started pushing the latest technology alongside associated software solutions, people looked at us in a different way and purchased in multiples," he said.

Temple Knight is a lean operation, with all members of staff playing a pivotal role. "Our engineers are fully trained in all the equipment we service and repair. In addition to manufacturer training, we operate an in-house training program, which we believe is second to none. We also have a highly qualified service team and parts department with links to manufacturers and suppliers across the globe."

From its Edenbridge HQ, the firm serves customers from Birmingham to Southampton and Swindon to Margate, and can, when asked, provide a nationwide service. "London is also a huge market for us," added Simon.

The next 30 years
Looking ahead to the next 30 years, Temple Knight has a clear plan in place. "We're not looking for massive growth," explained Simon. "More steady, sustainable, single-digit growth." The business is a stable, cash-rich operation with a loyal customer base and a strong workforce, many of whom have clocked up ten or more years' service.

The firm's office, workshop and warehousing are currently spread across three sites but the company is planning to purchase new premises next year and move everything into a single location. It is also looking to extend its geographical reach.

"We would like to extend our operations to the north of England. Manchester would be a good place, but that depends on us finding the right business that we can purchase at the right price," said Simon.
www.templeknight.co.uk

WESTCOAST

PRE DELIVERY
INSPECTION SERVICE

FROM WESTCOAST

Westcoast has become the first distributor in the UK to offer customers a **pre-delivery inspection service (PDI)** for printers following the opening of a brand new, dedicated facility at the firm's headquarters in Theale.

The new service is available for reseller partners on most major brands including HP and Lexmark and other brands not distributed by Westcoast.

Most large printers are unpacked, inspected, configured, tested and software-imaged by managed print partners at their own premises or onsite at the end user location. This requires the partners to take full responsibility for the technology. They also have to pay increased shipping costs, train and manage engineering resource, and be able to cope with periods of peak demand.

The work can be extremely time consuming. Some of it is highly skilled requiring complex software-loads that are equivalent to carrying out server configurations. Thanks to Westcoast's new, cost effective PDI service resellers and their customers can now leave printer pre-inspection to the experts.

The service also includes sited deliveries so that a new printer can be delivered on behalf of a partner to an end user premises, sited and connected - hassle-free. It can also include demonstration and removal of the redundant devices if required.

"I could not be more excited about offering this service," said Westcoast's Managing Director, **Alex Tatham**. *"It eliminates DOA headaches for resellers at a stroke."*

"We have already delivered more than a hundred large format printers to retailer's shops across the UK, configured a bulk order on behalf of one Britain's largest managed print providers and are working on a large order for a brand not even distributed by Westcoast for a chain of betting stores."

He added: *"Every print provider we have engaged with has welcomed this move as they frequently hit periods of high demand or skill shortages. We have invested in dedicated resources, project management and skilled engineers. I can only see this new service growing as Westcoast become the UK's managed print fulfilment partner of choice."*

WESTCOAST

Q&A

PRE DELIVERY INSPECTION SERVICE

Q1 What is PDI?

This service allows Resellers who purchase printers to have the option of getting them inspected, tested and configured to their specifications in our dedicated PDI facility prior to the product being delivered to your end user.

Q2 How will it benefit me and my end user?

Having the printers pre inspected, tested and configured eliminates the possibility of receiving DOA's, incorrect products and ensuring the printer is fully functional when it arrives onsite. This dramatically decreases the installation time and will provide a plug in and print solution for your end user.

"If I have to wait 22 minutes for a printer to initialise, If costs the end-user an extra half hour at my hourly rate" HP Engineer.

Q3 If I select the PDI service does my delivery increase?

For most printers after they have been inspected and tested they can be returned to their original packaging and can be delivered via our normal delivery service which of course would cost exactly the same. In addition to this we also offer specialist delivery services including to floor location, unpack, connect, removal of redundant machines/packaging and even demonstration if required. These are charged on a per application basis.

Q4 Does PDI just cost me more money?

On the contrary this value added service actually saves you money, by eliminating DOA's and reducing the installation time spent by your valuable engineer resource. If you also add on the specialist delivery service, we can offer a complete solution allowing your resource to be utilised in other areas of your business. If you're an IT reseller that doesn't have installation engineers, this is a great way to differentiate yourself from your competitors by offering a value add chargeable service to the print solutions you offer.

Q5 What makes Westcoast's PDI services Unique?

The unique element to our PDI service is that as a distributor we have our dedicated facility in-house. This provides us with the flexibility to adapt very quickly to any changes in the PDI specifications by the end user, plus the fact that we have the equipment in the warehouse so if we have any printer faults they can be resolved with minimal delay.

Q6 Can I choose what goes into a PDI service?

Absolutely. Our standard PDI packages have been split into 3 sections A4, A3 and wide format. In addition to that we have "Bolt on" configurations which allow you to tailor the PDI to your specifications quickly and efficiently with all the costs up front. We can provide custom PDI configurations that we price up on a per application basis once we receive all the details of the PDI you require. We provide a detailed checklist of your requirements and produce a fully professional quote within 4 hours.

Contact Westcoast today to find out more
0118 912 6000   www.westcoast.co.uk

WESTCOAST

Q7 Why do I need PDI?

By selecting the PDI option when purchasing your printer it offers a complete peace of mind service. You will be confident that the equipment is tested and working and with the printer already configured, this will elevate your end users experience and reduce the installation time.

Q8 What vendors are covered in the PDI service?

Westcoast currently distribute HP and Lexmark printer hardware but we are not limited to these 2 major printer vendors. We have the warehouse space and technical expertise to accept a wide variety of other printer manufacturers that can utilise this service. You would have these machines delivered into Westcoast and we would take over from that point.

Q9 What printers qualify for PDI service?

All printer types from entry level A4 printers all the way up to A3 MFP printers and wide format and latex design plotters.

Q10 What is the capacity of your PDI facility?

Westcoast is the UK's largest print distributor with over £0.5bn sales of printers, consumables and spares. By having a large dedicated facility in house it allows us to have the flexibility to absorb a wide variety of PDI work. The capacity of the department would of course be dependent on the complexity of the PDI configurations we were required to perform and the roll out schedule provided by your end user.

Q11 Is the service only for large print projects?

Not at all. Very often we are required to perform one off PDI configurations for our Resellers.

Q12 Where do I find more information on Westcoast's PDI service?

To find out more information you can go to: **www**.**westcoast**.**co**.**uk**, contact your account manager or email **Richard**.**Kerrison**@**Westcoast**.**co**.**uk**

STANDARD PDI PACKAGE A4/A3 & WIDE FORMAT

- ✔ Unbox
- ✔ Install cartridges
- ✔ Initialise/calibrate
- ✔ Setup date/time/location
- ✔ Set up paper trays - size and media type
- ✔ Test ADF/scanner assembly (MFP only)
- ✔ Run test print to asses PQ performance
- ✔ Repackage
- ✔ Box itinerary check

Customised configurations and flexible delivery options such as to site location, connect and demonstration are available on a **Priced Per Application Basis.**

BOLT ON OPTIONS

Input accessory (additional trays etc.)

Output accessory (stackers, staplers etc.)

Build product (large format only)

Firmware update

Software install

Internal accessory (additional memory, fax boards etc.)

TCP IP setup

Asset tag

Box itinerary check (included in standard PDI package)
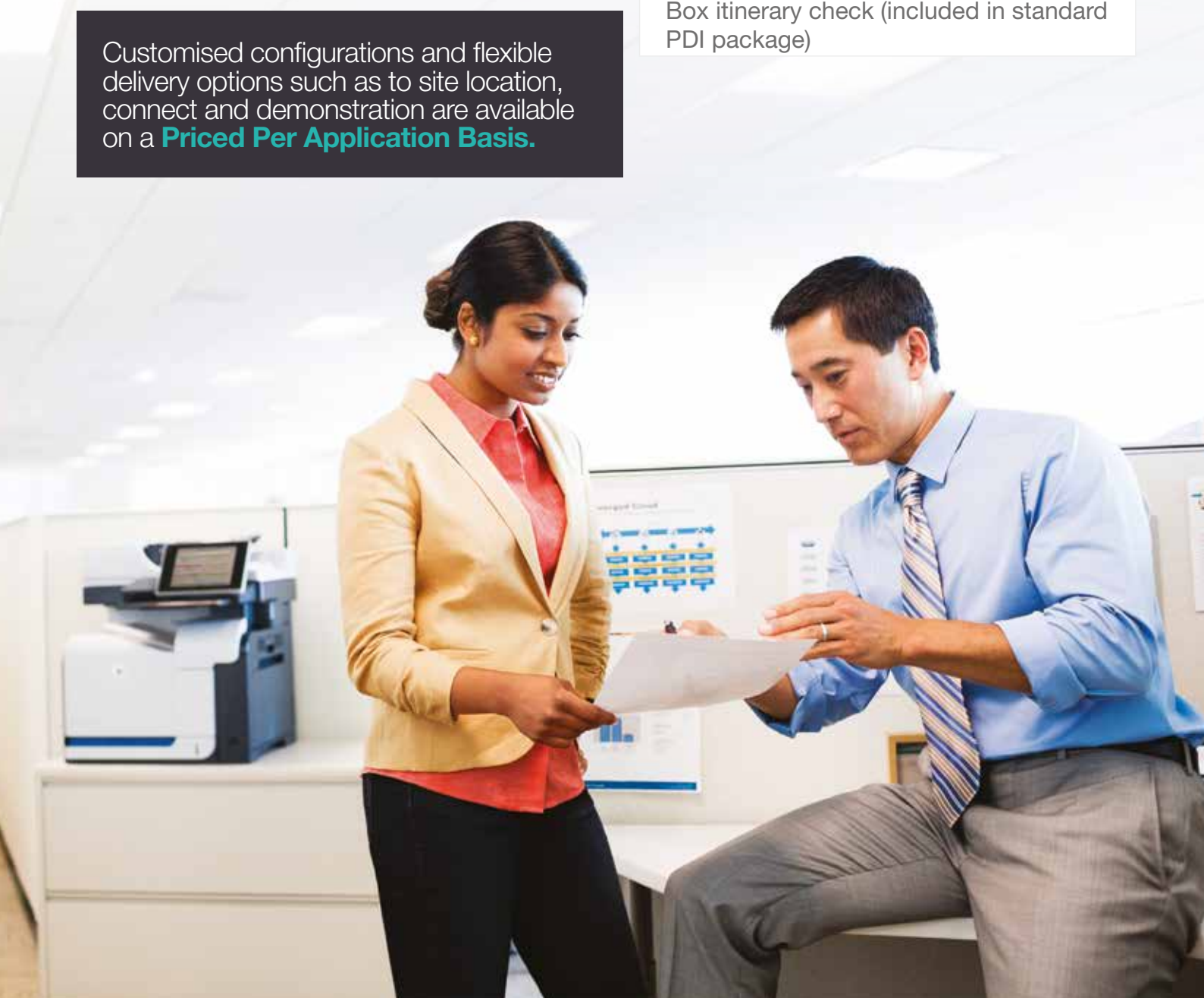
The collaborative and connected workplace

Louella Fernandes explains how information managed services (IMS) can help organisations improve the way they process, share and manage information throughout its life-cycle and, in doing so, enhance communication and collaboration in the digital workplace.

A blurring of lines between the physical and digital office is creating an increasingly dispersed workforce that is communicating and collaborating in unprecedented ways. Gone is the static, paper-based, boardroom-centric world of old and in its place is a new social, collaborative information landscape.

This trend is being driven by the new generation of millennials, due to make up 75% of the UK workforce by 2025[1]. They have grown up in an always-on, connected world and are accustomed to collaborating through social media and real-time digital interactions. They have moved beyond BYOD (bring your own device) to BYOC (bring your own cloud, content and collaboration).

Yet, in many businesses, the easy collaboration and exchange of information desired by millennials is being frustrated by inadequate information management and processes:

■ **Fragmented and inaccessible content.** Most organisations have accumulated multiple data silos that make it difficult for employees to collaborate across the organisation. Many have implemented collaboration and knowledge management tools, but they are often poorly integrated with business workflow applications, leading to low adoption.

■ **Complex manual processes**. Organisations have made progress on digitising their processes, but many are still heavily dependent on paper, and paper trails cost time and money, as well as stifling productivity. A recent AIIM survey shows it can take around 37 minutes to find a paper document[2].

■ **Inadequate visual communications.** The benefits of video conferencing and collaboration range from savings in business travel costs and the associated environmental impact to improved employee productivity and morale. Yet many organisations miss out on these benefits because they haven't fully leveraged video conferencing or other

Louella Fernandes, Associate Director, Print Services and Solutions, Quocirca

In many businesses, the easy collaboration and exchange of information desired by millennials is being frustrated by inadequate information management and processes

visual solutions, such as large format interactive displays.

■ **Security risks.** Workers frequently collaborate and exchange information with people outside the company, such as suppliers, partners, agencies and customers. Companies could suffer real financial consequences (and brand and reputational damage) if confidential or sensitive information is leaked.

A new framework

Next generation information managed services (IMS) is emerging as an effective solution to the challenges of information management and collaboration in the digital workplace. By equipping employees with software and services for content capture, communication, collaboration and conferencing, IMS helps businesses increase productivity, speed up response rates and improve interaction across departments and between partners and suppliers.

Rather than having multiple suppliers for a range of point solutions, IMS lets businesses use a single strategic partner to manage information through every stage of the document lifecycle, with all the benefits of a traditional managed services model.

Phase 1: Information capture

Before information can be used to create business value, it must be captured. This requires a full evaluation of how

information, regardless of its source and format, enters an organisation and how it is used and accessed by employees, partners and customers.

Information can be captured from paper and digital content through multifunction printers (MFPs), business scanners or mobile devices. For instance, paper invoices or expenses receipts can be scanned and routed directly to an accounts application through an MFP interface panel.

Today, information capture must extend beyond simply digitising paper documents. Intelligent capture solutions need to transform data from structured sources (databases and spreadsheets) and unstructured ones (emails, images, video, social media content and text documents) into information that can be accessed quickly and easily.

Effective information capture minimises processing errors, improves data accuracy and accelerates business processes by making information instantly available in content repositories, for instance through a cloud sharing portal or broader enterprise content management (ECM) system.

Phase 2: Information management and collaboration

Another critical element of IMS is the effective management and sharing of information, for example by implementing workflow processes and secure authentication to ensure teams are collaborating securely and that only the right people have access to contracts, invoices, proprietary company information and other sensitive documents. The types of solution offered might include:

■ **Cloud document management and sharing.** Employee efficiency can be significantly improved through the use of a cloud-based document sharing portal (e.g. Dropbox, Box, OneDrive or a privately hosted platform). This enables employees to access, share and collaborate on content, while maintaining high levels of control, privacy and protection. Access control is typically a key feature, along with detailed monitoring, search and reporting. Most advanced MFPs offer this

...continued

capability directly from the user panel.

■ **Improved visual collaboration.** As travel budgets are cut and the workforce simultaneously becomes more mobile and distributed, interactive meeting rooms are becoming a critical business tool for employee collaboration. Sophisticated meeting room solutions can combine touch-enabled displays with an HD video camera, microphones and speakers to enable rich audio, video and data collaboration and integration with cost-effective VOIP (voice over IP) systems. Interactive whiteboards or large format touchscreen displays ensure everyone can see the information being presented and make notes on each other's displays. Employees can write in digital ink over any application and save work as a PDF or Microsoft Office file.

Phase 3: Information output

In the third phase, information is distributed by an organisation in a variety of digital and hard copy formats. Two examples are personalised cross-media communications and digital signage:

■ **Personalised communications.** In today's multichannel world, it's vital that an organisation can create and deliver communications to staff, customers, suppliers and partners any time via their channel of choice – be that print or digital media. This can lead to faster decision-making and better engagement with employees, customers and partners. Based on defined rules, customer communications management (CCM) solutions enable organisations to create and distribute communications across multiple channels. Printed communications can be made dynamic and interactive through the use of QR codes, pURLs (personal URLs) or augmented reality (AR), driving customers to online and mobile channels. For example, adding a pURL to a statement or invoice provides an opportunity to cross-sell other financial services or products.

■ **Digital signage.** Technologies such as LCD or plasma display panels, electronic billboards and projection screens provide organisations with a flexible tool for conveying timely and targeted messages to key audiences. Intelligent digital signage systems can provide a robust platform for collecting, aggregating and displaying information in meaningful, actionable ways.

Conclusion

By providing a range of services that cover the complete information lifecycle, an integrated IMS can lay the foundation for an immersive collaborative experience.

Intelligent information capture can unlock the value of paper documents and make them more accessible for sharing and collaboration; cloud sharing platforms

can connect a dispersed workforce and enhance productivity and decision-making; and interactive meeting room technology – be it video conferencing or interactive whiteboards – can overcome the challenges of traditional face-to-face meetings and eliminate the need to share physical documents.

The best information managed service providers will offer the right combination of document management, audio-visual and IT skills and may leverage third party partnerships to offer limitless solutions. Ultimately, the providers best placed to help drive innovation in the digital workplace will be those that can offer broader and longer-term information management support for their customers.

Louella Fernandes is Associate Director, Print Services and Solutions at research company Quocirca. This is an abbreviated version of a new white paper produced in association with Sharp Business Solutions. The full length report, including graphics and additional research findings, can be downloaded from Quocirca's website or from www.sharpcorporate.co.uk.
www.quocirca.com

Sharp Optimised Managed Services (OMS) is a tailored information management solution designed from the ground up to make office printing, scanning, document workflow, collaboration and staff interaction easier, more cost-effective and more efficient. Based upon Sharp's proprietary technology, it gives clients a one-stop solution for the management of digital and physical assets throughout their lifecycle. OMS is based on the simple theory that once you can control an Information Management stage, you can consolidate the process behind it; and that once you have consolidated this process, you can optimise how it works and build a full Information Management System that delivers value back into the organisation.
www.sharpcorporate.co.uk

1 *The Deloitte Millennial Survey*, January 2014
2 *Capitalizing on Content: A Compelling ROI for Change* by AIIM, 2011 © AIIM 2011 www.aiim. org / © OpenText 2011 www.opentext.com

The visual and interactive meeting room

Changes in enterprise mobility strategies, bring your own device (BYOD) trends, interoperability and the benefits of the cloud (such as subscription-based, pay-as-you-grow models) have paved the way for broader adoption of visual collaboration.

Traditional offices and meeting rooms are giving way to open, team and mobile spaces, as well as huddle rooms, all of which drive the need for better collaboration. Visual collaboration solutions address these needs, covering a range of technology that can be used in a meeting room environment, including interactive whiteboards and digital signage.

Visual collaboration can bring a whole team together, even if part of the team is located on the other side of the world. With screen sharing, document sharing and other collaboration tools, back and forth emailing is avoided and of course the financial costs are minimal compared to the time and expense of travel.

Sharp's large format interactive touchscreen, BIG PAD, enables interactive meetings in which multiple devices in different locations can be connected together. The same content can be shared across all devices and then saved and distributed later. On a BIG PAD you can write, draw and edit with your finger or a touch pen.

It offers businesses a far more interactive and engaging solution than flipcharts and PowerPoint presentations via a projector. For example, in a construction project, instead of using paper and pen to sketch where everything will be on a building site, meeting participants can work in teams to draw directly onto the BIG PAD display.

Cloud Portal Office

Another key element of Sharp Optimised Managed Services is the Sharp Cloud Portal Office. This secure document storage and sharing service can be integrated with Sharp MFPs and interactive displays and offers a range of features to enhance information sharing via the cloud:

■ **Remote access:** Employees can view and edit documents from any location and any device;

■ **Cost savings:** Using a cloud document portal reduces storage, print and mailing costs;

■ **Collaboration:** Images, documents and data can be shared for improved collaboration;

■ **Accuracy:** Storing information digitally reduces the risks associated with manual handling and lost or misplaced files, while also streamlining search and retrieval efforts.

Grow with Frama

Frama offers new growth opportunities to partners in the IT reseller community

Swiss manufacturer Frama has a fantastic relationship with its business partners in the channel. These partners, collectively known as the Frama Partner Network, are the backbone of a route to market highly valued by the franking machine experts.

Although traditionally partnered with copier companies, Frama is now looking towards the IT reseller community for businesses wanting to make the move into the profitable franking and mailroom equipment marketplace.

For dealers used to selling business machines, a move into the postal services arena is a logical and lucrative step. Franking machines, security scanners, electronic letter openers, folder inserters and shredders provide a breadth of product to attract new business and offer something new to loyal customers.

Frama is actively looking to help dealers in the IT marketplace to make the most of this established market by offering them a wealth of new growth opportunities.

Growing presence

In the last few years, Frama has consistently increased its presence in the partner channel so that partners' own salespeople can help spread the word about our products and brand directly to their customer base and prospects.

The Frama Partner Network is a great way to work together and reach out to a wider audience. Frama, the fastest growing Royal Mail approved franking machine manufacturer and service provider in the UK, combines Swiss manufacturing and innovation with local customer-focused service. It has found that a partner doing well with office equipment sales can make the move into franking machines and related products with relative ease, growing and adding value to their sales proposition.

Lenny Wood, Marketing Manager for Frama UK says: "The aim is to be seen as a single solutions provider. That is something Frama can nurture and build on, offering a different but relevant product line that they may well be asked for. We are able to extend our partner's product portfolio, helping to diversify and generate a new stream of income."

In the UK, only four manufacturers, including Frama, are authorised by Royal Mail to supply franking equipment to the marketplace.

We are able to extend our partner's product portfolio, helping to diversify and generate a new stream of income

Lenny Wood, Marketing Manager, Frama UK

Franking machines need to be registered and licenced with Royal Mail and have to be maintained to ensure the most up-to-date tariff information is available. This requirement may have deterred some potential dealers in the past, but Frama can help its partners navigate this process, which when you know how, is easy. Customers like having a recognised brand, but with the local relationship and care a partner can provide. This is a true win-win situation for everyone involved.

Support for partners

Mailroom equipment offers on-going revenue. In addition to the initial hardware sale, consumables and service generate a regular income.

For servicing equipment, partners can either apply to Royal Mail for independent maintainer status allowing them to train their staff to become approved service engineers, or they can simply take a commission payment and let Frama's team of mailroom specialists do the servicing for them.

This choice highlights the flexible approach taken by Frama in its relationship with its partners. Once a partner is recruited we'll provide all the tools and product knowledge they need to do the job. Further support is available from the marketing department, which is always available to answer any queries that may arise and assist on a daily basis.

Lenny Wood adds: "We are constantly looking to improve the marketing support we offer. We are always revising and improving our paperwork, including 'How To' and 'FAQ' documents to resolve any questions before they arise. Product videos are also available from our website and we are always happy to work with partners on regular campaigns and to ensure their website features the relevant information that will help them maximise franking machine sales, all as part of the package."

Latest products

With Frama, our partners benefit from the very latest equipment. The Matrix F-series provides access to the newest £70m initiative by Royal Mail, Mailmark.

Mailmark makes it easier for Royal Mail machines to read postage marks, with efficiency cost savings passed on to customers who use Mailmark franking machines. Mailmark technology future proofs clients enabling them to take advantage of all future Royal Mail products.

Frama also invests heavily in software. FramaOnline2 is a supremely secure system for financial transactions, providing secure communication between financial institutions, postal authorities and the franking machine. Frama is certified to ISO 27001 and FIPS 140-2 level 3, the highest possible security level for cryptographic modules.

With Frama offering Swiss quality, significant growth potential and a UK head office and service centre, a move into franking machines and related office products should be on the mind of all IT equipment sales businesses.

Contact

Frama UK office: **01992 451 125**
Email: **info@frama.co.uk**
Web: **www.frama.co.uk**

Small footprint, big capability

UTAX (UK) has launched an all-new range of feature-filled A4 console MFPs that give dealers more flexibility in their printer deployments by offering the productivity and functionality of an A3 device in an A4 footprint.

Shaun Wilkinson, Managing Director at UTAX (UK), says the UTAX 300ci, 350ci and 400ci A4 'plus' MFPs have been developed in response to changing print habits and consumer demand.

He said: "We're seeing growing demand for 31-44ppm colour output in the A4 arena, which these devices deliver. Add in the fact that more users are upgrading to A4 MFPs from standalone colour printers than ever before, and it's almost as if there's a new product sector opening up which our partners can now tap into."

Wilkinson added: "As well as the obvious attraction for organisations where space is at a premium, the new range allows our dealer partners to sell into new market sectors. For example, dealers have struggled to offer effective solutions in education where budgets are tight, print output is almost exclusively in A4 and advanced finishing options are highly desirable. That has all changed now, allowing dealers to start a dialogue with a great product story."

The devices have a flexible, modular design with a range of paper tray and sorting options that enables them to be configured to meet a wide range of needs, from space-saving desktop models to five-tray floor-standing workgroup colour MFPs suitable for high volume print runs.

They have a maximum paper input capacity of 3,100 sheets and an output capacity of up to 3,300 sheets. Stapling and punching modules are also available.

All three models have a sturdy metal frame, making them as robust and long-lasting as their larger A3 equivalents, plus long-life consumables and easy-change toner cartridges and other replaceable parts for quick servicing.

Print quality was a priority during product development, and the new MFPs come with a print resolution of 1,200 x 1,200 dpi and the ability to print onto a range of paper sizes, from A6R to banners 1.2 metres in length.

More users are upgrading to A4 MFPs from standalone colour printers than ever before. It's almost as if there's a new product sector opening up

Winning range
UTAX has been showing the UTAX 300ci, 350ci and 400ci to its dealer base and Wilkinson is confident that he has a winning range on his hands.

"We've been busy showcasing these devices to dealers at specific launch events in Birmingham, Glasgow and Dublin, and feedback has been extremely positive so far," he said.

"Looking forward, we will be launching a number of new HyPAS applications throughout the year, which will help users maximise the potential of these new A4 devices and the full UTAX range. Organisations are looking for ways to automate processes, enhance document workflows and boost efficiency. By combining leading software solutions with stand-out MFPs, UTAX and our dealer partners are helping them achieve these goals."

Demos of the new devices are also available at UTAX Technology Suites in London, Swindon and Manchester.
www.utax.co.uk

Do more with A4

Versions of UTAX's new MFPs are also available from KYOCERA. Commenting on the TASKalfa 406ci, 356ci and 306ci, KYOCERA Document Solutions (UK) Marketing Director Nigel Allen said: "The new products are ideal for organisations with tight budgets that print exclusively in A4, despite needing advanced finishing options. They allow documents to be transformed into digital files that are stored, edited and shared, but don't compromise on superior output management."
www.domorewithA4.co.uk

Smart and economical

Lexmark's new A4 colour lasers for large workgroup boast a tablet-like interface for ease of use, high capacity toners for lower running costs and quad core processors for productivity. Another time-saving feature of Lexmark CS720/725/820 series printers and Lexmark CX725/820/825/860 series MFPs is a new unified Scan Center app, which enables users to scan a paper document and route the file to multiple destinations simultaneously, such as email addresses, network folders, FTP sites, fax machines, electronic document archives and other secure network locations. Lexmark says that with the largest input/output capacity and the most flexible media support of any A4 color laser MFP, the top of the range CX860 rivals the capabilities of A3 products.
www.lexmark.co.uk

Future-proof MFPs

Sharp Europe has completed a refresh of its A3 line up, with the launch of three new MX Essential A3 colour MFPs. The MX-4050N, MX-3550N and MX-3050N provide an affordable print, copy and scan solution, with optional upgrades to allow for changing business needs.

Available in speeds of 40, 35 and 30ppm, the MX Essential A3 colour models combine high quality and speed with the practicality of an easy-to-use and customisable interface, familiar to users of other Sharp MX devices, and a diverse range of optional features, including advanced finishing solutions, Office Direct Print and Sharp's Open System Architecture.

Rachel Dean, European Product Business Manager, said: "We recognise that businesses have changing needs, combined with budget pressures, and we've listened to their demands for reliable A3 colour devices that do the basics well."
www.sharp.eu

We've listened to demands for reliable A3 colour devices that do the basics well

A3 MFP with an A4 footprint
As KYOCERA, Brother and Lexmark launch A4 MFPs with some of the expandability and capacity of A3 devices, Toshiba is launching its second generation of mono A3 models with the compact footprint of an A4 device.

The e-STUDIO2802AM and 2802AF (with fax) are designed for users who want to print, scan and copy A3 documents, but are short of space. Both devices have a print speed of 28ppm, a colour scan speed of 25ppm and a paper capacity of 300 sheets.

For SMEs with more space, Toshiba is introducing the e-STUDIO2303AM (23ppm) and e-STUDIO2803AM (28ppm) A3 MFPs with paper capacities of up to 600 sheets and an optional reversing automatic document feeder (RADF).
www.toshibatec.co.uk

PRINT IT RESELLER
EDITOR'S CHOICE AWARD
RELAY

Handling with care

Why it makes sense to have Relay on your team

Relay is a specialist technical logistics company that delivers an average of 850 MFPs per day on behalf of OEMs and dealers nationwide. Unlike many other companies, it transports MFPs that are already assembled and in what the trade calls a PDI (pre-delivery inspection) state.

According to Sales Director Daniel Rangecroft, moving devices from one end of the country to the other once they've been unpacked, built, filled with toner and loaded with network settings requires a very different skillset to that needed for shifting boxes of components.

"Once unpacked, an MFP is very susceptible to damage and so needs extra special handling to ensure it arrives at the end-user's premises in one piece," he said. "We're experts in safeguarding delicate and valuable equipment, from collection to storage to final mile delivery."

Specialist vehicles

Relay operates a fleet of over 65 specialist vehicles, from 3.5 tonne vans to 40ft articulated trucks, all equipped with air-ride suspension, load locking systems and tail lifts.

"MFPs on wheels need to be carefully loaded onto the vehicles, which is why we use tail lifts," explained Rangecroft. "We securely stow each device with specialist locking systems, using blankets, foam corners and other protective measures to ensure there is no damage during transit."

All vehicles are temperature-controlled, as is the 100,000 square feet of secure warehousing at Relay's strategically located logistics operating centres in Northampton, Warrington, Iver and Coatbridge. If the temperature in a vehicle drops below a certain level, heating kicks in automatically.

"This is especially important during the winter months, as transferring an MFP from a cold truck into warm business premises will create condensation, which ultimately impairs print quality," said Rangecroft.

He adds that each Mercedes Benz vehicle has a minimum of two people on board to ensure devices are unloaded and installed with the utmost care. "We are representing our customers, so a professional image is paramount," he said.

"We don't just pick up and drop off. Our team of uniformed, technically-trained drivers unload the machines, deliver them directly to the room where they will be deployed and, if there is no lift available, we use specialist equipment such as a stair walker to remove the risk of damage on stairwells."

> **Once unpacked, an MFP is very susceptible to damage and so needs extra special handling to ensure it arrives at the end-user's premises in one piece**

The comprehensive on-site service includes removing packaging; fitting any external accessories, such as finishers, sorters etc.; powering up the device; assigning IP addresses; conducting a green button test; and providing a customer demo.

Nationwide footprint

Relay can deliver anywhere in the UK within 24 hours and offers same-day and next-day scheduled, part-load deliveries.

Through its partners, it can provide a part-load service across Northern Ireland and the Irish Republic, and can make dedicated deliveries there for customers who ask it to manage a roll-out on their behalf.

Relay's customer base includes OEMs and about 100 UK dealerships, including Konica Minolta, Toshiba, Develop and Altodigital, for which it effectively acts as an extension of their own resource. "We will even produce delivery notes and associated paperwork with their branding, if required," said Rangecroft.

"OEMs typically don't have a fleet of delivery vehicles and the logistics of shipping equipment originating in and around London to somewhere in Scotland overnight, for example, would present significant logistical problems, not to mention cost."

This is equally true for dealers, especially smaller ones or those that have to manage devices in several locations across the country that it may be impractical to ship and install direct.

Economies of scale

Rangecroft says that utilising a third-party with significant economies of scale enables customers to save time and money.

"We move large volumes from north to south overnight using trunkers. A typical load would be 50 devices, making the price per unit much more cost-effective. These are then split and loaded onto smaller trucks for final mile delivery the next day. On average, each vehicle completes eight deliveries per day, that's a total of 850 drop-offs each day."

He added: "Each of our customers has a contracted cost. They know up-front how much delivery is going to cost, making it easy to factor into any proposal. But perhaps the biggest advantage is that managing peaks and troughs becomes our headache and not theirs.

"We typically see major peaks at month end, quarter end and year end. It's not uncommon for us to be managing up to 1,200 drops per day at month end, for example. But that's what our customers pay us for, to ensure that the delivery process is smooth sailing," he said.
www.relayeurope.co.uk

Going for gold –
how the channel can 'make the boat go faster'

Gary Bennett, Channel Sales Director at Enghouse Interactive, explains how resellers and service providers can learn from elite sports professionals to improve their business.

Following the disappointment of finishing eighth in the Cologne World Championships of 1998, Ben Hunt-Davis and the rest of the GB's Men's Eight rowing team realised that their tactics and strategy needed to change. The team adopted three key principles: focus on what's important; focus on performance; and work effectively with others to achieve goals.

The strategy paid dividends at the Sydney Olympics of 2000 when they won Gold. The Eight recognised that to go from solid performances in 1991-98 to winning Gold in Sydney was going to require a fundamental change in approach and unswerving commitment to the new philosophy. When the team was on the starting line in the Olympic Final, they were aware of how much they had changed, how far they had come and that gave them the confidence to win.

It was the work done leading up to the final that was the determining factor, not what happened on the day itself, and that same principle holds true in business. Companies need to focus on performance that drives results rather than results per se.

■ **Focus on what's important:** In a business context, it's critical to ensure that when people turn up to work they are clear about the goals they are working to. Whatever the size of the business, people need to be working on what is important, rather than simply what is in front of them. To work effectively, they need to be aiming at specific goals and be 'crystal clear' about the direction of travel. It is important for IT channel services providers to have clear goals and to look at what others are doing that they are not.

■ **Focus on performance in order to get results:** In a sporting context, players being interviewed typically focus on how they performed and what they did to get the result they achieved. Business people also need to concentrate on the performance that led to the result, rather than the result for its own sake.

■ **Work effectively with others to achieve goals:** The practical difficulties of achieving the first two principles outlined above help to explain the importance of the third. It's important, wherever possible, to get help towards achieving core goals. In the case of the Men's Eight, it was key that they were able to draw on significant support from many people who were not actually in the boat during the final, to build mutual understanding across the wider team and to make sure everyone was working towards that common goal.

Making the connection

This key sporting principle applies equally to the world of business. Many resellers instinctively understand the need to set clear objectives and focus on making incremental changes in their approach to achieve the level of performance needed to meet those stated goals.

There is also an awareness of the importance of carrying out a continuous process of monitoring and review based on the key questions: what do we stop doing? what do we start doing? and what do we continue to do because it is going well?

These lessons apply as much to salespeople as they do to the businesses they work in. Just like the Men's Eight at Sydney, they get up every day and make sure 'their boat goes faster'.

It is worth highlighting that the 'boat' itself will be different in each case. For CEOs and MDs, it's the business itself; for sales directors, it's their sales teams; and for the individual salesperson, it's the sales proposal they are trying to steer past the competition. In each and every case, the individual focus on personal performance helps drive the success of the business as a whole.

Gary Bennett,
Channel Sales
Director,
Enghouse
Interactive

Like the Men's Eight at Sydney, they get up every day and make sure 'their boat goes faster'

In business, as in sport, that success typically involves trust, honesty and sometimes difficult conversations, but critically, also, shared goals – a shared commitment to enhancing performance and a willingness to work together to 'make the boat go faster'.

Enghouse Interactive delivers technology and expertise to maximise the value of every customer interaction. The company develops a comprehensive portfolio of customer interaction management solutions and has thousands of customers worldwide, supported by a global network of partners and more than 700 dedicated employees.
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60 seconds with…

Nigel Morris,
Marketing Director, Beta Distribution

What's currently having the greatest impact on your business?
Over the last couple of years we have been making very big strides expanding our portfolio of technology products, and our recent appointments as distributors for Quantum and Samsung show that we're having some success.

This is impacting our business in that we are selling to new types of reseller who often need a very different approach to our more traditional customer base of office and IT dealers. Having said that, over half of our business is still accounted for by consumables, and the competitiveness of that product range is a week in, week out challenge.

Where do you see the next big opportunity?
For us, it's in technology products and services – those related to data storage and audio-visual products and services into the corporate sector.

What would make your day job easier?
Living a bit closer to the office! Working in distribution is never going to be easy because of where we sit in the supply chain. But providing we continue to deliver a level of service and support that satisfies the demands of resellers, then we will continue to be successful.

What's the best bit of business advice you've been given?
I can't point to a single piece of advice, but experience has taught me that listening to the people you are selling to will always pay dividends.

If you had had a crystal ball, would you have done anything differently?
You make lots of mistakes as you go through your career, and each one is supposed to be a 'learning experience'. I have to admit there are some 'learning experiences' I could have done without, but I'm happy with where I've got to.

Describe your most embarrassing moment.
Can't really think of one… sorry.

What was your first job?
Salesman selling brake linings in East Anglia.

What would be your dream job?
Something that pays enormous amounts of money for working one day a week!

Money's not an issue, what's your perfect car … and where would you like to drive it?
Any convertible in a hot country.

Fine dining and good wine, or curry and a pint?
Curry and a pint.

Favourite holiday destination.
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How do you like to spend your spare time?
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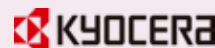
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