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The new revenue stream
for Canon and Ricoh
resellers

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MOBILITY

Key extracts from latest
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printing

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The Print Show 2015:
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been waiting for?

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The UTAX Productivity Pack, for example, with its Follow-Me-Printing helps to make queues for the printer and competition with colleagues for pole scanning position a thing of the past. Print jobs are sent to a central spooler and called up from any output system using a PIN. Users can send prints from the office next door or the one upstairs, or even from an office in a different city, as long as it's integrated into their network.

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Panasonic



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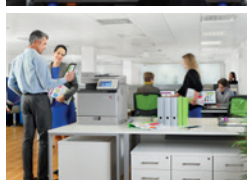
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At a time when more and more paper-based processes are being digitised, it is unusual to find someone who will stand up for print; it is much easier to focus on paper's negatives and ignore its virtues – and look clever and decisive for doing so. Yet all actions have consequences. If print budgets are cut because digital processes have reduced demand for print, fair enough. But if print is restricted simply to save money, it could be damaging.

This is highlighted by recent reports of schools that have had to ration printing in the classroom even when it is essential for teaching and coursework. Schools are quite rightly seeking to gain control and visibility of print costs, but when it starts to affect the quality of teaching things have clearly gone too far.

Does this also happen in the business world? One hears a lot about the greater efficiencies of digital workflows, but there must be processes that worked better when they were paper-based. If you hear of any examples, please let me know.

In the meantime, you can find useful arguments and statistics in support of print and paper in a new report from Royal Mail MarketReach. *The Private Life of Mail* can be downloaded from www.mailmen.co.uk.

James Goulding, Editor

07803 087228 james@printitreseller.uk

Editor: James Goulding

07803 087228 · james@printitreseller.uk

Advertising Director: Ethan White

01732 759725 · ethan@printitreseller.uk

Publishing Director: Neil Trim

01732 759725 · neil@printitreseller.uk

Group Sales Manager: Martin Jenner-Hall

07824 552116 · martin@printitreseller.uk

Social Media and Web Editor: John Peters

07711 204011 · john@printitreseller.uk

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Ricoh partners with Condeco in expansion of services portfolio

As part of a strategy to expand into other areas of workplace technology and services, Ricoh has launched new Meeting Room Services in partnership with meeting room booking specialist Condeco.

Part of Ricoh's Workplace Services portfolio, the integrated package of consultancy, product delivery and support offers analysis of an organisation's meeting space utilisation and advice on how it can be improved.

Typically, this includes changes to lay-outs and the introduction of Condeco booking and scheduling technology that can be used for everything from the booking of meeting rooms and the sending of invitations to the reservation of car parking spaces and catering.

Condeco solutions give managers oversight of room usage and enable employees to book meeting rooms (or hot desks) on the fly, manage no-shows and begin/end a meeting by swiping their ID card or entering a PIN code at a touch screen in the room.

Other options include wireless sensors to track actual room utilisation and digital signage in reception areas so that visitors can see where a meeting is taking place.

www.condecosoftware.com • www.ricoh.com



Gold and silver for Xerox

Fuji Xerox has announced gold and silver toner for its new Color 1000i Press – the first time both metallic colours have been offered on a xerographic production printer. Fuji Xerox says that the ability to print gold and silver on a single production printer will expand the range of possible applications for such devices and improve workflow for printing companies. The Color 1000i Press goes on sale in Japan on February 6 and will then be rolled out to other countries in the Asia-Pacific region.

Gold standard people management

Brother UK has achieved Investors in People Gold Standard for the excellence of its people management and development, with a special award for health and well-being.

The award is the latest accolade for Brother's employment practices, which also secured the company a place on the 2014 *Sunday Times* 100 Best Companies to Work For list.

Phil Jones, managing director of Brother UK, said: "This is a really proud moment for us. Only 7% of Investors in People-accredited organisations achieve Gold status. We have done so on our first application and so we can say we're genuinely leading from the front when it comes to making a commitment to our people."

He added: "This award, combined with our recognition from *The Sunday Times*' 100 Best Companies to Work For, is clear, independent proof that we are a business which has made the transition to a relevant, engaged workplace with our people front and centre in a critical period of transition and transformation."

www.investorsinpeople.co.uk



New MD for IBS

IBS, A Xerox Company has appointed Alan Brown as managing director, following the retirement of Jerry Carey.

Previously deputy CEO and business director of Telefónica O2 Ireland, Brown will report to Diego Hervas, president of Xerox's European Channels Group.

IBS has offices in seven locations throughout Ireland, including Dublin, Belfast, Cork, Galway, Portlaoise, Derry and Limerick, and more than 18,000 public and private sector customers. It provides the full range of Xerox products and services, from entry-level printers to enterprise-wide document management solutions.

Jerry Carey founded IBS in 1972 and under his leadership it became the largest independent reseller of digital imaging and printing solutions in Ireland. In 2010, the company was acquired by Xerox, which later merged it with the majority of Xerox (Ireland) Limited, creating IBS, A Xerox Company in March 2013.

Print wherever you go

ImageTech has just completed a successful funding campaign on Kickstarter for two portable print controllers that provide a quick and secure way to print directly from an iOS or Android mobile device to more than 5,000 makes and model of printer. With the printUSB/printWiFi and free printView app, there is no need to install print drivers, log onto a network or email documents to a printer; you simply connect the pocket-sized controller to the printer's USB port, open the document in printView and tap print. The connection between the controller and mobile device is via USB cable with printUSB, and via USB cable or WiFi with printWiFi. Up to 30 mobile devices can wirelessly connect to a single printWiFi, enabling one to be used as a printing hotspot.



Lexmark buying spree continues

Lexmark has acquired Toronto-based Claron Technology for \$37 million in cash. The leading provider of medical image viewing, distribution, sharing and collaboration software will report into Lexmark's Perceptive Software. www.lexmark.com



Phil Jones,
managing director,
Brother UK

Samsung acquires PrinterOn

Samsung has expanded its mobile ecosystem with the acquisition of mobile cloud printing solutions provider PrinterOn, which will henceforth operate as an independent, wholly-owned subsidiary of Samsung Electronics Canada (SECA).

PrinterOn solutions allow users to print from any mobile device to any printer, with high quality document rendering in multiple formats and multiple print submission and print job delivery methods.

Additionally, PrinterOn offers a cloud-based directory service that enables a secure interface to mobile devices and private and public cloud servers.

www.samsung.com
www.printeron.com

New structure for Cortado

Cortado has unveiled a new corporate structure that will see it acting as a service company for three new companies that have been set up to focus on specific markets and areas of expertise.

The new companies are ThinPrint (print management), Cortado Mobile Solutions (enterprise mobility) and Teamplace (collaboration).

Carsten Mickleit, Cortado CEO, said: "We are fortunate to be active in three very dynamic markets and notice that each of these markets demands our fullest attention. The newly created companies can concentrate 100% on their individual markets."



The Cortado management team



Ink-free printing on tap

Polaroid has expanded its mobile printing range with two new models that take adhesive-backed ink-free ZINK paper embedded with cyan, yellow and magenta dye crystals that change colour when exposed to heat.

The single-function Polaroid Zip Mobile Printer and associated iOS/Android app offer a quick and easy way to edit, print and share photos with friends and family. The phone-sized, battery-powered device connects to mobile devices via Bluetooth or NFC and prints a 2 x 3in colour photo in just under a minute.

The multi-functional Polaroid Socialmatic Camera combines a 14 megapixel front- and 2 megapixel rear-camera; 4.5" touchscreen LCD display for viewing and editing images; 4GB of internal storage; a Micro SD card slot; built-in ZINK instant printing; and an Android operating system and built-in WiFi that enables users to upload images to social networking sites (images can also be uploaded using a Bluetooth-enabled smartphone).

www.polaroid.com/socialmatic

NFC brings together printed and online information

A UK start-up specialising in proximity mobile marketing has brought together the digital and analogue worlds in an NFC-enabled magazine advertising campaign created for BMW.

Running in *Spiegel Wissen*, a quarterly spin-off from *Der Spiegel*, the four-page print advertisement incorporates near-field communication (NFC) tags that when tapped with an NFC-enabled smartphone open a BMW app giving access to online content.

Norbert Facklam, MD SPIEGEL QC, said: "This new technology is a fantastic example of successful media convergence – the world of print is being connected to the online world through a remote device. Our customers have an attention-grabbing form of advertising, which they can use to break new ground in communication."

A key benefit for advertisers is the ability to track and analyse reader responses via Tamoco's cloud-based software platform. As well as showing how people interact with campaigns, it lets customers plug-in other data sources, such as sales histories and information collected from Twitter or Facebook, enabling them to create detailed profiles for each customer and ultimately provide more personalised marketing and communications.

The campaign was planned by Mediaplus and Plan.net in cooperation with the Smart Media Alliance (SMA), an industry-led initiative to promote the use of NFC technology.

<http://tamo.co>
www.smart-media-alliance.com



Aisle displays save print

Lexmark is addressing the needs of customers in the retail sector with the launch of a digital alternative to paper-based posters and price tags on retail endcaps – the shelving at the end of aisles that Lexmark claims accommodates just 2% of SKUs but can account for up to 30% of sales.

The Lexmark Digital Endcap solution is an extension of the existing Lexmark Print and Digital Signage Solution, which provides a single platform for in-store printed and digital signage. It combines a fully managed cloud-based service, including integration with product and pricing databases, with large format digital displays specially selected for use in retail.

Lexmark claims its solution enables store managers and employees to change promotions, pricing and endcap displays much more quickly by removing the need to design, print and replace paper signs.

According to Lexmark, stores that have piloted the solution report higher sales, greater customer satisfaction and increased flexibility, for example by enabling more localisation of offers without sacrificing HQ oversight and control or by promoting multiple products on a single display.

Portable robot printer

Winner of a 2015 Best of Innovation Award at the CES 2015 consumer electronics show, the Zuta Pocket Printer turns printing on its head. Unlike conventional printers that work by laying ink/toner onto a sheet of paper that passes through the device, Zuta's robotic printer moves back and forth across a stationery sheet, printing as it goes. The battery-powered device connects to any wireless device via WiFi and can print onto standard paper sizes at speeds of around 1 A4 page per minute. It incorporates a single black cartridge with enough ink for 100 A4 pages. A fully-charged battery provides one hour or 60 pages worth of printing.

www.zutalabs.com



Konica Minolta wins Good Design Award for new R&D labs

Konica Minolta has been awarded a Japanese Good Design Award 2014 by the Japan Institute of Design Promotion (JPD) for the architectural design of its new research and development labs on the company's technology development campus in Hachioji near Tokyo.

Opened in April 2014, the Smart R&D Office for Knowledge Work and Transboundary Communication (SKT) is designed to encourage innovation and collaboration through a purpose-built 'co-creation field' for employees, partners and customers.

The design of the seven-floor building also reflects Konica Minolta's brand message, 'Giving Shape to Ideas' and the brand concepts of light and colour.

These themes are clearly evident in the spacious atrium at the heart of the office. Flooded with light from a large skylight and softened by the planting of trees and greenery, the space features wide staircases that provide engineers and researchers with mental and physical stimulation and the opportunity to bump into and exchange ideas with colleagues.

Employees can chat on the staircase or, for longer interactions, use laptop bars or enclosed skyboxes around the perimeter of the atrium. For more formal interactions, there is a choice of more than 50 colour-coded conference rooms, while the Spring of Wisdom in the 'Knowledge Court' (at the bottom of the main photo) facilitates collaboration between different teams and disciplines.

Befitting Konica Minolta's commitment to environmental sustainability, the SKT has achieved the highest level of certification under the Comprehensive Assessment System for Built Environment Efficiency (CASBEE), which evaluates buildings according to their energy-efficiency, environmental qualities, comfort and design.

Key features include solar panels on the

rooftop; natural ventilation; skylights with electric sunshades; eaves and louvers to block late afternoon sun; and sensors that adjust lighting in line with natural light levels. To maximise the use of natural light throughout the year, the atrium has an inverted cone shape.



Blue Angel award for Kyocera

Blue Angel, the respected environmental certification programme run by Germany's Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, has named Kyocera Document Solutions Deutschland GmbH as winner of its Blue Angel 2014 award. Presented as part of the German Sustainability Awards, the award was given to Kyocera in recognition of its commitment to environmentally responsible printing. Kyocera was the first printer manufacturer to achieve Blue Angel certification for one of its products, in 1997. Today, its line-up includes around 50 Blue Angel-accredited print devices.

www.blauer-engel.de



Fleet management software gives ASL a complete overview of the fleet and highlights wasteful driving habits, such as harsh acceleration and braking, excessive speeds or engine revs and periods of excessive vehicle idling. In addition, real-time telematics automatically record CO2 emissions for each of ASL's vehicles.

0845 207 7000 • www.asl-group.co.uk

Green exhibition stand

The cardboard Eco Banner stand from Printdesigns is a 100% recyclable alternative to stands that use plastic or metal components. It is made from recycled 100mm Ultra Board with a honeycomb centre and is lightweight and easy to transport.

www.printdesigns.com



Pedal-powered printers on tour

As part of the Eco-Schools Green Flag Award Scheme, an international programme that rewards environmental management and sustainable education in schools, Dumfries and Galloway is sending six pedal-powered printers on a tour of all 120 schools in its area.

The Epson Workforce Pro WF-5690 inkjet printers, which use up to 80% less power than comparable laser models, are connected to a push bike equipped with a dynamo that with just 5 seconds of pedalling can generate enough power to print a page.

The aims of the project are to raise student awareness of energy use and to encourage schools to adopt energy-efficient printing technology to help meet ambitious CO2 emissions reductions targets of 42% across Scotland by 2020.

Replacing existing laser devices with Epson inkjet printers will also cut costs. Dumfries & Galloway estimates that if it replaces every printer in every school with an Epson Workforce Pro WF-5690 it will save £240,000 over a five year period.



Smarter motoring

Automated Systems Group Ltd (ASL) is looking forward to lower fuel costs and a smaller carbon footprint after implementing advanced fleet monitoring software and standardising on the 2015 Vauxhall Insignia Design Nav for its 30-strong engineer vehicle fleet.

ASL Managing Director Mark Garius said: "As a model aimed at the fleet market, providing mobile connectivity and satellite navigation, the Vauxhall Insignia makes for an efficient safe working environment for the engineers. When you then look at competitive pricing, high specifications and fewer than 99 gm/km CO2 emissions, combined with a significantly lower benefit in kind for the driver, you have a winning formula".

Another major selling point for ASL, which has a six-figure annual fuel bill, was 20% better fuel economy than its old vehicles.

Ricoh to resell Leapfrog 3D printers

Ricoh has extended its 3D printing strategy by becoming an official reseller of Leapfrog 3D Printers, a supplier of educational 3D print packages and curriculum materials.

Under the agreement, Ricoh will provide tailored print installations, device management, training and support. It will initially focus on customers in the education sector, before expanding into the engineering and manufacturing sectors.

In September 2014, Ricoh launched a new additive manufacturing business and announced plans to develop 3D printing technologies and open two Ricoh 'Rapid Fab' 3D print shops in Japan.

Ricoh already has an established 3D print head manufacturing operation and acts as an OEM for a number of 3D printer manufacturers.

Olivier Vriesendorp, director of product marketing, Ricoh Europe, said: "This partnership with Leapfrog 3D Printers combines its award-winning range of 3D printers with Ricoh's strengths in the education sector to help customers apply 3D printing technology in their organisation. Today's announcement underlines Ricoh's next step in the development of Ricoh's 3D printing business in Europe. As customer demand for 3D print steadily increases, we will continue to evolve our products and services to meet their needs."

Industrial labelling

New from Citizen Systems Europe, the CL-E720 desktop label printer is targeted at logistics, warehouse, factory and retail environments. For ease of use, it comes with an adjustable backlit LCD display and is front-loading for quick and easy consumables changes. It has print speeds of up to 8 ips or 200mm/s and a resolution of 203dpi (8 dots/mm). It comes with LAN and USB connectivity as standard, with optional wireless. www.citizen-europe.com



More realistic 3D prints

MakerBot created a stir at CES 2015, with the announcement of new filaments that have the look, weight and feel of metal, stone or wood for more varied, realistic and attractive 3D prints. MakerBot PLA Composite Filaments also share some of the properties of these natural materials. For example, the Maple filament shown at CES can be sanded, stained and finished; the iron filament is magnetic; and over time the bronze filament develops an attractive patina. The new composites will be launched for MakerBot Replicator Mini Compact, Desktop and Z18 3D printers in 2015.

Muller agreement

Totalpost is strengthening its print-to-mail offering by becoming the exclusive UK and Ireland distributor of Muller inserters and paper processing systems. The combination of Ricoh print devices and Muller paper management solutions will enable Totalpost to offer complete print-to-mail solutions to medium and high volume mailing houses and data centres. The agreement with Muller builds on a previous business relationship between Muller and Mail & Mechanisation UK Ltd, which was recently acquired by Totalpost.



Mark Garius, Managing Director, ASL

P-touch D450



A better label

Brother has launched two new P-touch label printers. The PT-D450VP (18mm) and flagship PT-D600VP (24mm) replace the PT-2030VP and PT-2730VP, two of Brother's best-selling P-touch models in 2014. Both new models offer print speeds of up to 30mm per second and feature high-res LCD screens (including a colour display on the flagship model), larger keyboards for faster typing and quick keys that give easy access to key features and templates. The labellers can print a range of clear, customisable and durable labels and, for ease of use, have auto-size detect and a built-in auto-cutter (on the PT-D600VP).

www.brotherlabelling.com/

ASL buys Copyfax (Anglia)

Automated Systems Ltd (ASL) Group has acquired print and copier dealership Copyfax (Anglia) Ltd. Established 28 years ago and based in Great Yarmouth, Norfolk, Copyfax provides document management solutions to over 200 businesses.

ASL was founded in 1991 and is one of the largest independent reprographics print solution suppliers in the UK, with offices in Cambridge, Great Yarmouth, Milton Keynes, Solihull & Central London and 5,000 customers in East Anglia, the Midlands, London and the South East of England.

Mark Garius, Managing Director of ASL, said: "We are delighted to have brought Copyfax into the ASL fold; they have a very strong and loyal customer base across Norfolk and the surrounding areas. Copyfax brings extra capability to the company and will further strengthen ASL's significant presence in East Anglia."

Copyfax's ex-owner and eight employees will join ASL, taking its total headcount to over 100 employees. They will work from ASL's new premises in North Quay, Great Yarmouth.

Garius said: "We've been keen to ensure that the Copyfax team remains in Great Yarmouth to stay close to the customers that they have supported for 28 years. The new offices in North Quay, just near the town centre, has given the team modern and bespoke offices, perfect to deliver service for local customers."

www.asl-group.co.uk

Kyocera enhances data capture portfolio

KYOCERA Document Solutions has enhanced its data capture portfolio with the addition of ScannerVision file digitisation software.

Scannervision automates the scanning process by linking MFPs into document-driven processes, automatically distributing scanned images to a wide range of destinations.

Useful features include barcode and OCR text recognition in 100 languages; bi-directional

communication, enabling direct document retrieval from an MFP panel; and intelligent routing based on metadata.

Anup Rai, Product Manager at KYOCERA Document Solutions UK Ltd, said: "With ScannerVision we can customise, integrate and streamline document workflows within individual business needs and complex IT systems. These powerful features offer ease-of-use and deliver documents on demand."

BNP Paribas Leasing Solutions takes Leasing Academy online

BNP Paribas Leasing Solutions has enhanced its support for print resellers by making its free leasing and business finance training available online.

The company has already delivered 'finance for non-finance salespeople' training to more than 160 partners in the print, IT and telecoms markets, face-to-face.

Head of Partner Training Andy Milsom said: "A lot of leasing companies take it for granted that they are only there to accept credit applications and this doesn't serve the industry's reputation very well. Leasing companies are



often seen as parasites, only interested in finance business. Actually what we're doing is radically different. By offering free training in all matters of business finance, not just leasing, we're raising the sales professional's knowledge of how their customers fund capital investment. This way, the selling conversation is more sophisticated and can help overcome budget-related sales objections more easily."

The courses comprise a number of modules covering topics such as the basics of business finance; treating customers fairly; the different types of finance; understanding financial statements; and the importance of cash flow.

For key partners, there is also the option of bespoke training.

www.bnpparibas.co.uk

NAPPS UPDATE

'Lose-Lose' negotiations and how to avoid them

**By Aaron Warham,
Director, NAPPS**



One of the more prominent sayings in sales is that the key to a successful negotiation is that at its conclusion both parties must feel they have won. Wrong.

For many, the start of the year is a time of uncertainty. New Year's resolutions have been and gone; prospect pipelines have been cleaned out; and, for the really lucky ones, pay plans are in a state of flux. I mention this last point, as internal negotiations play as big a role in the world of document solutions as the client-side variety.

Demonstrating value, tailoring a solution and providing real levels of service are all stratagems applicable both to client-side and internal negotiations. The problem for many is that internal negotiations are often spoiled on both sides by an over-reliance on value. Or, in other words, how much is this going to cost me?

Price is going to play a major role in any decision, in all walks of life, but to base an entire negotiation on price alone will always end in failure.

The other major fault-line in the internal negotiation process is personal and professional pride, which makes it almost impossible for either party to let anything go. This is when the 'Lose-Lose' scenario comes into play.

Most people accept that in life compromises have to be made, but in the world of business and the white hot heat of negotiation, it is often forgotten that the easiest way forward is to compromise or lose something from both sides of the negotiation. Bravery and confidence on both sides of the argument are common bed-fellows in 'Lose-Lose' negotiations.

It may not win the award for most punchy slogan, and I'm sure I have heard an American comic make the same point, but it seems clear that the sign of a successful negotiation is for both sides to leave feeling a little disappointed. In other words, compromise is king.



Datech will exclusively distribute the MakerBot Replicator 3D Printer portfolio, including both 3D printing and scanning products



NewField IT achieves ISO 14001 certification

NewField IT has achieved ISO 14001 accreditation in recognition of its commitment to environmental management. The company already has ISO 9001 Quality Standard and ISO 27001 Information Security Management accreditation.

MD James Duckenfield said that ISO 14001 certification was deserved recognition of the work NewField IT has done to reduce the environmental impact of its clients' document processes and its own business activities.

He said: "Our business has always had a strong focus on improving environmental impact both internally and for our clients. NewField IT has long-standing partnerships with charities and sustainability projects, and our own office fully embraces the idea of paperless workflows and the recycling of paper, plastic, even teabags."

In its new offices, NewField IT employs a variety of environmentally-friendly solutions, including motion-controlled lighting, Follow me/secure printing, advanced collaboration technology to reduce travel, electronic records management and paperless filing.

www.newfieldit.com

Datech to distribute MakerBot 3D printers

Datech, Tech Data Europe's specialist brand for the distribution of Autodesk design software, has signed an agreement to distribute MakerBot Replicator 3D Printers in Europe and establish a network of nine strategically positioned service centres.

Mike Appel, Vice President, Datech Europe at Tech Data, said: "Our resellers have been looking for a complete solution and new opportunities in the fast-growing 3D printing market."

Datech will distribute and provide channel, marketing and sales support for the MakerBot Replicator Mini Compact 3D Printer, the MakerBot Replicator Z18 3D Printer and the MakerBot Replicator 2X Experimental 3D Printer, as well as the MakerBot Digitizer Desktop 3D Scanner and MakerBot PLA and ABS Filaments.

To help resellers to get involved and update their knowledge of 3D printing and MakerBot 3D printing and scanning products, MakerBot Europe has launched a Reseller Zone (makerbot-reseller.zone).



Panasonic

MULTI-DOCUMENT, HIGH SPEED, COLOUR SCANNING



PANASONIC KV-S10X7 MULTI-DOCUMENT, MULTI-TASKING COLOUR SCANNERS

If you want to save time and increase productivity, the new compact KV-S10X7 range from Panasonic is the ideal solution. With enhanced scanning speed and paper feed capability, multiple size and material scanning in one, and one-touch functionality for a vast array of documents, it's the very latest in scanning technology.

Get high-speed, high-performance results today.

For more information on the full range of Panasonic Printers, Scanners and MFPs simply visit <http://business.panasonic.co.uk/communication-solutions> or call 0207 022 6530.

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Spigraph www.spigraph.co.uk

34% growth for Balreed

Managed services and document technology provider Balreed increased turnover by 34% to £38 million in the 12 months to December 2014 on the back of increased demand for its proactive managed print services and production print systems.

Owner and Group Managing Director Robin Stanton-Gleaves said: "34% growth is an outstanding performance by the whole team, particularly on top of the 23% we achieved in

2013. We grew £9.3 million in the year, through 100% organic growth, which is fantastic and shows the strength of our offerings and the quality of services we deliver to our clients."

He added: "Equally important, we grew underlying profitability. That reflects the quality of the business across all operations and has allowed us to make major investments with 60 new staff and improved facilities during the year."

www.balreed.com

Synaxon invests in people

Dealer services group Synaxon has taken on more staff to support an expanded services offering and the recruitment of additional members.

Mike Barron, who joined the group last April as Channel Manager, has been promoted to Channel Director, with full responsibility for supplier partnerships and relationship development; Rob Hawcroft has rejoined Synaxon as Business Development Manager; Sara Plunkett has returned to the Customer Services team after maternity leave; and Milly Coates, who covered during Plunkett's leave, is being kept on.

In addition, Synaxon has offered a full-time post to Technical Apprentice Ben Appleton, who has been working on the group's marketing, including all social media and e-marketing activity, for the past 21 months.

www.synaxon.co.uk

Reflex adds to team

Reading-based Reflex Digital Solutions has expanded its sales team, appointing Jon Preston as Senior Sales Consultant.

Preston brings a wealth of experience to the role, having held a number of senior sales positions across hardware, software and services within the printing, mailing and telecoms industries. He joins from BCM Ltd, where he was responsible for delivering sales and consultancy services for print solutions and office equipment to SMEs in the South-East.

Managing Director Derrick Murphy said: "2015 will be a significant year for Reflex. We have established a strong presence within education, healthcare and legal settings and we are now looking to build on that heritage and expand our strengths into new sectors and new markets. I am confident that Jon will be invaluable in leading, developing and strengthening our sales function."

www.reflextdc.com



Shane Zeller,
Software Development Manager,
Purpose Software

New face at Purpose Software

Purpose Software has announced the appointment of Shane Zeller as Software Development Manager. Based at the company's head office in High Wycombe, Zeller will be responsible for delivering new software solutions and enhancements to keep Purpose Software at the forefront of the industry and ensure that its service management solutions continue to meet customer needs.

www.purposesoftware.co.uk

Richards joins Betasoft

Print management solutions provider Betasoft has appointed Neil Richards as Alliances Director, with responsibility for building partnerships with market leading print and copy resellers and manufacturers. In a statement the company said: "We aim to better promote our great products and services to more customers in the UK and Ireland." www.betasoft.co.uk

Kelly joins Annodata

Annodata has announced Joe Kelly as its Group Finance Director. Kelly will be stepping into the role previously held by Suki Purewal, who has been made Commercial Director.

Prior to joining Annodata, Kelly worked for a range of listed, private and private equity-backed businesses, including 365ITServices, PRGX Global Inc and the Parity Group. With significant financial, operational and M&A experience in the technology and business services sectors, he will play a key role in helping Annodata achieve its growth ambitions.

Chairman Martin St. Quinton said: "Annodata has major growth ambitions and to achieve them it's important that we have a strong senior management team in place. Joe's extensive experience working with dynamic organisations and excellent track record makes him a strong addition to the company."

www.annodata.co.uk



Martin St. Quinton,
Chairman, Annodata



Lynne Brown,
Divisional
Manager,
Midwich

Midwich strengthens focus on consumables

Midwich has strengthened its consumables division with the appointment of Lynne Brown as Divisional Manager. Brown is well known throughout the industry, following 17 years at consumables specialist Advent Data.

She said: "It's great to be here at Midwich, working with people, some of whom I have known for many years. I am looking forward to the challenges ahead and I'm confident my experience will play a key part in driving our consumables business forward." www.midwich.com



Bettine Pellant, Chief
Executive, Picon

Picon names new chief exec

Bettine Pellant has been appointed Chief Executive of Picon, the UK's leading industry association for manufacturers and suppliers to the printing, papermaking and paper converting sectors. She succeeds Tim Webb, who has stepped down after eight years in Picon's most senior executive role.

www.picon.com

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Make it matter.



Olivetti streamlines UK supply chain

Olivetti S.p.A has restructured its UK and Ireland operation, closely aligning it with its pan-European business model. *Print IT Reseller* spoke to Dave Goswell, Managing Director of the newly established Olivetti Agency, to find out more about the new approach.

Effective from 1st January, Olivetti S.p.A has established a direct 'manufacturer-dealer' relationship with channel partners in the UK and Ireland. Henceforth, Olivetti dealers will sign contracts directly with the parent company in Italy, which will process all orders and invoicing.

In the UK, Olivetti S.p.A will work in partnership with the Olivetti Agency. Staffed by ex-Olivetti UK personnel, this new entity will represent the Olivetti brand and manage all channel-related sales, technical and marketing support, including the identification of new dealers and joint management of the UK Distribution Centre in Wellingborough.

Olivetti Agency managing director Dave Goswell told *PITR* that the new set-up would streamline operations and simplify matters for partners with large multi-site, multi-national contracts. He said: "The ability to negotiate pricing and consistent SLAs on a pan-European level directly with the manufacturer will be a real value-add to partners. A direct relationship will also remove a lot of duplication in the ordering and fulfilment processes."

For Olivetti dealers, the new arrangement has an important element of continuity and familiarity.



Before becoming managing director of Olivetti Agency, Goswell held management positions with Canon, Konica Minolta and Gestetner and spent 14 years running his own Olivetti dealership, Pro-Digital Systems, which in its second year of trading became Olivetti's UK Dealer of the Year. It remained in the Top 10 almost every year until Goswell sold the business in 2010, with the intention of retiring.

"I always had a goal to retire at 55, so I sold the business and hit the golf course," he said. "But less than a year later, I knew I needed a new challenge. At the beginning of 2011, Dennis Woods, then Managing Director of Olivetti UK, asked me if I'd join them to work on a series of special projects for a six-month period. Four years later I was still there and loving every minute!"

This experience provided Goswell with great insight into Olivetti's operations and relationships at board level.

"I saw first-hand how they worked on a pan-European level," he said. "The first Agency was established in Austria nine years ago and this model, where the parent company forges the relationship and the Agency plays a supporting role, facilitating everything required to market and grow the brand in that country, worked so well that Olivetti subsequently rolled it out across the Nordic regions and then across the rest of Europe.

"When we were approached about setting up a similar operation in the UK, I was really keen to get involved," he said.

Co-operative

The Agency is a brand new business that, unlike Olivetti UK, is not wholly-owned by Olivetti S.p.A., but is instead a co-operative, with a small business mentality.

"We're working on behalf of the dealers, supporting them and managing the Olivetti brand in the UK, but we've got a small business can-do culture," said Goswell. "We can take an entrepreneurial approach, which is actually what our dealers want; they are owner-managed businesses themselves, so we're all on the same page."

He added: "Our vision is accountability, and in time the Agency will ultimately be owned by the people who work in it. It's this central ownership and empowerment that will ensure we deliver what is needed."

For Olivetti dealers, the new arrangement has an important element of continuity and familiarity. "Back-office functions, such as finance for example, have all now been transferred to Italy, but the customer-facing positions still exist and many of the people our dealers know have moved over with us," explained Goswell.

Olivetti UK's legacy warehousing has also been retained so that adequate stock can be held locally. "We've retained our existing facilities and share the employment of the local management between the Agency and Olivetti S.p.A.," explained Goswell.

Olivetti Agency has moved to new offices in Wellingborough, Northamptonshire and both it and Olivetti S.p.A. have invested in IT infrastructure to support the new operation.

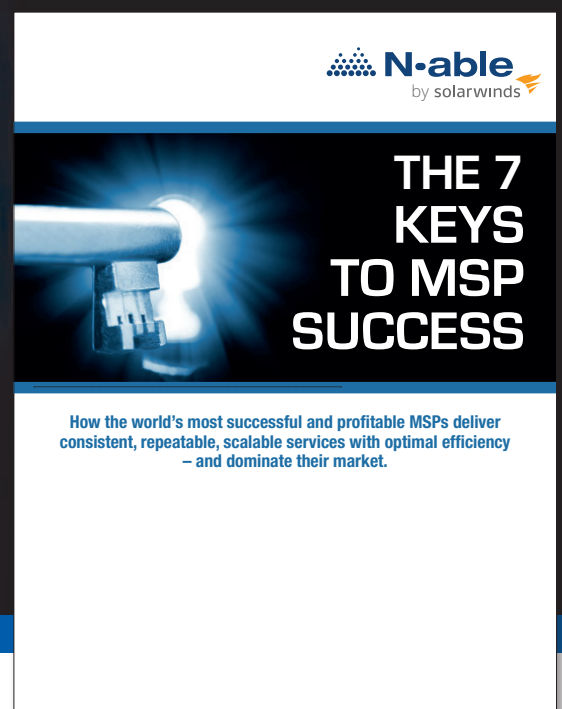
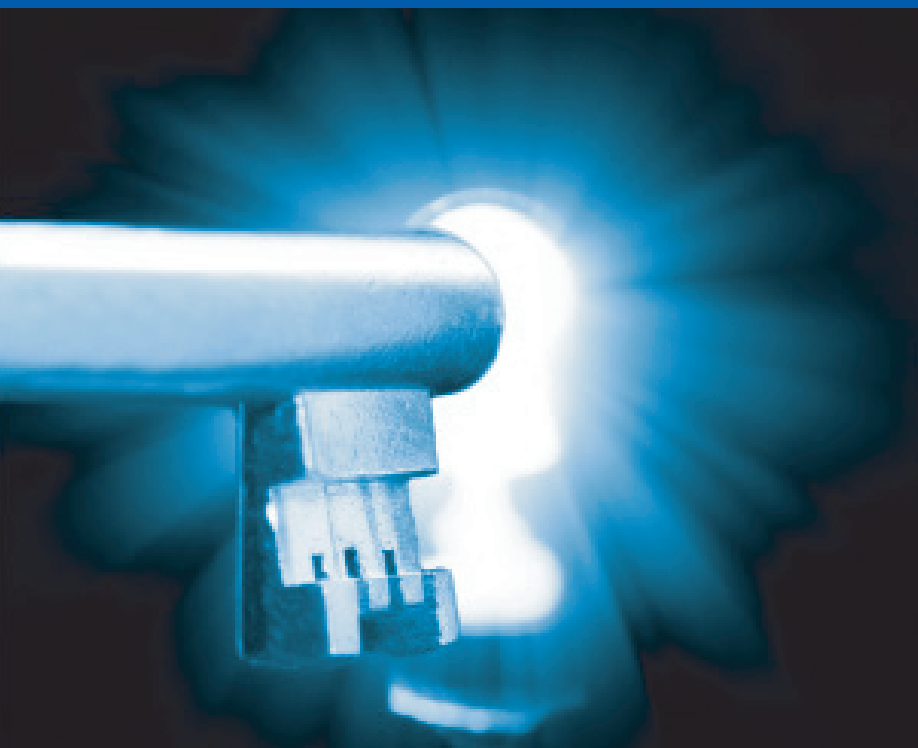
"We will shortly unveil a new website that will provide online ordering for the very first time," explained Goswell. "We've invested in CRM functionality, so that we can provide dealers with a slick, in-tune and responsive technical support service, and we've made some changes to internal systems, making our own business processes and workflows more efficient."

Olivetti's Key Partner Programme will continue to run through Olivetti S.p.A., along with the 'Best for Colour' and 'Best for Solutions' accreditation programmes. The company will reveal further details of its plans at its Dealer Conference taking place on February 4 at the Belfry.

www.olivettiuk.com



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High performance and eco-friendly

OKI Europe refreshes its A4 mono line-up

OKI Europe has enhanced its digital LED A4 product portfolio with the launch of six high performance and eco-friendly mono single function printers and MFPs, all backed by OKI Europe's unique three-year extended warranty.

"OKI's new easy-to-use mono printers and MFPs deliver a new level of performance and efficiency to businesses and are 100% focused on the needs of our customers," said Lee Webster, General Manager Product Marketing, EMEA, OKI Europe Ltd.

The company's refreshed product line-up includes three new standalone printers (the B412dn, B432dn and B512dn) and three multifunctional devices (the MB472dnw, MB492dn and MB562dnw). OKI says its new range provides businesses of any size with choice and flexibility to suit individual needs and budgets.

Designed with the end user in mind, these feature-rich models are both cost- and eco-efficient – they keep running costs low, consume much less energy and offer duplex printing as standard.

All of the printers and MFPs have achieved Energy Star 2.0 and Blue Angel certification. Each new model features

quiet mode for reduced noise and energy consumption, along with fast recovery from deep sleep mode, an energy-saving feature that consumes far less energy than current alternatives.

"With a model that meets the needs and budgets of any size of business or workgroup, OKI's next-generation mono printers and MFPs are a great choice for businesses that expect the latest and best functionality from their printing devices," said Webster.

Performance enhancing

He added: "These printers and MFPs really raise the bar when it comes to choice and functionality by putting the latest industry features within reach of more business users."

The single-function B412dn, B432dn and B512dn bring fast, high quality A4 black and white printing to the desktop. With print speeds up to 45 pages per minute (ppm) and the capability to handle a wide range of media, together with high capacity toners (12,000 prints on the B432dn and B512dn),



these mono printers accommodate the needs of the most demanding business or workgroup.

The MB472dnw, MB492dn and MB562dnw are powerful multifunctional products that combine print, copy, scan and fax functionality in one compact and cost-effective device. Intrinsically designed to be user-friendly, these MFPs address the needs of a wide spectrum of customers, from the smallest business to much larger organisations, without compromising on quality or performance.

Performance-enhancing functionality includes a customisable 7" LCD colour touch screen on the MB492dn and MB562dnw and wireless connectivity as standard on the MB472dnw and MB562dnw. The MB562dnw also has a large paper capacity of up to 1,160 pages, making it suitable for high volume printing.

With Gigabit Ethernet as standard across the range, these printers and MFPs are ideal for sharing within workgroups, with fast network connectivity and significantly higher bandwidth capabilities.

The inclusion of a 3GB Embedded Multi-Media Card (eMMC) enables faster processing of large print jobs and storage of documents and fonts. For document security, Secure Print is available across the range.

All models are Google Cloud Print-ready and compatible with Apple AirPrint, facilitating remote printing from anywhere, without having to connect directly to a printing device.

"Adding some of the best functionality from the high performance MB700 Series, our new range of mono printers and MFPs are cost-effective, performance-led devices that offer more connectivity and memory capacity than ever before," said Webster.

www.oki.co.uk



Range Highlights

B412dn, B432dn, B512dn

- 33-45ppm
- First print out time – 4.5 seconds (5 seconds B412dn)
- 1200 dpi x 1200 dpi resolution
- Paper input – standard 350 sheets (B412dn, B432dn), 630 sheets (B512dn)
- Maximum 1,160 sheets (B512dn), 880 sheets (B412dn, B432dn)
- Memory – 512MB RAM + 3GB eMMC memory
- Deep Sleep – 1.4W
- Toner capacity – 3K, 7K (B412dn) / 3K, 7K, 12K (B432dn, B512dn)

B472dnw, B492dn, MB562dnw

- 33-45ppm
- First print out time – 4.5 seconds (MB492dn, MB562dnw), 5 seconds (MB472dnw)
- First copy out – 10 seconds
- 1200 dpi x 1200 dpi resolution
- Paper input – standard 350 sheets (MB472dnw, MB492dn), 630 sheets (MB562dnw)
- Up to maximum 1,160 sheets (MB562dnw), 880 sheets (MB472dnw, MB492dn)
- Memory – 512MB RAM + 3GB eMMC memory
- Deep Sleep – 1.9W
- QWERTY keypad (MB472dnw)
- Toner capacity – 3K, 7K (MB472dnw), 3K, 7K, 12K (MB492dn, MB562dnw)

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Print Smart. Print OKI

Ending the paper chase

With both Ricoh and Canon launching new solutions, e-invoicing represents an additional revenue opportunity for dealers

E-invoicing is not new – electronic invoices have been sent using electronic data interchange (EDI) for many years – but as more businesses address business processes, there is more impetus behind integrated solutions that automate the sending, acceptance, processing, approval and payment of invoices.

For resellers, e-invoicing represents an interesting new sales opportunity, especially in the UK, which is lagging behind the rest of Europe in its adoption. Even so, Keith Howell, Business Generation Director at Ricoh, doesn't expect the channel to adopt it overnight.

"There will be different levels of take-up. IT resellers will be much more comfortable selling a cloud-based service than many traditional dealers operating in the print space, for whom this hasn't historically been core business," he said.

He added that for this reason Ricoh had decided to implement a three-phased roll-out of its e-invoicing solution that would enable channel partners to familiarise themselves with the technology and gain first-hand experience of its benefits.

"We're taking them on a journey," he said.

This started with Ricoh's own implementation of e-invoicing – it has now transferred around 80% of its channel partners onto the e-invoicing platform – and continued with the adoption of e-invoicing by the channel. This spring the roll-out enters a new phase with the piloting of a solution targeted at SMEs that

...e-invoicing represents an interesting new sales opportunity, especially in the UK...

will ultimately be sold through the channel.

"It can be a very complex product so what we've done is to create a simplified transactional model that is both easy to sell and use," explained Howell.

"There is no real cost per entry and it has a simple pay-per-click focus, which is a concept that the channel is comfortable with. We believe that once the pilot reveals it's a low maintenance, easy to understand service with fantastic end-user benefits, the take-up will be significant."

In the final stage of the roll-out, Ricoh resellers will start selling the service to their customer base. The dealer's margin opportunity is based on the cost charged for each click: the more customers they bring on board, the bigger the reward.

Howell added: "We're hoping for a fast take-up by the middle of this year. But it's important to have that proof of concept first; we're making sure our dealers have the experience, credibility and confidence to sell and support it."

A fully automated solution

Canon, too, is actively pursuing the purchase-to-pay market, of which e-invoicing is just one part. The company has just announced a partnership with enterprise purchase-to-pay specialist Palette, which will involve the integration of PaletteArena, Palette's complete purchase-to-pay suite, with Canon's document and image processing technology.

Daniel Seris, European and UK Marketing Manager for Canon, said that e-invoicing solutions like EDI, invoice networks or even

XML PDFs address only part of the problem – receipt of the invoice and data entry – which any on-premises capture technology could do anyway, and that Palette is a much more comprehensive solution.

"The Palette suite essentially starts to deliver its benefits around better control of the company's cash position after the invoices are uploaded into the system, by providing visibility over all Purchase Orders and invoices and their status, not only in terms of approval, but also when they are due for payment. Palette is a complete finance and procurement suite that sits on top of the ERP. Whilst the information remains on the ERP, the user experience is via Palette," he said.

Seris added that Palette integrates with accounting, information and business systems to automate and streamline accounts payable activity across an organisation. "This fully automated, web-based, digital purchase-to-pay platform improves invoice management from receipt to payment at around one-tenth of the cost," he said.

To meet increasing demand for software-as-a-service, Canon will also sell the PaletteOnline cloud-based purchase-to-pay solution to European customers that want to drive efficiency in their financial and back-office processes while benefiting from the flexibility of monthly service fee payments instead of upfront payment for a system. PaletteOnline gives any size company a fast route to easier, more flexible invoice processing.

"With Palette, we can now offer fully integrated purchase-to-pay solutions that quickly deliver real efficiency gains and ROI, not only by replacing paper-based routines but by changing the way financial departments operate, therefore streamlining accounting and buying processes," explained Seris.

Because the solution sits outside the traditional printing market, Seris said that the rollout would be "careful, and dependent on the capabilities of its partners", adding that Canon was already engaging with partners across Europe and helping to train salespeople in how to promote and sell a fully automated, digital purchase-to-pay platform.

He claimed that a couple of opportunities had already come through UK partners.

www.ricoh.co.uk
www.canon.co.uk

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Making money from print

Is the provision of consultancy services, including MPS, MDS and Managed Content Services (MCS), all that will matter in the future, or will there still be a place for more traditional hardware-led sales? If the latter, how will it be possible for resellers to stay profitable? *Print IT Reseller* asks a range of experts from the print and imaging sector for their thoughts.

Bernard Cassidy

*Head of Marketing,
Konica Minolta Business Solutions
(UK) Ltd*

"As a global manufacturer, hardware is critically important to our business, but we also understand that hardware alone doesn't always deliver the business critical outcomes many customers require. MFPs and production print devices, in many cases, provide end users with what they need in terms of print and document output and even a reduction in energy usage. But what a hardware-led sales approach doesn't do is add real value to a customer's business or deliver the margins that a dealer requires to achieve sustained growth.

"Margins on hardware are incredibly tight and that's predominantly because simply selling printers as a transactional sale doesn't offer enough business benefit to end users; it just provides a short-term gain.

"Today's savvy resellers and OEMs pitch themselves as technology partners, not simply technology providers, and consultancy is absolutely the future for our industry. You can't deliver tangible long-term business benefits to end users, including cost savings, efficiency improvements and productivity gains, with hardware alone. It's a mix of hardware, software and services that drives real cultural change, addresses mission critical business objectives and meets customers' goals. It's only by adopting a consultative

approach that you can truly understand what the customer's business really needs.

"The delivery and provision of consultancy services provides a reseller with the information they need to align the hardware and software solutions and package these as a complete managed service that exactly meets individual customers' needs now and in the future. And it's this approach that also provides an ongoing revenue stream for the dealer, ensuring their own business remains profitable."

www.konicaminolta.co.uk

Gary Downey

Group Marketing Director, Balreed

"That's a really interesting debate you've posed and it certainly gets you thinking. If the question is whether a full assessment and consulting service will become the de facto approach and every buyer will go down that route, I would say it is unlikely. It may be convenient for some vendors to become a factory for audits, but it is what the buyer needs in their decision-making process that should be considered first. It's their level of knowledge, buying expertise and objectives that will define the sales approach.

"But I do think that consultative selling is increasingly important. There are reasons why the ability of a salesperson to assess, consult and advise is of value to the buyer, as well as to the provider, and for that reason it will have its place in the future. Price-led hardware sales people who add no value to a buyer will still have a place in the commodity end of the market, but with increasing online competition, these organisations will need to shape their operations, operating costs and their sales commissions to survive, just as we have seen happen in the retail marketplace.

"The solutions we provide, whether one device or 1000s of integrated systems, are a significant investment for the size of organisation purchasing them, so it



*Gary Downey, Group Marketing Director,
Balreed*

isn't usually a decision made without some thought by the buyer. But it depends on their level of knowledge, familiarity with the technology and objectives as to whether they buy on a commoditised best-price purchase basis or partner with a value-adding provider who acts as their trusted advisor. And it's not necessarily true that the one or two device purchases are made on price, whilst the larger ones are more receptive to a consultative sale; it can just as easily be the other way around.

"If you draw the analogy of a big household purchase like a TV: some buyers are committed to a brand or a specific model/shape; they know what they are doing (or at least they think they do); will do their own research on the best price; decide whether the provider/service cover is a big issue for them; and go ahead and buy it. They will see no need for advice and no value in consultancy, and the chances are they will source online, as that channel, thanks to lower operating costs, will generally be cheapest. Or they will pay a small premium and buy via a retail store if they think the level of care in delivery and support is worth paying for. The key thing is that the buyer makes the purchase knowing what they want.

continued...

*Bernard Cassidy
Head of Marketing,
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...continued

"Another household, understanding that technology has moved on, might be more open to exploring what is right for them, not just in terms of price but also functionality, sound quality etc.. These days there are lots of sources of information online, on TV, in mags etc., and most people will take a trip to a store or two to see things physically. During this assessment phase they are in the selling environment of the retail sales assistant and a good consultative approach, when a sales person takes the time to understand their needs, preferences, budget etc., could be sufficient to accelerate the purchasing decision and clinch a sale.

"Suggestions to enhance their experience, such as better sound, Wi-Fi controls or whatever, could be added to the buyer's must-have list, and a home visit to assess the space and develop the best TV system to fit may be agreed.

"The final purchase may be quite different to what this household set out to buy, but they will have got to a more informed position with the aid of that consultative approach. Many of us have enjoyed the experience of a good salesperson helping us to make a decision in this way. If they still haven't made up their mind, they head home with all the knowledge they have gained, and then potentially adopt the knowing-buyer route as above!

"My point is: both households could be the same size and have the same budget; it comes down to whether they actually know what they require. The same is true in our market. As providers, we need to respond to the buyer. A strong consultative approach, with or without an assessment, may be sufficient to understand the buyer's position and win that sale before it becomes a commodity sourcing purchase. As business owners we need to consider whether our business is set up to compete in that low- or zero-profit space and still be sustainable."

www.balreed.com



Phil Jones
Managing Director, **Brother**

"The future has already been written when it comes to a more services-based print proposition, and all vendors are moving their business models and channel propositions towards this.

"It doesn't mean the end of the transactional business by any means. However, it will begin to dilute as customer enlightenment and channel expertise grow. Availability, Convenience and Familiarity still rule when it comes to transactional business, so resellers should make sure they have it in stock, can deliver quickly, and add value to the transaction by layering on different up-sells and cross-sells."

www.brother.co.uk

Rob Attryde
Head of Marketing,
KYOCERA Document Solutions UK Ltd

"I think the answer is yes, as there is still a long way to go in educating customers and prospects about the benefits of MPS, MDS and MCS. This means there will still be a large amount of traditional business out there to pick up for those organisations that do not have the time or the ability to set up and implement MPS, MDS and MCS.

"I also happen to think that app-based software for MFPs and printers will mean the transition will take longer as this will extend the functionality of the fleet of devices customers have already installed at a low-cost entry point."

www.kyoceradocumentsolutions.co.uk

Rob Attryde
Head of Marketing,
KYOCERA Document Solutions UK Ltd

Phil Jones
Managing Director,
Brother

The future has already been written when it comes to a more services-based print proposition...

Norman Richardson
Director and
General Manager,
Channels Group,
Xerox UK

Norman Richardson
Director and General Manager,
Channels Group, **Xerox UK**

"Channel partners are constantly evolving to meet the needs of their customers. We have seen a huge shift in behaviours over the last three years, moving away from hardware-centric sales to more consultancy-based services-led sales. However, hardware sales are still very important to most of our channel partner organisations.

"Managed Print Services (MPS) delivers significant benefits to customers and pulls through hardware sales, but where MPS is not relevant for customers, our partners are still able to offer a value-add approach, linking, and differentiating with, Xerox hardware and solutions and overlaying their own unique value proposition. There is also an opportunity with Xerox to deliver MPS-type values by delivering supplies-only MPS. Hardware also remains a core driver for our supplies business, with attachment rates improving when solutions and services are involved."

www.xerox.com



Bruce Davie
Group Commercial Director,
ZenOffice

"We sell printers from almost all OEMs as a catalogue purchase through our business supplies division, and that business will always be there. The margins aren't great but it still generates a revenue stream and in the main is a commodity purchase that requires little input from us – we just leave customers to it. That's the old way of doing things.

"It's when delivering MPS, which we do as a Xerox solution, that consultancy comes into play. Here, we become ever more involved in the after-sales arena,

continued...

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...continued

following through and working with customers to ensure they benefit from improved productivity and better solutions.

"Today, business is more about being a trusted partner. We want repeat business from our clients and in order to get that they have to believe we have their interests at heart. That trust isn't achievable simply by focussing on hardware-led, transactional sales. We firmly believe that in order to sustain and secure ongoing growth, we have to place ever more emphasis on consultancy and solutions-led services."

www.zenoffice.com



The most important factor for the future success of companies within the print/copy industry is not MPS, MDS or MCS but the protection of colour print pricing

Mark Garius
Managing Director,
ASL Group

Mark Garius

Managing Director, **ASL Group**

"There will always be a need for simple hardware sales and service provision. Customers aren't all early adopters of MPS or MDS propositions and there will be a long tail of people who want a traditional copy and print solution.

"What they will all want is good, pro-active service, whether it's for an all-singing, all-dancing MDS proposition or an MFD in an SME location. However, size is not always a good predictor of MPS/MDS adoption; some major corporations can be 'trailing edge' and some SMEs can be 'leading edge'.

"We also see that paper usage is not declining, and some of us were around 30 years ago when it was said that the paperless office would soon be upon us! People are smarter and more considered about when and what to print, but the amount and speed of information being circulated have both gone up exponentially and so our customers print a smaller proportion of a bigger iceberg of data.

"Because of that, there will be life in traditional hardware and service sales for some time to come. That said, any smart

reseller will be addressing both ends of the spectrum so that they can deliver what the customer wants. Who are we to say 'You must have a cloud-based MDS solution' if today they just want a more cost-effective MFD? The customer is, of course, king. We can advise and consult with our customers, but they are the final arbiters of when (and if) a 'new' technology/solution is right for them.

"Making traditional print/copy generate money is possible (a) by being a lot smarter about what you sell (long-term rather than quick-hit); (b) by servicing equipment/software intelligently (e.g. remote fix, preventative maintenance); (c) by managing, monitoring and providing supplies just-in-time; and (d) by being big enough to be very efficient, but not so big that you lose sight of the customer."

www.asl-group.co.uk

Derrick Murphy

Managing Director,
Reflex Digital Solutions

"The copy/print market has evolved over the years and it will continue to do so. We are all operating in a fast-moving market and standing still isn't an option.

"Managed Print Services, Managed Document Services and Managed Content Services are not new; nor is a consultative sales approach. The names might have changed and the level of involvement with a customer's business might have increased, but we've been delivering a consultative-led service in one form or another for many years.

"The paper-free office that was predicted to arrive some 30+ years ago has never materialised, and although there has been a reduction in the volume of paper used, the increase in the colour percentage has made up for potential turnover loss.

"What hasn't changed over the years is good, old-fashioned customer

Derrick Murphy
Managing Director,
Reflex Digital
Solutions



service. There is, and always will be, a place for well delivered customer service. The most important factor for the future success of companies within the print/copy industry is not MPS, MDS or MCS but the protection of colour print pricing. Companies that have driven down prices are not sustainable in the long-term and hopefully, as things tend to go in cycles, the true value of service versus cost will return, even if there are a few casualties on the way."

www.reflextdc.com



Alpesh Unalkat

Managing Director,
Capita Managed Print

"Consultancy services are very important and will become more so for MPS, MDS and MCS opportunities, especially in medium-to-large enterprises. Consultancy is the mechanism for providers to deliver differentiated and integrated solutions, while making money and remaining profitable. The key here is that consultancy is most appropriate for medium-to-large organisations.

"However, for some organisations, especially those with low headcount (e.g. small businesses, retail outlets, GP surgeries etc.) traditional hardware sales will still be the most appropriate route to market. For businesses operating in this space, making money can be achieved through volume sales, while minimising the cost of sale. Consultancy services can be useful in these types of organisation but mainly to drive an integrated solution, e.g. hardware integrated with EDM or similar."

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A strategy for growth

Capita's recent acquisition of Complete Imaging Limited is part on an ambitious growth strategy for its managed print services division



*Alpesh Unalkat,
Managing Director,
Capita Managed
Print Business*

Capita Document and Information Services (CDIS) plans to treble turnover within the next four years. According to Alpesh Unalkat, Managing Director of Capita's managed print business, CDIS aims to do this through a combination of strong organic growth and a series of strategic acquisitions.

This is a tried and tested approach for Capita, which entered the MPS market in 2011 with the acquisition of Right Document Solutions (RDS), an independent Canon, Kyocera, Ricoh and Sharp reseller, of which Unalkat was then a director and shareholder.

In the last three years, the business has more than doubled in size, delivering added-value managed services nationwide, predominantly to larger, multi-site organisations.

Capita's desire to extend the geographical reach of CDIS was pivotal in its decision to acquire managed print and document solutions company Complete Imaging Limited. Complete, which is located in Birmingham, Cambridge and Southampton, has joined the managed print services arm of CDIS and will continue to trade under the Complete brand name.

complete
Part of Capita plc



Perfectly aligned

Unalkat says that Complete's core business is perfectly aligned to the CDIS business model; it provides end-to-end cost-effective managed print services, from the supply of machinery and equipment to online print management software.

"Complete has been operating in the print and document management business for over 30 years. We particularly liked the fact that they have a strong, clean trading record; a customer base that complements our own; and a great reputation in the market," he said.

"We are not a transactional business and don't operate as a commodity sales operation. We are more about full document lifecycle solutions and are genuinely vendor-agnostic. We have relationships with most major OEMs, including Canon, Sharp, Ricoh and Kyocera, and now, through Complete, we have Samsung on board."

As part of the deal, 80 Complete employees have transferred to Capita, including Managing Director Steve Ward and the senior management team. Unalkat expects the headcount to rise further as CDIS continues to develop Complete.

"We are successfully pushing ahead with our strategy to grow apace – this acquisition was not about stripping the business down and cherry picking which bits we retained. In fact, we are now actively recruiting to strengthen that team. Our goal is to invest to build on Complete's excellent reputation," he said.

Further acquisitions

As well as building up Complete, CDIS is in discussions with similar businesses with a view to making further acquisitions in the near future.

"Having gone through the process ourselves, I know that the Capita due diligence process is a stringent one, so only a select type of business will make the mark," explained Unalkat. "What we are

looking for is clean solid businesses with the right geography and fit in order for us to really ramp up our growth. Our plan is to invest and grow the acquisitions we make; that's how Capita works."

Although managed print on its own is a growing market, where CDIS sees real opportunity is in providing managed print in conjunction with the wider services it offers. These include document management; scanning, storage, indexing and archiving; digital mailrooms; transactional print and mailing; bulk printing; and hybrid mail.

"We are efficiently geared for large scale operations and want to integrate MPS with other services," said Unalkat.

In addition to the acquisition of complementary businesses, CDIS is continuing to invest in new print facilities and warehouses. These include a £17 million, 90,000 sq ft print and distribution facility in Mansfield; a warehouse and distribution facility in Canning Town, which is four times the size of Capita's previous building; and a 177,000 sq ft site for inbound mailing and digital mailroom, storage and scanning services.

www.capita-dis.co.uk



Steve Ward



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The Mobile Print Enterprise, 2015

Quocirca has updated its 2012 report on mobile printing within enterprises. Here, we present some key extracts from *The Mobile Print Enterprise, 2015*. The full report by Louella Fernandes and Rob Bamforth can be downloaded from www.quocirca.com

Mobile devices are transforming business productivity. For many, the workplace is no longer defined by the traditional office; employees are now accessing corporate applications, data and services from multiple devices and locations every day.

With a highly mobile workforce, organisations need to ensure employees have the same access to corporate applications as they would from the desktop, while protecting sensitive data. One area in need of better control, which has yet to catch up with the desktop experience, is printing.

Due to a diversity of mobile platforms and printer and MFP (multifunction peripheral) devices, mobile printing is often viewed as cumbersome and inflexible. The mix of proprietary approaches from each vendor, together with a range of third party solutions, has created a rather complex market.

Although the Mopria alliance is seeking to redress the balance by developing standards around mobile printing (see box on page 32), there is still progress to be



Louella Fernandes, Quocirca:
"Mobile printing is often viewed as cumbersome and inflexible."

made in creating an intuitive mobile print experience. Only when mobile printing is as simple as desktop printing (and doesn't attract a premium) will it become more widely adopted.

Pent-up demand

At the moment, interest in mobile printing is growing but adoption levels are still low. Quocirca research indicates that while 83% of organisations are interested in mobile print capabilities, only 14% have deployed a mobile print solution (up from 5% in 2012).

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This reflects not only the lower priority assigned to mobile printing, but also a potential lack of understanding on what solution best meets the business need.

It also highlights the growth potential that exists for resellers, as 35% of organisations say they plan to implement mobile printing within the next 12 months.

As the Quocirca report points out below, the business case for doing so is clear.

Without an approved approach to mobile printing, the rise of shadow IT means that employees will bypass IT and use alternative consumer printing apps. These solutions may not offer sufficient protection and will prevent organisations from tracking and controlling print usage.

The risk of unsecured mobile printing cannot be overlooked. With recent Quocirca research revealing that 70% of organisations have experienced one or more accidental data breaches through printing, organisations need tighter controls on printing as mobile devices proliferate in the organisation.

Many organisations are already addressing the complexity, cost and risk of their print environments through effective print management and secure 'pull printing' that can mitigate the risks of confidential information being exposed to unauthorised users by only releasing print jobs upon user authentication with a swipe card or PIN code.

They now need to take the next step and encompass mobile printing within their strategy to enhance employee and business productivity.

A fragmented market

One major obstacle to wider adoption of mobile printing, according to the report, is the diversity of mobile platforms and printer hardware, which has produced a fragmented market characterised by an

Continued...

Public or private?

There are broadly two types of mobile printing:

Printing across a corporate network. Printing from any device to any printer or MFP across a corporate network promotes user mobility across company locations. Printing may be direct from a mobile device or application, via an email attachment to a registered printer or through a web browser, using a public or private cloud. When deployed in the enterprise, it is critical that mobile print solutions are vendor-agnostic, use a private cloud approach and employ encryption and authentication methods to ensure document security and privacy.

Public printing/guest printing services. Printing from public printing 'hot-spots', such as hotels, business centres and airports that offer Wi-Fi connectivity, web access and print and copy services. Mobile workers can discover printers or send print jobs as an email attachment from their mobile devices. Public print locations require an authentication code before users can release a print job from a designated printer. Print jobs are typically submitted via email or through a web browser.

Examples include EFI's PrintMe service, which is available at more than 3,000 public locations; HP ePrint public print locations, such as FedEx and Hilton; and Ricoh's HotSpot printing. Both HP and Ricoh use PrinterOn's public printing network. Cortado enables organisations to set up their own guest printing, enabling guests to print to cloud connected company printers or Wifi connected printers.



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array of hardware, software and cloud-based mobile printing services.

The mobile printing ecosystem is broadly populated by printer/copier manufacturers and independent software vendors (ISVs).

Hardware manufacturers: These vendors offer a mobile printing portfolio comprising hardware, software and services. Printers may be cloud or web-enabled, as in the case of HP's ePrint or Ricoh's HotSpot range of printers, which allows them to be registered to the vendor's cloud printing services. Most hardware-centric mobile print solutions are brand-specific, although some do offer multi-vendor support.

Vendors that offer some form of mobile printing solution or service include Canon, HP, Lexmark, Konica Minolta, Ricoh and Xerox. Most also offer mobile printing services as part of a managed print service (MPS), enabling organisations to manage printing across desktop and mobile environments.

ISVs: These vendors include Breezy, EFI, Cortado, PrinterOn and Pcounter, all of which offer vendor-agnostic mobile print solutions. These are particularly suitable for organisations operating a mixed fleet, as they avoid the need to implement multiple solutions for each mobile platform and printer or MFP. In many cases, hardware vendors will partner with ISVs to deliver multi-vendor support where appropriate.

Operating system vendors: Printing support is available through Apple's AirPrint, which is built into most popular printer models. AirPrint features include easy discovery, automatic media selection and enterprise-class finishing options. Google Cloud Print offers printing to cloud-enabled printers from smartphones or tablets with Gmail for mobile, Google Docs for mobile and other supported apps. Google Cloud Print Ready printers register themselves directly with the Google Cloud Print service.

Recommendations

Given the fragmented nature of the market, there is no silver bullet for mobile printing, and organisations will need to develop a policy framework that balances business value and risk mitigation.

Those already operating a managed print environment may find this process easier, as they can leverage the experience of their provider to determine how best to support mobile printing. For those that are not using MPS, the task is more challenging and they should seek to

rationalise their existing fleet before introducing mobile print capabilities.

Capabilities to look for include:

■ **Support for multiple mobile platforms.** Users should have the ability to submit print jobs via a variety of methods, such as email, a web browser or a smartphone application. Investigate what document formats can be printed and whether driver settings can be modified to customise print jobs.

■ **Print security.** Any mobile printing platform must offer secure job release features that are consistent with any access control and authentication methods used for desktop printing. Limiting access to printers and MFPs to known users is a crucial step in safeguarding confidential or

sensitive information. The most common authentication mechanisms include passwords, smartcards, and two-factor authentication, such as a combination of a password and card access. Authentication can be implemented via an external authentication server, via authentication features embedded within a device, or by installing software that works with the MFP on a PC or workstation. This form of access control is also known as 'pull-printing'. Look for solutions that offer auditing and tracking of print jobs across desktop and mobile environments to ensure a holistic view and control of all printing activity.

continued...

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Printing from a mobile: your options

1. Email or web browser: This can use either a private or public cloud infrastructure depending on an organisation's requirements. A print job is sent to a printer's unique email address either by email or via a web browser. A limitation with printing via email is that content is constrained to what can be sent as an attachment and finishing options are not always available (e.g. duplex, booklet, stapling etc.). Web browser job submission may offer more flexibility on the type of document that can be uploaded.

2. Wireless printing: This can be done in two ways:

- i) Direct-to-printer wireless printing enables printing via a direct wireless connection between a mobile device and wireless printer without the need for access to a network. This requires either embedded OS print functionality for job rendering and routing (i.e. Apple AirPrint) or a mobile printing app. HP wireless direct printing is one example.
- ii) Wi-Fi network printing solutions enable printing via a Wi-Fi network connection to any printer connected to the corporate network.

3. Universal print driver: A universal driver provides users and administrators with a single driver for multiple devices, simplifying driver deployment and maintenance. A universal printer driver is particularly suitable for a multi-vendor print environment.

4. QR code: Some mobile print solutions, such as those from Lexmark and Canon, offer Quick Response (QR) code print job submission, enabling the user to activate printing by scanning a QR code on the printer.

...continued

■ **Multi-vendor support.** Hardware-centric solutions may be best suited to organisations operating a standardised fleet environment. In reality, most organisations use a range of printers and MFPs from different manufacturers. To address the need for mobile printing across a mixed fleet, third party solutions should be considered, including those from EFI, Cortado, Nuance and Ringdale. Hardware vendors also typically offer multi-vendor mobile print solutions. Quocirca recommends that organisations consider solutions that use a universal driver, which enables print jobs to be printed to any printer and users to preview print jobs and change finishing options before a job is printed.

■ **Cost control and accounting.** Look for restrictions and controls to prevent users from printing to more expensive printers or exceeding print quotas. If cost control and accounting is not integrated in the mobile printing platform, look for compatibility with leading cost recovery tools such as Equitrac and Print Audit.

■ **Private or public cloud print services.** As corporate network access opens up, applications, storage and infrastructure are moving to the cloud. The shift towards cloud computing and the mobile consumption of information through applications such as Google Apps and Office 365 open up wider opportunities to print. Enterprises and public sector organisations may prefer a private cloud deployment that lives within the firewall, to ensure the security of sensitive data. Many organisations are now looking to hybrid clouds that blend the benefits of private and public clouds, and solutions such as HP ePrint and Cortado's offering provide deployment options for both types of deployment.

■ **MPS.** The benefits of integrating MPS with mobile printing support should not be underestimated. A managed print service reduces the cost, complexity and risk of operating an unmanaged print infrastructure. This is achieved through a process of fleet assessment, device consolidation, implementation of document workflow tools and continuous management. If an organisation is using MPS and does not extend its coverage to include mobile printing, it is essentially opening its print infrastructure to escalating costs and security risks. Ensure that an MPS provider can provide integrated control of desktop and mobile printing.

■ **Mopria certification.** Consider Mopria-certified models to ensure mobile print compatibility. Many vendors have committed to addressing standardisation around mobile printing. Many next generation printers will support the Mopria Print Service for Android. Meanwhile, for printing from Apple devices, the de facto

standard remains AirPrint, which is now widely supported by most manufacturers.

To download the full version of *The Mobile Print Enterprise, 2015*, including comparisons of the different market offerings, please visit www.quocirca.com.

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MOPRIA

What you need to know

In response to the lack of standards around mobile printing, the Mopria Alliance was established in late 2013 by Canon, HP, Samsung and Xerox. In February 2014, other vendors, including Adobe, Brother, Epson and Konica Minolta, joined the alliance.

Mopria aims to align standards that make printing compatible from any mobile device to any printer. Initially, support is focused on sending print jobs over Wi-Fi connections or 'tap-to-print' through near-field communications (NFC).

Currently conspicuous by its absence is Apple, which has bypassed NFC in its new iPhones in favour of iBeacon technology, which is based on Bluetooth Low Energy (BLE) and has a much longer range than NFC (tens of metres versus a tenth of a metre).

The alliance aims to:

- Establish industry standards and ensure their adoption by mobile, printer and OS industry leaders.
- Support application developers to include print functionality in new applications.
- Lead innovation and user experience development in the interaction between mobile and print devices.
- Provide product certification through the Mopria brand.
- Educate customers about the ability to print from mobile devices.

To these ends, the Mopria Alliance has developed the Mopria Print Service, a free plug-in currently available for Android OS (from 4.4) through Google Play. Over 59 million peripherals from different vendors have been certified so far, including new and legacy models, indicating that they are compatible with the plug-in.

Today, the Mopria Print Service covers basic printing features for all certified printers, plus some more advanced features like duplex printing, paper type and 'add a printer manually'.

Mopria is actively working with handset manufacturers to pre-load the Mopria Print Service on Android-based devices.

Through the marketing of Mopria-certified devices, Quocirca believes that the Mopria Alliance will drive awareness of standardisation around mobile printing and help businesses send print jobs from different mobile devices. However, the lack of involvement from Apple means that much of the investment is around the Android print subsystem and NFC tap-to-print technology.



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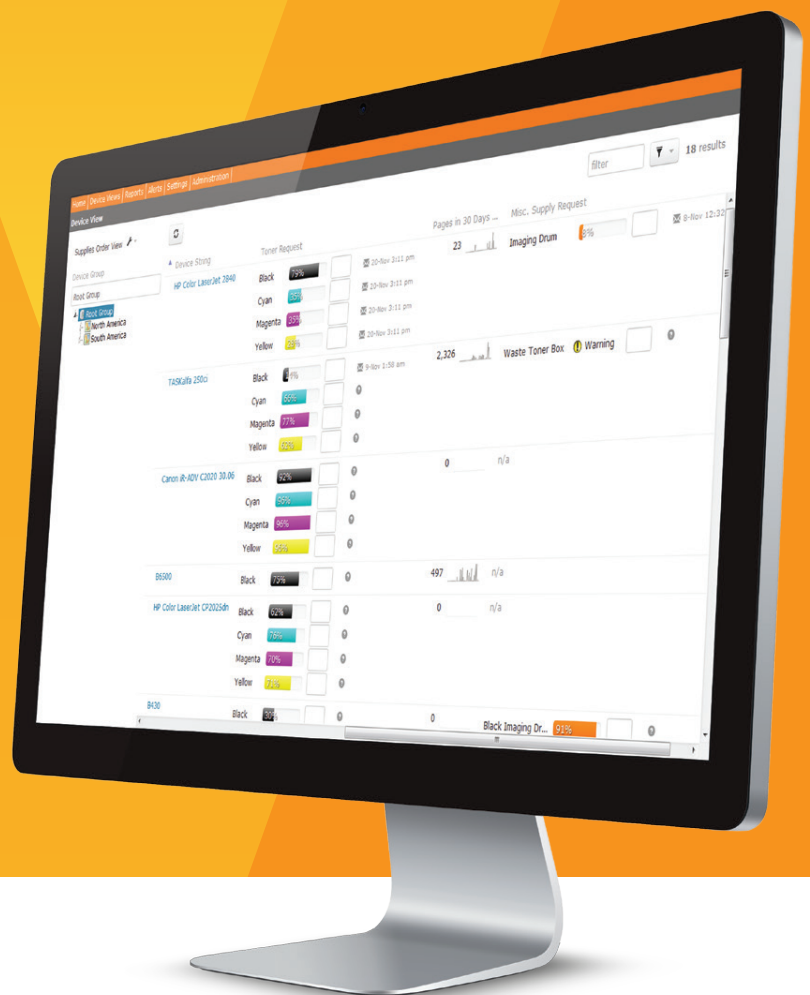
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PRINTFLEET®

PrintFleet strengthens relationship with VOW

Print management solutions provider PrintFleet Inc. has entered into a LINK agreement with VOW, making the wholesaler its first UK LINK partner. The agreement enables VOW resellers to provide business process automation and supplies fulfilment through PrintFleet's LINK Supplies Fulfilment services.

PrintFleet LINK offers PrintFleet Vision and Enterprise users a simple way to automatically send device and fleet data to distributors and service and solutions providers in the LINK partnership programme. It simplifies the exchange of data from resellers and enables the seamless delivery of services and products for MPS customers.

With this new solution, VOW resellers can effectively connect customers' devices directly to VOW's ordering systems, automating the supplies replenishment process and ensuring just-in-time deliveries for lower costs and improved customer service.

"With this capability we have ushered in the internet of printers," said David Morrow, Chief Commercial Officer at PrintFleet. "Resellers can now generate new margin opportunities and value for their customers through sharing device and fleet data with their supply chain partners."

PrintFleet Marketing Manager Elise Mcfarlane added that with LINK the dealer doesn't have to worry about monitoring individual devices.

"With a typical MPS installation, the dealer uses software to monitor devices, receives an alert to say the toner has run out, places an order, receives it in stock, ships it out to the end customer and so on," she explained.

"LINK automates this entire process: the dealer instructs VOW to manage the device; VOW uses our tool on the machine; the device itself sends the order to VOW; the wholesaler does the drop-ship; and the dealer has nothing to do. It reduces the contractual complexity of supply chain integrations, allowing resellers to get connected and improve their competitiveness in the marketplace."

VOW Group MPS Manager Owen Costen said: "We are delighted to strengthen our strategic relationship with PrintFleet via our new Managed Print and



Photo by Sze Ning

Document Services solution. End users are increasingly expecting a seamless process of procurement and support, including the automatic replenishing of supplies exactly when needed. The time and expense of manually re-ordering ink and other consumables is removed with LINK, an industry-leading system that will give VOW resellers an additional competitive edge with their customers. This tool will enable VOW resellers to identify leakage, capture greater wallet share, as well as intelligence on the equipment itself."

North American customers

PrintFleet LINK has already been adopted by a number of partners across North

PrintFleet offers device monitoring software that is used by top global MPS providers as part of their MPS portfolio. The company's family of print management solutions ranges from rapid assessment up to advanced managed services and integration with third-party service and fulfilment solutions. www.printfleet.com

America and Mcfarlane expects LINK to be a hit in the UK market too. "This service complements our traditional offer in certain areas and makes life easier. What we are doing is enabling choice through the automation of data," she said.

US customers

One partner, Supplies Network, a wholesaler of IT consumables in the US market, is using the LINK service to enable resellers utilising PrintFleet Vision, or their own server, to pass data to Supplies Network for processing. Since launch, the company has seen revenue grow month on month.

Barney Kister, Senior Vice President of Strategic Relationships for Supplies Network, said: "The result is finely filtered actionable intelligence for services and true just-in-time supplies management."

The PrintReleaf Exchange [PRX], a cloud-based program that measures and offsets organisations' paper consumption through tree-planting, is another US-based LINK partner.

PRX reverse-calculates paper consumption to determine the environmental impact of printing on the world's forests. The platform enables customers to offset their consumption by planting new trees in association with a number of global reforestation projects. So far, PrintReleaf has exclusively contracted more than 112 million trees to help revitalise forests.

LINK gives PrintFleet Vision and Enterprise users an easy way to automatically transmit the device and fleet data that PRX needs to neutralise their paper waste and help sustain global forests.

PrintReleaf Founder and CEO Jordan Darragh said: "Innovative partners like PrintFleet are helping us achieve that mission, not just one tree at a time, but hundreds of thousands at a time. This is a tremendous opportunity to provide customers of PrintFleet's global network of dealers the chance to releaf (offset) the paper they've consumed."

The collaboration with PrintReleaf brings the positive environmental impact of offsetting paper consumption, as well as a new and differentiated value proposition, to customers – a proposition that Print Fleet would like to expand across Europe.

Room for improvement

Schools are gaining control of print, but could still do better, new survey shows

Education is a key market for print and IT resellers, as Ingram Micro pointed out in last issue's cover story.

Its potential is confirmed by the results of the second annual *KYOCERA Document Solutions UK Ltd Education Technology Report*, which show that schools are continuing to invest in technology to control print and are open to new technologies, such as 3D printing.

Of the 500+ teachers, department heads and school heads surveyed, 59% said that they were taking steps to reduce the amount of printing done in their organisation.

This has caused overall print volumes to fall since last year's survey. In 2013, over half of teachers questioned said their school printed more than 3,000 sheets of paper each term. Last year, the number fell to 24%.

While this suggests that schools are eliminating unnecessary printing and/or paper use, there is evidence that they could do more to control printing and associated costs. For example, less than half of respondents (48%) knew whether printing costs were being accurately allocated in their school.

This was higher than the 2013 figure of 35%, but according to Moya Kelleher,

Education Business Manager of KYOCERA Document Solutions UK Ltd, it does indicate that many schools are still not taking advantage of the print management tools available to them.

She said: "Schools, colleges and universities are under constant pressure to scrutinise and reconsider their costs in line with current Government policy. One of the areas in which efficiencies can be particularly useful is around processes such as technology and printing, and it is surprising to see the opportunities that are still being missed."

Depending on your viewpoint, another way schools (or their MPS provider) could cut costs is through the use of remanufactured or compatible toner supplies. According to KYOCERA's survey, 61% of schools still buy genuine toner for their printers.

Print management solutions are not the only way for resellers to compensate for declining print volumes. The willingness of schools to embrace new technologies means that there is also the opportunity to diversify into other areas, such as cloud technology – identified by 51% of those surveyed as the improvement they would most like to see in their organisation's technology over the next



In addition to its hardware devices, KYOCERA offers a number of apps suitable for schools and colleges. These include Teaching Assistant, which speeds up the creation and marking of multiple choice tests so that teachers can spend less time marking and more time with their pupils. KYOCERA estimates that Teaching Assistant can save a typical primary school teacher 30-60 minutes per test, whilst also eliminating marking errors and making it easier to assess the performance and progress of individual pupils and an entire class. The app automates three key processes and, because it is embedded on an MFP, everything can be done at the device itself: the creation and printing of multiple choice tests; the scanning and automated marking of tests; and the production of individual and class reports.

year – and 3D printing.

When asked whether they saw potential for 3D printing in their school, college or university, just 23% of respondents said they couldn't. Of those who saw potential, more than half (53%) felt 3D printing could help to create teaching aids across all subjects, whilst 55% said they would consider it for specific subjects, such as design and technology.

THE 7 KEYS TO MSP SUCCESS

How the world's most successful and profitable MSPs deliver consistent, repeatable, scalable services with optimal efficiency – and dominate their market.

Reseller opportunity

N-able by Solarwinds is encouraging print resellers to look beyond print for future sales growth by developing a managed IT services capability. To help them do this, it provides a complete solutions suite, available on a subscription model with no up-front costs.

N-able's core technology, N-central 9.5, gives MFP resellers everything they need to monitor and manage networks, servers, desktops and devices remotely, automatically and pro-actively. It notifies technicians of problems and inefficiencies before system failure and creates reports enabling resellers to engage more fully with their customer base.

The system is modular and can be expanded at any time with plug-ins for back-up, anti-virus/spam, patching, mobile integration etc.. It can also be integrated with third party applications, enabling users

to monitor an organisation's networks and associated applications via 'a single pane of glass'.

In addition to its product suite, N-able by Solarwinds provides partners with everything they need to build a managed services capability, from sales training and marketing support to the provision of optional helpdesk and Network Operations Centre (NOC) services.

To encourage more print resellers to diversify into managed IT services, it has produced a series of detailed white-papers explaining the business case for becoming an MSP. The third of these, *The 7 Keys to MSP Success*, has just been published and can be downloaded from www.printitreseller.co.uk/N-able/7Keys.

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ZenOffice celebrates 25 years of sustained growth

Manchester-based ZenOffice, one of the UK's largest independent office suppliers, serving over 3,000 clients across the North West and employing around 85 staff, is celebrating its 25th anniversary.

The firm was established by Managing Director Les Kerr in 1990. Originally called Intrukt, it was rebranded as ZenOffice in 2009 to reflect the firm's mission to deliver the tools and resources needed by customers to reach their full potential.

Over the years, the company has expanded its product and services portfolio, diversifying into print and design services and joining forces with Interior Partners Ltd (IPL) to offer a complete range of commercial interior solutions. These specialist services now generate around 35% of the firm's annual turnover.

The company today comprises four divisions: Business Supplies; Print and Design; Business Interiors and Exteriors; and Managed Print Services.

Expanded role

Two years ago, Bruce Davie joined the firm from wholesaler Spicers as Commercial Director, with a brief to oversee the Business Supplies Division. At the end of last year, the company announced that, following a review, it had extended Davie's role to cover the whole group.

At the time, Managing Director Les Kerr said: "As our business becomes increasingly diverse, this change will bring several benefits. It will allow us to make sure we take full advantage of synergy opportunities



We're operating in a mature market and you've got to work really hard to achieve organic growth...

between divisions, aid communication and improve corporate governance."

"As the business got bigger, it was evident that we needed more strength on board to facilitate growth," explained Davie. "It makes strong commercial sense for me to assume responsibility for logistics and purchasing across the group to ensure we don't miss any tricks when going for the massive growth push we're all committed to."

Under its existing five-year plan, ZenOffice aims to achieve turnover of £20m by 2017. Following an excellent trading year in 2014, with a particularly strong second half and a turnover of £14m, Davie has little doubt that the group will hit this target.

"We might even do it this year, two years ahead of schedule," he said. "If all our divisions deliver on their plans, we expect to be turning over somewhere between £18 and £20m in 2015."

Acquisition trail

Much of the Group's growth comes from a successful acquisition strategy. In the last 15 years, it has acquired nine companies, including Baron Stationers at the end of last year. The Heywood-based stationers now offers customers the complete range of ZenOffice products and services, with

ZenOffice taking over its after-sales support, including deliveries, invoices and servicing.

"We're operating in a mature market and you've got to work really hard to achieve organic growth," said Davie. "By acquiring businesses that are a good fit, we've been successful in realising our targets, and we are always looking for new opportunities to expand and grow the business."

In 2012, the company became the only Xerox Authorised Concessionaire in Manchester with Print Partner Services Accreditation in recognition of its world-class managed print services delivery. This, says Davie, was a major coup for the firm.

"When you consider we were essentially an office products provider with no experience in print, undergoing rigorous assessment and securing that accreditation speaks volumes about our professionalism," he said. "We are the fastest-growing start that Xerox has ever had in the UK. The turnover in that division last year was £2.2m."

Community focus

ZenOffice is active in its local community: it is a major sponsor of Oldham Athletic FC and supports England and Great Britain international hockey player and London 2012 Olympic bronze medalist Nicola White, providing funding to enable her to lease and insure her car.

In addition, it is halfway through a year-long charity partnership with Cancer Research UK. It has pledged to raise £10,000 for the More Tomorrows Campaign, a collaboration between Cancer Research UK, the University of Manchester and The Christie NHS Foundation Trust, and has already raised almost £7,000 of this target, which will help to fund the new Manchester Cancer Research Centre (MCRC) in Withington.

Last year, ZenOffice recruited 10% more staff and was also a finalist in the Oldham Business Awards and the BOSS Awards in the Dealer Excellence category.

For Managing Director Les Kerr, ZenOffice still has a lot more to offer. He said: "Over the next few years, I would like to see ZenOffice grow exponentially through acquisitions, creating value-added partnerships and expanding our portfolio of products and services."

www.zenoffice.com



Les Kerr, Managing Director & Bruce Davie, Commercial Director

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Managed Print Services took centre stage at wholesaler VOW's annual conference

Green Light for MPS



On January 23, wholesaler VOW held its annual conference and exhibition at the Hilton Metropole in Birmingham.

This year's event, Green Light 2015, was more broad-based and inclusive, following VOW's decision to extend invitations to a wider array of industry vendors and service providers and to all UK resellers, whether or not they currently purchase through VOW.

Green Light 2015 addressed key trends directly affecting resellers and the print and office products industries through a mix of inspirational and practical talks, workshops, an exhibition and seminars, including a separate track exclusively for VOW+ partner principals.

Mobile event app

In another first, VOW launched its first ever mobile event app to help attendees get as much as possible from the event. Green Light 2015 Powered by VOW was built by QuickMobile, the global leader in

mobile event apps, and provided constantly updated information on agendas, speaker profiles, presentations and exhibitor details.

Emma Noury, VOW's Head of Channel Marketing, said: "In our social and mobile age, apps can make big events such as Green Light a more personal and tailored experience. The Green Light app was the perfect way for our resellers and partners to learn, share and stay completely up-to-date with every element of the day."

Keynote speaker

The keynote speaker this year was Baroness Karen Brady, Vice-Chairman of West Ham United FC, aide to Sir Alan Sugar on BBC's *The Apprentice* and former Managing Director of Birmingham City FC. The theme of her inspirational address was business transformation.

VOW National Sales Director Martin Weedall said: "Baroness Brady's impressive achievements to date, together with her business expertise and insights, delivered inspiration and encouragement to everyone, helping us all aim for even greater growth in this fast moving and often challenging industry."

Getting to grips with MPS

Managed print services (MPS), the subject of four informative workshops, is an increasingly popular way for office products dealers to grow and diversify their business.

VOW Group MPS Manager Owen Costen said: "The perceived complexities of MPS have deterred some resellers from embracing the opportunity. However, with all the research showing that many more small and medium-sized customers are likely to start buying into MPS for their businesses in the next few years, there is a massive growth opportunity out there."

He added: "Resellers who get on board and start to make MPS a key offering will undoubtedly benefit and create much stronger, longer-term relationships with their customers. The sessions at Green



Award winners

It wouldn't be an industry conference without a gala dinner and awards ceremony, which this year was compered by comedian and actor Rob Brydon. The winners were:

VOW+ Partners of the Year

ACS Business Supplies
Professional Office Supplies
Braley Business Systems

Facilities Supplies Reseller of the Year

Commercial

Furniture Reseller of the Year

Complete Office Solutions

EOS Reseller of the Year

ACS Business Supplies



Awards ceremony compère, Rob Brydon

Light de-mystified MPS and showed resellers just how easy it is to make this a strong part of their businesses."

Costen led two workshops, one providing an overview of MPS and why the market is expected to grow by as much as 22% by 2017, and the other explaining the VOW MPS Programme in more detail. Dennis Krammer of Print Fleet (see page 35) hosted the 'Vision & Linked Platform Solutions Showcase', where he explained how resellers can gain greater market share, capture leakage and counter the competition; and Tom Foster of Gap Intelligence looked at 'Transactional Versus Contract Solutions'.

Get Switched On

More than 80 industry suppliers signed up for VOW's 'Get Switched On' interactive exhibition zone, with Brother, Newell Rubbermaid and Nestlé reserving headline spots in the Technology, Traditional Office Products and Facilities Supplies Zones.

Andrew Stacey, VOW's Vendor and Product Management Director, said: "Our industry is at a hugely important stage of its development, which is why we ensured that the big and emerging issues and every product and service area were covered. This was all about maximising resellers' time and ensuring everyone who attended received a huge return on investment."

www.voweurope.com



Owen Costen, VOW Group MPS Manager



Martin Weedall, VOW National Sales Director

Big Opportunity

83% of Enterprises are interested in Mobile Print

Managed Print Services organizations have a unique opportunity as 83% of large organizations have shown an interest in mobile printing, based on a recent research study of organizations with over 1,000 employees.* Of the organizations surveyed, only 14% actually had implemented a mobile print solution.

It is important to consider the best solution provider, in order to make it easy for your organization to take advantage of this opportunity and delight your prospective customers with a sustainable solution.

5 key considerations when proposing Mobile Printing solutions to your customers:

- Make printing easy for end-users and compatible with all mobile platforms
 - Simple for users and visitors to submit mobile print jobs
 - Compatible with all BYOD platforms: Apple iOS, Google Android, Google Chrome OS, Microsoft, Blackberry, etc.
- Propose a solution that is not complicated to implement, maintain and support
 - Quick to install for a proof of concept or new deployment
 - Requires little to no post-sales support by service team
- Suggest a total document output management solution for office and mobile printing
 - Improve productivity while controlling costs for both office and mobile print
 - Consider reporting options by user or department
- Recommend a solution that is compatible with all the print vendors you offer
 - One solution to work across the printer brands offered by the dealership
 - Consistent interface between the brands – little to no training required
- Trust it works for enterprise customers
 - Understand the track record of the solution vendor to ensure 'Enterprise Readiness'
 - Consider solution evaluations made by third party analysts



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*Source: Quocirca, The Mobile Print Enterprise, 2015

The Print Show 2015: A blueprint for the future

In a significant development for the UK print industry, Link Exhibitions has launched The Print Show, an annual event that aims to provide commercial printers with the tools they need to remain competitive.

Taking place for the first time at Birmingham's National Exhibition Centre from October 13-15 2015, The Print Show was inspired by key challenges facing the industry, notably the lack of an annual exhibition.

"Speaking to members of the industry on a regular basis, it's clear that the print industry and its associated market are crying out for an event like this," said Event Director Chris Davies.

He argues that for too long the UK print industry has had to rely on international shows like IPEX and drupa, each of which takes place every four years, to keep up-to-date with developments in printing and print technology.

By focusing on the UK industry every year, The Print Show will enable UK print professionals to experience the latest technology and trends as they evolve and provide a sustainable and solid platform for companies to showcase their products.

Link Exhibitions plans to set aside a portion of profits from the show – £1 for every visitor – to invest in print industry charitable and promotional projects. The attendance target for the inaugural event is 10,000 visitors.

Showing potential

"One of the key messages we are trying to get over is that The Print Show is going to be much more than a traditional commercial print show. Although we are expecting to attract plenty of visitors from the commercial print market, we are also aiming to reach out to companies considering diversifying into this sector," said Davies.

"We know how attractive certain areas of the market are to companies outside the sector and we aim to demonstrate how they can move into these profitable areas. We are really focused on diversification and recognise just how much potential there is in the market for companies that are keen to exploit it."



The Print Show is being held at Birmingham's National Exhibition Centre

The Print Show is going to be much more than a traditional commercial print show

In addition to hosting an educational seminar programme on everything from sales training to green print practices, The Print Show will feature a series of 'Diversification Zones' where visitors can learn from experts how to diversify into new areas. There will also be hands-on demonstrations of traditional print skills and techniques using historic equipment.

The latest technology

The main focus of the exhibition itself will be new technology.

Davies said: "The Print Show will feature the latest equipment available to companies operating in or hoping to move into various market sectors. Whether that is commercial print production or wide format print, the show will give visitors an insight into the latest technology and how it can help them take advantage of work in new markets.

"We'll have other running themes, such as how to add value to print with special effects and finishes, which could prove very



Chris Davies, Event Director of The Print Show, says the new event will be a vital inclusion in the UK print calendar

popular with those considering moving into new markets. This added value is one of the most vibrant sectors of the industry."

Hospitality events

In the run up to The Print Show, Link Exhibitions is holding a series of events where potential exhibitors can find out more about the show's aims.

Following the first of these, which took place on November 15 at Wembley Stadium, Ashgate Automation, an Oxford-based supplier of print finishing equipment, Learn2Print, one of the industry's leading training providers, and wide format inkjet specialist Sign Master Systems all signed up as exhibitors.

www.theprintshow.co.uk

Diary Date

Sign & Digital 2015 — March 24-26, NEC Birmingham • www.signuk.com

With a 20% greater floor plan to accommodate increased demand, Sign & Digital is the UK's leading trade exhibition for the wide format digital printing, sign making and display solution industries. The theme of this year's event is 'Creating Business Connections', a topic that will be explored throughout the show's product demonstrations, theatre programs and trails.

Exhibition trails, which help highlight emerging

opportunities and revenue streams, include the Textile Trail (textile printing and finishing) and, new for this year, the Retail Route (retail POP and POS display systems) and the Materials World Trail (materials, media and substrates).

The extensive seminar line-up features a range of expert speakers, practical demonstrations and workshops to help industry professionals improve their business.

Sign & Digital 2015 is free to visit.

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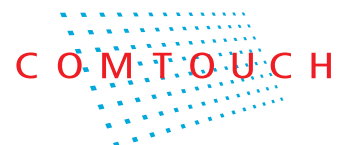
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"When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps." Confucius

Recruitment and the IT Reseller: Where Is All The Talent?

Is the skills crisis as bad as people think or are recruitment practices also at fault? Spencer Taylor unravels the candidate conundrum

In previous editions we have touched upon the virtues and variety of recruitment services available to businesses of all sizes to help them grow. Whether your recruitment strategy is penned on an old envelope or embedded in Corporate Operating Plans, the question that now follows is simple: **Where is all the talent?**

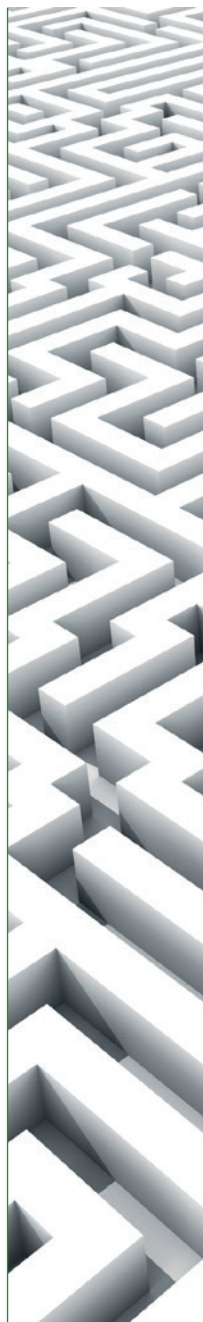
Pre-recession, in boom time, print and IT reseller businesses were flying. Business was plentiful and a less cautious approach to business and long-term financial commitments was the norm. The labour market was buoyant and rapidly expanding companies were prepared to 'take a punt' on underqualified but eminently trainable candidates.

The recession changed all that. Businesses woke up, grew up and tightened up their recruitment.

Post-recession, in growth mode again, most businesses in the IT reseller sector have a more cautious approach to recruitment and frequently bemoan the lack of available talent. There are some fundamental reasons why the talent pool seems to be running dry.

Quality and Quantity

In many ways, the downturn had a positive effect on the candidate pool. As businesses downsized and managed costs, the pool of available talent began to swell. Those who had been displaced by businesses for reasons that were no reflection on their performance were able, relatively easily, to find suitable and comparable employment among thriving competitors. Those that had been plodding in their jobs found it a little more difficult. The rest either migrated out of the sector or compromised on previous financial packages. The training of newcomers with an expected 9-12 month ROI slowed to a dribble. New blood coming into the sector dried up.



Experience and Expectation

Five years on, the sector is growing once again. Companies are recruiting to grow their business, but the effect of the recession on the labour market has created its own problems. A transient labour force has produced a generation of candidates with fragmented CVs, while a lack of new blood, combined with fewer graduate schemes delivering a constant stream of new talent to the industry, have created a skills gap at junior level – the sweet spot for most SMEs to recruit from.

The Candidate Conundrum

Most worrying of all is the candidate conundrum.

Take the example of a recently acquired MPS client that needs to grow its sales force following an acquisition. It has invested in an Academy for non-industry trainees, with an ROI expectation of less than 12 months, but also needs people with industry experience to manage existing business and mentor colleagues.

"Pragmatically, we recognise that in recent years people may have CVs that are not as clean as we would hope, but if they can give genuine reasons for their moves I don't see it as a problem."

Refreshed by this approach, a colleague sourced three candidates with 10-15+ years of solid industry experience, bar the last few years when things had become less consistent. Good candidates. Bad decisions and bad luck.

The interview feedback highlights and summarises the candidate conundrum: "Excellent experience up until two years ago when it got a bit jumpy....not what we're looking for."

The conundrum is simple:

Today, if a candidate is on the market it is assumed to be for one of the following reasons:

- They are currently failing;
- They are great interviewers but poor performers;
- They are too jumpy.

What the employer really wants to see in a candidate is:

- A successful and consistent career;
- A client base that they can bring with them;
- The ability to hit the ground running and be invoicing from the second month;
- Someone looking for a low basic and a very good commission structure.

What the employer overlooks is:

- Consistent and successful candidates are not on the market; they are embedded in their current roles and delivering;
- Their success is due to their consistent and loyal client base;
- They are respected and rewarded by their employers financially and only a significant financial incentive would turn their head.

To overcome this conundrum before a recruitment process is embarked upon, it may be worth considering the following questions and applying them to your candidate search from the very beginning:

- Demographic: Are you looking for an entry-level junior trainee, a person with some experience or a seasoned professional?
- What are your differentiating factors as an employer? Why will a candidate in a competitive market want to work for you?
- What are the 'must have' skills?
- What are the 'desirable' skills?
- Where would/could you compromise?
- What should/could you pay? Good candidates will probably have multiple offers on the table, so don't try and save £1,000 just for the sake of it.
- What training and development can you offer? Can you afford the time to train or do you need an immediate ROI?
- What are your time-scales for a Return on Investment? Set your expectations with candidates during the recruitment process, work towards them together and, if necessary, ensure the correct training and development is in place to achieve them. Potential employees can make informed decisions that could save both parties money in the long run.

It is true that good recruitment defines a business. But recognise also that talent is being overlooked due to prejudice against 'transient candidates' who may have been employed in haste by ill-prepared employers. The talent pool is shallow and will take a while to replenish. In the meantime, be diligent and thoughtful and you may just find a gem that others have missed....

Spencer Taylor is Director of Blackrock Search. He can be contacted on 07875 108999 or 01892 527054. uk.linkedin.com/in/spencertaylor1 www.blackrocksearch.co.uk

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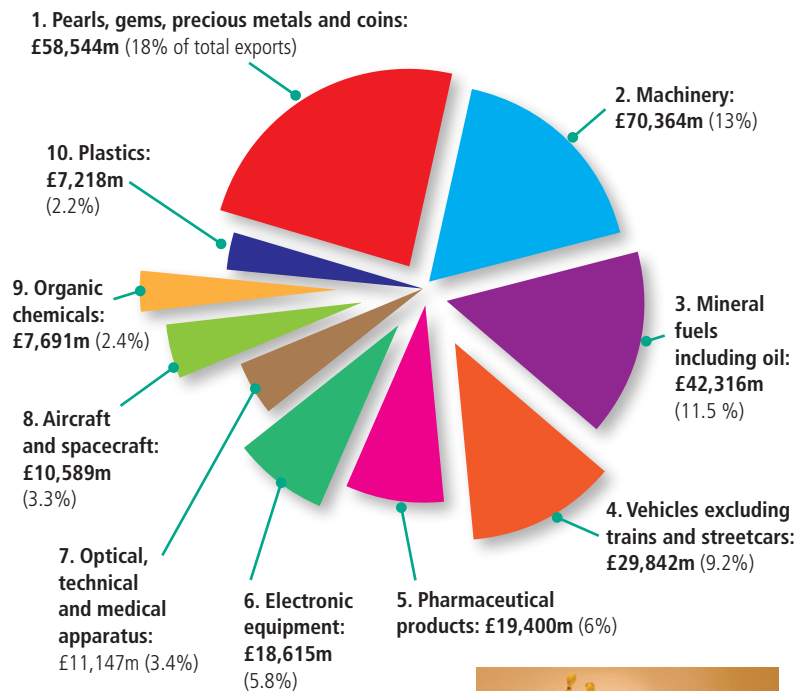
If you would like to contribute to these or any other articles, please contact James Goulding by email at james@printitreseller.uk

Balancing the UK's trade.

Always keeping our eye on the ball *Print IT Reseller* was interested to see this list of the UK's top ten exports.

These accounted for 74.6 per cent of the overall value of its global shipments in 2013, according to the International Monetary Fund's *World Economic Outlook Database*.

Furthermore, exports accounted for 22.7 per cent of total UK economic output.



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24
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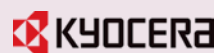
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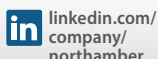
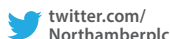
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