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MPS

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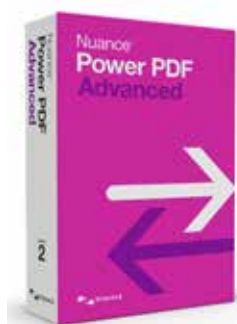
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Comment

Economic and political uncertainty following the Brexit vote, combined with the falling pound, will be a worry for the reseller community. As fear of recession increases, it will be important for the channel to persuade customers to continue to invest in ICT and push on with their digitisation strategies. Too many workflows remain slow, labour-intensive and paper-based, and where processes are digitised they are often done so in a piecemeal fashion that prevents organisations from reaping the full benefits of their investment. As IDC explained at the Samsung European Partner Summit 2016, this year is set to be the first time investment in the 'third platform' (the cloud, mobility, social business and big data/analytics) exceeds spending on the 'second platform' (client-server computing and the LAN/internet). Businesses that delay spending on new technologies could regret their decision as they watch rivals benefiting from purchases that enable them to be more agile and competitive. In this issue, we cover plenty of new products that support organisations' digitisation strategies, including Fujitsu's new scanner (see page 30), which involves a new sales approach from the market leader; Samsung's new Dynamic Workflow app, which makes it easy for customers to create one-touch, multi-step digital workflows on MFPs and smartphones; and new PDF software from Nuance (see page 31).



Brexit, understandably, has produced a (hopefully brief) hiatus in decision-making. However, as the need for compromise on all sides becomes clear, the chances are that very little will change and that businesses will quickly realise they can't keep putting off important decisions. A case in point is the EU's GDPR regulation due to come into force in 2018. As Peter Galdies of DQM GRC explains on page 49, whatever the UK's position and status post-Brexit, we won't be able to ignore GDPR and so should start planning for it now. Resellers that can help customers meet any technical requirements should do the same.

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BULLETIN

IDC expects 'challenging' transition to Brexit

Following the UK vote to leave the EU, IDC expects a rapid curbing or cessation of non-essential IT investments and projects, on which basis it has cut its UK IT growth forecast for 2016-2020 by more than 2% (CAGR).

IDC has drawn up three possible Brexit scenarios:

① A challenging transition characterised by a fall in GDP before the establishment of a negotiated trade agreement in the medium term (70% probability). This will see a slight drop in UK IT spend in 2017 and 2018, before demand recovers in 2019 and 2020, with the IT market returning to pre-Brexit levels in 2020.

② A disruptive transition, with economic uncertainty, further referenda and immense pressure on the EU model (20% probability). In this scenario, IT spend will decline significantly

across Europe (and by up to 5% in the UK) in the short-term and struggle to rebound before 2020.

③ A swift transition and an orderly Brexit process that avoids short-term turmoil and drives economic growth for the U.K. in the medium term (10% probability). IT spend is affected mildly in the U.K. in 2016, but rebounds quickly in 2017.

Andrea Siviero, senior research analyst for IDC European Industry Solutions, said: "We expect IT spend in financial services, manufacturing and retail to be the most negatively affected by a Brexit decision, together with the public sector, which will face further cuts and austerity measures. Restructuring the financial single market on one side and the impact on the U.K. current account on the other could potentially lead these industry sectors to struggle as a result of Brexit."

www.idc.com



Digitisation creates new role for CDOs

The growing significance of digital transformation has led to a surge in the number of Chief Digital Officers (CDO) in European businesses.

Research by Claranet shows that 95% of mid-market businesses in the UK, Germany, Benelux, France, Spain and Portugal have a digital strategy. Of these, 15% are now led by a CDO, compared to 6% 12 months ago.

Digital strategies are still most likely to be led by a Chief Technology Officer (34%) or Chief Information Officer (29%), but the rise of the CDO suggests that there is a growing appetite for digital transformation to have distinct representation at board level.

Andy Wilton, CIO of Claranet, said: "The fact that we are seeing a broad split in leadership between CTOs, CIOs, and now the growth in CDOs, demonstrates the different approaches organisations are taking toward digital transformation. It is also indicative of a changing IT department where traditional roles are becoming more hybridised."

He suggests that instead of focusing on increasing operational efficiencies and delivering stable IT performance – the traditional CIO priorities – the role of IT today has much more strategic significance.

Wilton said: "Where IT used to play a supporting role to business strategy, it now has the opportunity to drive it. Businesses can lead change by empowering their IT departments, by appointing a Chief Digital Officer or by increasing the remit of the CIO to generate profit rather than to provide cost-savings."

www.claranet.co.uk

New CompTIA MSP standard released

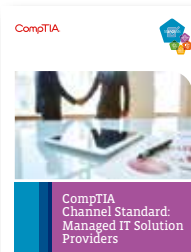
The Computing Technology Industry Association (CompTIA) has released the second in its series of new channel standards, which it is providing free of charge to encourage best practice amongst tech companies.

The *CompTIA Channel Standard for Managed IT Solution Providers* is geared toward companies that deliver technology solutions as a managed service. It provides a checklist of best practice in the five areas of business generation, delivery and operations, customer relations, business management and business direction.

The release of the standard comes at a time of growth in managed services. In a CompTIA survey, 61% of small technology companies, 47% of mid-sized firms and 52% of large companies said they were looking forward to significant growth in their managed services business.

Earlier this year, CompTIA published the *CompTIA Channel Standard for IT Solution Providers*.

www.comptia.org/standards



MBE for Brother UK MD Phil Jones

Phil Jones, managing director of Brother UK, has been awarded an MBE in the Queen's Birthday Honours list, in recognition of his services to business.

Phil said: "To be recognised by Her Majesty the Queen is wonderful. I'm passionate about business as a force for good in people's lives and in our local communities. This is why I spend time sharing any knowledge gained and encouraging other entrepreneurs and business people."

Jones joined Brother UK in 1994 and was made managing director of the £100m-turnover business in 2013. He is president of Forever Manchester, a charity supporting community projects across Greater Manchester, a member of the Manchester Growth Company's strategic advisory board, a fellow of the Institute of Directors and a Companion of the Chartered Management Institute.

Brother was named as one of *The Sunday Times 100 Best Places to Work* in 2014 and earlier this year became the second company in the UK to achieve Investors in People Platinum status.

Blake video

Blake, the envelope expert, has launched a new video highlighting the commercial printing opportunities made possible by using Blake envelopes in conjunction with Ricoh printers. Blake's are the only envelopes accredited by Ricoh for use in its printers.

Blake Director Tim Browning said: "Using the right envelope with the right printer can increase marketing ROI by maximising in-house printing capabilities. Digital printing

has revolutionised traditional marketing, and targeted personal communications can be produced in seconds."

As part of the partnership, Blake has installed a Ricoh C7100SX printer at its Somerset HQ, which doubles as Ricoh's south west regional demonstration centre.

www.blake-envelopes.com



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New EBM offices opened by Priti Patel

On July 8, Essex Business Machines Ltd (EBM) welcomed local businesses and clients to the official opening of its new offices and showroom in Witham, Essex.

Local MP Priti Patel cut the ribbon on the new premises and unveiled a plaque commemorating the occasion.

This is not the first time Ms Patel has cut the ribbon for EBM. She performed the same duty five years ago when EBM moved into its previous premises. Since then, the company has grown by 150%.

Before the official opening ceremony, guests enjoyed a series of talks by key partners including Ricoh's Nick Smith, who outlined the benefits of a print audit; Tim Bland from Grenke Leasing Ltd, who explained how leasing can avoid 'copier graveyard' syndrome, where old and broken



devices take up ever more space and money; Lexmark's Steve Pearce, who showed how Google Cloud integration can improve collaboration; and Brett Lewis from Konica Minolta Business Solutions Ltd, who demonstrated how MPS can save paper, cut costs and reduce one's carbon footprint.

On the day, EBM MD Mick Bailey was presented with a certificate from children's charity Brainwave, for which he has been an ambassador since 2007. Brainwave delivers home-based therapy and exercise programmes to help children with disabilities achieve greater independence.

www.ebmld.co.uk



RDT opens Nottingham branch

As part of a strategic plan to expand its reach down the spine of the UK, RDT Office Solutions Group has opened a new office in Nottingham's historic Lace Market. The new branch will be headed by Toni Gibiino.

CEO Derek Russell said that RDT is seeking to recruit local talent to bring its 'unique blend of document and business process management' services to businesses across the region.

www.rdt-osg.com

Grand Prix winners

Seeing Lewis Hamilton win the British Grand Prix at Silverstone will have brought back memories for the winners of OKI's Race to Monaco incentive. In May, partners from Midwich, Northamber, DTP, Sharples Group, Russell Hamilton, AMC Print and Abacus Leewell won a trip of a lifetime to see the Mercedes driver win the Monaco Grand Prix. Andrew Hall, marketing manager for OKI Systems UK, said: "We were delighted by the response of those taking part in our Channel Partner Programme and congratulate those who won the Race to Monaco Incentive."

Apogee takes to the streets

Apogee's involvement in this year's Prudential RideLondon festival of cycling is not limited to the provision of a fully managed print and document infrastructure; it is also entering a team in one of the main events.

Taking place on July 30-31, the two-day event includes a family fun ride through central London; professional class races for men and women; and a 100-mile sportive for amateurs.

Apogee's 13-strong team of cyclists will be taking part in the Prudential RideLondon-Surrey 100, hoping to raise £8,500 for Global's Make Some Noise charity. The sportive starts in Queen Elizabeth Olympic Park and follows a 100-mile route through the capital and into the Surrey countryside.

To sponsor the Apogee team, please visit <https://gmsnprl16.everydayhero.com/uk/apogee-ridelondon>.



Award win for ZenOffice

ZenOffice has won the Business of the Year (£10m+) at The One Oldham Business Awards 2016.

ZenOffice Managing Director Bruce Davie said: "This recognition is testament to how our business is viewed by the outside world. We aren't just a good business, we are a great business and we are all very proud of our achievements. We have come a long way in recent years and we wouldn't win these awards if it weren't for the support and dedication of all our employees."

Earlier this year, the company was named Xerox Gold Partner of the Year.

www.zenoffice.com



Sharples Group hosts Warrington MP

Helen Jones MP, Labour member for Warrington North, recently visited the Sharples Group Kingsland Grange HQ to hear more about the company's 'principle-before-profit' initiative from Managing Director Mark Brocklehurst, Sales Director David Griffiths and Financial Director Aimee Timmins.

Also in attendance were charity representatives Adrian Derbyshire, a former international wheelchair athlete for Great Britain, a hate crime ambassador and disability spokesperson; and Dave McNicholl, the chief executive of Warrington Youth Club.

Brocklehurst said: "Principle-before-profit is about people, our staff and our customers in all areas of the business. Getting your staff and customers on-side is crucial for any business. And the best way to do that is to keep them informed and to share the benefits."

During the visit Mrs Jones congratulated Sharples Group for winning the Most Responsible Business Practice Award in this year's High Sheriff of Cheshire Awards. She said this achievement was proof that Sharples was both an ethical and successful company.

Sharples Group, which celebrates its 40th birthday next year, has 27 employees and a turnover of £3.2 million.

www.sharplesgroup.co.uk



New Commercial contract for Turbon

Commercial Office Supplies has extended a relationship established in 2014 and awarded Turbon a new three-year contract to produce the company's own-brand toner cartridges at its Romanian manufacturing facility. As part of the contract, Turbon will also recycle empty toner cartridges collected from Commercial customers.

Turbon has a zero waste toner remanufacturing process. Nothing is sent to landfill and any cartridges or sub-assemblies that can't be used in remanufactured toners are broken down into separate material streams and recycled for use in other products. www.turbongroup.com

Commercial toners will be made at Turbon's research and production facility in Romania.

Commercial acquires London MPS provider

Commercial Group has strengthened its presence in the capital with the acquisition of London office supplies company and managed print services provider Wiles Greenworld Ltd.

Arthur Hindmarch, Managing Director of Commercial, said: "Commercial has seen strong growth in recent years, and this acquisition, together with our new office in Leeds, gives us a greatly enhanced national platform to continue our long term goal of organic revenue growth."

To ensure a smooth transition, Ian Ezzard will stay on as the Wiles Greenworld Sales and Marketing Director, with managing director Peter Duncan and Sustainable Development Director Toby Robins taking on advisory roles for the next 12 months.

www.commercial.co.uk
www.wilesgreenworld.co.uk

Annodata boosts cloud communications offer

Annodata is supporting its continued drive into the unified communications market with an expanded offering from cloud-based communications specialist Fuze.

Fuze, which has been positioned as a visionary in Gartner's *Magic Quadrant for Unified Communications as a Service, Worldwide*, unifies business voice, text and conferencing services on a single award-winning cloud platform.

Annodata has already engaged with a number of enterprise customers to help them understand the variety of benefits that cloud adoption can bring in terms of security, business continuity and budget efficiency.

Annodata CEO Rod Tonna-Barthet said: "We have in recent years been working hard to ensure that we are able to deliver flexible, innovative and reliable communications services for our customers and the solutions offered by Fuze fit the bill on all counts. They've got a very strong cloud service proposition, which means that we are able to offer something different to our increasingly mobile- and cloud-hungry customers."

www.annodata.co.uk

DDG apprentices 'a huge asset'

Document Data Group is reaping the benefits of an apprentice program developed in conjunctions with QA Apprenticeships, the first IT apprenticeship business to be rated 'Outstanding' by Ofsted.

Following a 50% increase in turnover last year, from £2.2 million to £3.3 million, the fast growing office equipment supplier has taken on six technical apprentices and one business apprentice, increasing its headcount to 35.

All seven have embraced working at DDG and are aiming for a full time career in the business after they complete their apprenticeship.

Operations Director Justin Longmuir said: "Apprenticeships seemed to be the way to go. I wanted recruits who would be committed to DDG and be young and enthusiastic. QA Apprenticeships provided us with a fantastic selection of young people who have proven to be a huge asset."

www.apprenticeships.qa.com.



Diane Keatings, 20, has been working in DDG's pre-sales and implementation team and hopes to lead her own sales team in the future.



DMC smashes Q1 fund-raising target

DMC Business Machines has hit the first quarterly fund-raising target in its 12-month Giving Back initiative.

The Croydon-based distributor has pledged to raise £10,000 for the for Starlight Children's Foundation by making a donation for every Planitgreen toner they sell and through other fundraising activities including a 5K run, The London ColorVibe 5K, and The Purbeck Plod.

DMC successfully achieved its Q1 target of £2,500 in the first week of June. This will be used to fund 25 Starlight Distraction Boxes containing toys, puzzles and games that are used by doctors and nurses to distract seriously ill children from the tests and treatments that many endure on a daily basis.

In Q2, DMC aims to raise another £2,500, this time for Starlight Parties for hospitalised children. Since April, DMC has raised in excess of £3,300.

Supporters can make donations to Starlight Children's Foundation via the planitgreen team's Virgin Money Giving account at www.virginmoneygiving.com/team/planitgreen

Fun in the sun

'Absolutely brilliant', 'unmissable', 'fantastic' and 'wonderful' were some of the adjectives used to describe VOW's inaugural Heatwave incentive, which took place in Italy in May.

Introduced as an alternative to VOW's popular Whiteout incentive for partners who prefer sun and sandals to snow and skiing, the four-day trip to Sorrento included a cookery course at the Quanto Basta Cookery School and an excursion to Pompeii.

The incentive was supported by sponsors Acco, Fellowes, 3M, BIC, Exaclair, Brother, Nestle, Henkel, Energizer and 2Work.



VOW launches new services for VOW Venture partners

VOW has introduced a number of new services for VOW Venture partners, including a new records and information management service delivered by Iron Mountain, a simple email marketing tool and a tie-in with Virgin Wines.

The partnership with Iron Mountain will enable VOW Venture partners to develop a recurring revenue stream by offering customers systematic administration and secure storage of both physical and digital records/documents.

Martin Weedall, VOW National Sales Director, said: "Our Records and Information Management service offers our partners the ideal opportunity to diversify and explore new markets with current and prospective customers."

He added: "All businesses, regardless of size or operating market, collect, store and manage confidential data about customers, employees and suppliers and have a legal responsibility to store and ultimately dispose of that information in



the correct manner. Our Records and Information Management service assists with compliance to the Data Protection Act, The Freedom of Information Act and any other applicable legal, NI or tax legislation."

To help resellers generate business, VOW has introduced a new marketing tool, myEmail Premium, which can be used to create email campaigns in minutes. It offers a choice of pre-designed banners and templates for personalisation with resellers' pricing and business details, as well as reporting tools and links to an ecommerce website.

In another development, VOW has teamed up with online wine retailer Virgin Wines to give VOW Venture partners exclusive corporate pricing on more than 500 wines.

Weedall said: "We're very excited to launch this service to our VOW Venture partners and they could really take advantage of the preferential rate by stocking up for corporate events or internal functions. They can also choose a personalised, bespoke single bottle as a unique corporate giveaway or incentive." www.voweurope.com

Tech Data encourages resellers to target education

Tech Data has produced a *Focus on Education* guide to help resellers make the most of opportunities in the peak summertime buying period.

Kirsty Guy, Public Sector Marketing Manager at Tech Data, is predicting a strong focus on the STEM subjects – science, technology, engineering and maths.

She said: "There is likely to be plenty of focus

on computing equipment in general and lots of interest in advanced graphics, 3D printing and new technologies such as virtual reality. We are also likely to see upgrades to Windows 10 2-in-1s. Many schools will also be looking seriously at Chromebooks as an option and at affordable collaboration and video conferencing solutions, as well as large-format interactive displays."

As well as highlighting sales opportunities, the Focus on Education guide will include special propositions and offers from vendors, such as Acer, APC, Cisco, Ergotron, HP Enterprise, HP Inc, Microsoft, NETGEAR, Polaroid and Targus.

In addition, Tech Data is:

- supporting resellers with a dedicated microsite and marketing portal, through which partners can access email templates and banners aimed at education customers;
- highlighting products to which special bids for education can be applied in its InTouch online stock availability and ordering system;
- providing an updated set of products within its virtual classroom where resellers can explore the different options and technologies available; and
- providing an additional £150 million of credit for its 4,000 plus customers and extended payment terms to resellers selling AV solutions to schools. www.techdata.co.uk/foe2016



Kirsty Guy



New storage solutions from Exertis

StorageCraft has appointed Exertis as a distributor for its full range of backup, disaster recovery, system migration, virtualisation and data protection solutions.

Jason Hill, Exertis enterprise solutions sales director, said: "Many end customers have no business continuity plans and with the disaster recovery market set to grow ten-fold over the next few years, reseller partners now have the perfect opportunity to provide a simple to manage, high performance and proven back-up and recovery solution for all their customers." www.exertis.co.uk

exertis Unlimited

Effective from July 1, Computers Unlimited is now known as Exertis Unlimited. Exertis acquired the supplier of software, IT hardware and CE products in May 2015. As a fully integrated division of Exertis, it specialises in Apple products and accessories, smart home technology, audio and products for creative professionals.

TrustATec boost for Synaxon

Reseller, MSP and dealer services group Synaxon is celebrating the success of its 2016 National Member Conference in Nottingham, which saw a record number of attendees and increased levels of engagement from resellers, with 337 confirmed one-to-one business meetings over the two days.

Derek Jones, managing director of Synaxon UK, said: "The conference this year was by far our best ever, not only in terms of attendance, but also in the quality and depth of the interactions between members and suppliers. More of our members are making use of more of our services and reaping the benefits. As a result, our supplier partners are seeing close engagement and support and, in turn, are increasing their support for members."

For Synaxon, the conference presented an opportunity to promote the TrustATec network of support and services providers offering simple, fixed-price IT repairs and servicing. With 47 resellers now signed up, Synaxon is closing in on its initial target of 50 signed-up partners announced when the initiative was launched five months ago. www.synaxon.co.uk



Derek Jones

Diary date

MANAGED SERVICES & HOSTING
summit

The 2016 Managed Services and Hosting Summit will be held at 155 Bishopsgate, London on 21 September. Now in its sixth year, the UK Managed Services and Hosting Summit is a management-level event designed to help channel organisations identify opportunities arising from growing demand for managed and hosted services and to develop and strengthen partnerships aimed at supporting sales. www.mshsummit.com

PrintReleaf partners with Print Audit

Print Audit has integrated with PrintReleaf's cloud-based forest product tracking and reforestation platform, giving customers of Print Audit Premier members the opportunity to offset the environmental impact of their printing by planting a tree for every 8,333 sheets of paper they produce.

PrintReleaf allows customers to choose where they would like their reforestation efforts to take place from a global network of certified reforestation projects. They can track their 'releafing' efforts via an online portal with reporting on the growth and survival of trees over an eight year period.

The PrintReleaf reforestation program is available to dealers for a nominal cost per page from PrintReleaf.

printreleaf.com • printaudit.com



First wholesale SBB offering for managed print

CIG (Clover Imaging Group), a global provider of electronic asset lifecycle management solutions, has partnered with Print Audit to introduce the industry's first wholesale SBB (seat-based billing) or CPS (cost per seat) programme for managed print.

As an addition to CIG's Axxess Managed Print Services suite, it will enable managed print providers to save customers money through Business Process Optimisation (BPO), while improving and protecting total profits.

CIG's wholesale SBB/CPS Axxess Express solution provides an all-inclusive SBB/CPS price to dealers, which can include toner, service, parts and some or all of Print Audit's products.

New capabilities now available through Axxess Express include rapid assessment, user workflow assessments, remote meter reading, supplies fulfilment, service alerting, cost recovery, rules-based printing, as well as purpose-built SBB/CPS reporting and alerting.

www.printaudit.com

www.cloverimaging.com

New hires at Midwich

Midwich, the trade-only distributor of technology solutions, recently hired 30 new employees in a variety of locations and roles. Sales Director Iain Campbell said: "We are delighted to be able to announce so many talented individuals joining Midwich. Our employees are the expertise in this business and they are crucial to our success."

www.midwich.com

People



Alistair Coyne



Theresa Downes

Exertis strengthens push into OA Technology products distributor Exertis is strengthening its push into the office automation (OA) and document scanning markets with the appointment of two ex-Midwich employees, Alistair Coyne and Theresa Downes.

Alistair will be responsible for Exertis's overall OA and document scan strategy, whilst Theresa will manage the Samsung strand of the OA business.

Jamie Brothwell, Exertis General Manager Print, said: "The specialist OA team has grown rapidly since we entered the market three years ago. The appointment of Alistair and Theresa is the latest investment in a team that is constantly looking to provide resellers with additional services."

The Exertis OA and document scan team supplies product from vendors, such as Samsung, OKI and Lexmark, as well as a range of additional services including finance and pre-delivery inspection and configuration.

www.exertis.co.uk

New Epson head of business sales

Epson has appointed Claire Robinson as Head of Business Sales for the UK.

She will manage Epson's AV and print solutions sales teams across the SMB, retail, healthcare and education sectors and assume responsibility for implementing more intelligent business and end user solutions, such as Print 365 (see page 36).

Robinson has been at Epson for six years, working in a variety of leadership roles.

www.epson.eu



Claire Robinson

Close Brothers Technology Services recruits five

Close Brothers Technology Services has taken on five new Relationship Directors who will report directly to Director of Sales David Forbes.

The new recruits are Martin Cadby, who



Nick Dudley



Bernhard Saikalis

joins from NF Techfleet; Nick Dudley, who will be responsible for major accounts; Bernard Saikalis, who joins from De Lage Landen and will be responsible for London and the South East; Craig Smith, previously with Lombard Technology Services, who will be responsible for the North of England; and John Davis, also previously with Lombard Technology Services, who will focus on the technology sector in Scotland.

David Forbes said: "The Relationship Directors will be playing a key part in establishing our team in the market, and bring with them many years of combined relevant experience. By adding additional expertise to our business, we aim to be the go-to provider for businesses looking to reduce their IT expenditure, boost efficiency and improve control to deliver more sustainable solutions."

Tech Data strengthens retail team As part of its support for retailers, Tech Data has strengthened its consumer electronics product management and customer-facing account management teams, bringing their combined headcount to 10.

Ross Turner has moved across from the PC Systems division to become Head of Consumer Business Development and Teresa Johnston has taken on the role of Smart Home Business Development Manager (BDM). They join Michael Cain, who is BDM for Wearables, and A.J. Wiles, BDM for Print and Supplies, in the CE team headed up by Mark Glasspool, Director of Consumer Product Marketing at Tech Data.

Jason Clegg and Carl Thomas have joined the Retail team from Consumer Electronics, the former as Senior Account Director and the latter as the third of Tech Data's Retail Account Directors. They join Steve Reynolds and Dan Gigg under the command of Adam Gay, Director of Retail.

Mark Glasspool, Director of Consumer Product Marketing at Tech Data, said: "We have been ramping up investment in our ability to support both national and independent retailers. We have all the systems and processes in place to meet their needs, but the thing that really makes all the difference is the people. I'm delighted to say that we have managed to assemble a really strong front-facing team of people on both the CE and Retail teams. I think the whole group is now eager to get stuck in and help retailers find the best solutions and maximise their opportunities in every way we can."

With rapid growth anticipated in key markets, such as wearables and smart home, the new teams will bring added focus for retailers looking to grow their partnerships and sales in these areas. There are dedicated heads for both these areas now and also for print and supplies, which remains a staple of everyday retailer sales.



Mark Glasspool

Reichelt online catalogue growing fast

Three months since launching in the UK, German online technology retailer Reichelt has added nearly 1,700 products to its online catalogue, including printers and printer supplies from Brother, Kyocera, HP, Samsung, Lexmark, OKI, Canon, Epson and Ricoh, as well as a range of 3D printers.

Reichelt was established in Germany in 1969 and has become a market leader as a result of its competitive pricing and high stock availability. It has more than 220 employees at its German logistics centre in Sande (Friesland) and currently generates annual revenues of around 125m Euro.

Reichelt hopes to emulate the UK success of German grocery retailers, such as Aldi and Lidl, by offering lower prices than competitors. CEO Ulf Timmermann says it is offering many of its products for 20% less than UK rivals such as Maplin, Mouser, RS and CPC-Farnell.

He said: "We supply business customers in the electronics and engineering sectors, from laboratories to workshops, education and IT, but



we also meet the needs of the consumer audience. There's a growing 'makers movement' in the UK and we are able to serve their needs, as well as businesses', at prices lower than in Maplin, for instance, but at a higher quality than they might find when importing from other international suppliers."

Timmermann says Reichelt is able to charge low prices because it does everything itself, from writing its own ERP software to setting up its warehouses and managing its call centres.

As an added incentive to business customers, it offers discounts for bulk buying on certain products and VAT-free invoicing.

Reichelt's aggressive growth plans include a €9 million investment in a third warehouse, which will enable it to increase the products it holds in stock to more than 100,000 articles by next year.

www.reichelt.co.uk

Full speed ahead

Panasonic has added two A3 models to its flatbed scanner range. Aimed at finance, hospitality, healthcare and legal enterprises, the A3 colour document scanners (KV-S7077 and KV-S7097) deliver high speeds of 75ppm and 95ppm respectively, even at 300 dpi. Both have a 200-sheet automatic document feeder (ADF) and flatbed. Time-saving features include one-touch pre-programmable settings for up to nine jobs; double-feed detection; integration with remote software; auto rescan; and preview modes.



business.panasonic.co.uk/communication-solutions/

Power PDF touch-enabled

Nuance Communications has launched a new version of Power PDF software, providing a touch-enabled, Windows 10-like experience for the creation, conversion, editing and sharing of PDF files.

Holly Muscolino, research VP, printing, imaging and document solutions for IDC, said: "Nuance Power PDF 2 addresses the needs of more than 270 million active Windows 10 users by delivering PDF software tools that conform to their familiar Microsoft Office 2016 experience."

She added: "It provides an impressive array of features specifically designed to make business staff and mobile professionals more secure and productive, with pricing and licensing structures that make it easy and cost-effective to deploy in large and small organisations."

Meeting the growing need for business software to support touch-enabled hybrid devices, Power PDF 2 enables users to navigate, annotate and type using a tablet or notebook and a pen or finger. A 'touch mode' option on the Quick Access Toolbar optimises toolbars and icons for pressing with a finger.

Other useful features include a 'find a tool' search capability that enables users to find any tool or functionality in the application and a Quick Access Toolbar that allows users to create shortcuts to frequently used functions.

www.nuance.co.uk



Improved recognition in new version of AccuRead Automate

Lexmark has announced an enhanced version of AccuRead Automate for Multifunction Printers, which recognises and classifies documents as they are scanned and extracts key information for use in downstream applications.

In this way, AccuRead Automate enables the automatic indexing of scanned files and the routing of captured data to predefined destinations.

New features in version 2.0 include the ability automatically to recognise multi-page documents, such as two-, three- or four-page invoices, which reduces manual pre-sorting requirements.

Another new feature is the ability to recognise a document based on its text, not just its layout, which enables the software to classify documents that don't fully match 'learned' categories and significantly reduces error rates.

Danny Molhoek, General Manager, North West Europe for Lexmark, said: "Businesses in the UK struggle with capturing printed information and retrieving it easily when needed. Often manual steps are required before and after the scanning process owing to the wide variety of document types available. Other barriers to data extraction from printed documents include insufficient employee training and limited network bandwidth in remote locations. This update includes significant improvements in speed and performance when classifying documents and extracting the relevant information."

AccuRead Automate 2.0 for Multifunction Printers is available for the Lexmark CX7 and CX8 Series of colour printer products.

www.lexmark.co.uk

Lexmark wins award for process improvements

Lexmark has won an SSON Shared Services & Outsourcing Excellence Award for streamlining processes at its Budapest Shared Services Centre.

The Shared Services & Outsourcing Network (SSON) is the largest community of shared services and outsourcing professionals in the world, with over 100,000 members.

Lexmark won the award for 'Best Process Improvement and Innovation' after automating the set-up process for its customers in 166 countries. This led to a reduction in customer set-up lead times from 68 days to just two, a 40-day cashflow improvement and an 87% reduction in time spent on reporting.

Lexmark made the changes using its own capture, workflow and content management tools alongside an integrated SAP solution for automated sales order processing.

www.lexmark.co.uk

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Canon UK celebrates 40th anniversary

Last month, Canon UK marked its 40th anniversary with a birthday celebration in Belfast. Canon Business Machines was established in the UK on 21st June 1976 when the key focus was on sales of calculators, micrographic equipment and photocopiers. In 1982, it merged with a separate camera sales operation to create Canon UK. Today, Canon UK has a head office in Reigate, Surrey and regional offices in London, Birmingham, Livingston (Scotland) and Belfast.

<http://www.canon.co.uk/>



HP introduces new management tools



HP has introduced new software to help IT managers make their print environment more mobile, secure and productive.

New offerings encompass mobile print solutions that simplify printing from mobile devices to printers on a corporate network and business intelligence tools that help MPS customers understand and optimise their printer fleets for better performance.

New HP mobile print solutions include:

- HP JetAdvantage Connect, which enables Android and iOS mobile devices to print to printers

on the corporate network with a simple, PC-like print experience. There's no need to open a print app or send an email to the print queue, and print job rendering takes place on the mobile device, so there's no need for a dedicated server;

- HP Access Control Secure Pull Print, which makes the print authentication capabilities of HP Access Control available as a stand-alone offering at a lower cost, with the same monitoring and protection for print jobs coming from mobile devices as PCs; and

- The HP Print for Chrome App for local printing from Chromebooks has been updated to support use with the Google admin console. This update gives IT a streamlined way to deploy and manage the app across large fleets of Chromebooks.

For HP Managed Print Services customers, HP is introducing a set of business intelligence tools that give customers a transparent view of their printer fleet, along with predictive modelling to help prevent potential problems before they occur.

These include HP Device Control Center, which offers interactive fleet management with real time device status and location information, and HP Instant Fleet Insights, which delivers enhanced reporting and analytics capabilities.

Update printer fleets to make most of BYOD, says Annodata

Annodata is advising schools to update their printer estates to secure the full benefits of bring your own device (BYOD) schemes.

Its recommendation follows a recent survey by RM Education, which found that 29% of UK secondary schools have already opted for some form of BYOD, with a further 26% considering a policy.

Annodata Marketing Director Joe Doyle said: "BYOD and mobile devices have the potential to significantly increase engagement and make it easier for students to transfer work, collaborate and, ultimately, learn. But in our experience many of these mobility drives are being hamstrung by a lack of mobile printing. It's all very well equipping students and staff with new devices, but unless documents can be accessed efficiently, when and where they need them, any productivity gains to be had from mobility and BYOD schemes will be lessened."



Apogee completes first German acquisition

Apogee Corporation Ltd has completed the acquisition of BAS Burosysteme GmbH, a privately-owned and independent managed print services dealership based in Hanover, Germany.

Established in 1984 by Managing Director Karl-Heinz Witscher, BAS has more than 1,000 network MFDs and document workflow systems under contract. It is a long-standing Canon partner and also supplies and supports HP, UTAX and OKI technology.

Jason Collins, Apogee Joint CEO, said: "This is Apogee's first acquisition in Germany and is a significant step in our European expansion. We already have a large client base across Northern Europe and the acquisition of BAS gives us a well-established hub from where we can co-ordinate our European operations and manage service delivery locally."

www.apogee corp.com



Cartridge World sees potential in mobile printing

Cartridge World has launched a new mobile printing app and announced plans to create a network of public print stations in conjunction with Samsung.

The PrintWorld app, initially available in the US, gives consumers the ability to print and scan from/to a smartphone, tablet or laptop when away from the office.

In the future, mobile workers will be able to use the app to make use of thousands of printers placed by Cartridgeworld and Samsung in rail/bus stations, retail outlets, shopping malls and educational establishments across the US and then globally.

Cartridge World franchisees will maintain the printers and provide support to PrintWorld mobile print locations.

Cartridge World has nearly 400 stores in North America and over 1,000 in 55 countries worldwide. It plans to open an additional 3,000 stores by 2019. www.CartridgeWorld.com



DSales (UK) extends production print range

DSales (UK) has expanded its range with two new high speed devices, the Develop ineo 758 and an enhanced version of the company's flagship mono production print system, the ineo 1250e.

The ineo 758 is a 75ppm mono MFP for high-volume office use. With a recommended monthly duty cycle of 80,000 pages, a paper capacity of up to 6,650 sheets, support for paper sizes up to SRA3 and an 80-page booklet maker, the ineo 758 is also suitable for in-house print departments.

A new high-speed dual-scan document feeder scans in colour or mono at speeds of up to 120 pages (240 images) per minute.



For the commercial print and in-plant sectors with average monthly volumes of 400,000 to 750,000 pages, DSales (UK) offers the ineo 1250. Highlights include a 125ppm print speed, 1200x1200dpi output, support for media up to SRA3 in size and 350gsm in weight, and a maximum paper capacity of 18,000 sheets.

The enhanced version, the ineo 1250e, offers a greater choice of time-saving inline finishing options including the new SD-513 finishing unit, which can be used to automate the entire printing and finishing process, including creasing, three-edge trimming and spine corner forming.

Other options include an envelope printing kit and a de-curler unit with optional humidifier, as well as high capacity trolley stacking units for off-line finishing. www.dsales.eu

Sharp production printers with direct access to Fiery Command Station

Sharp is launching the first light production mono printers to provide direct access to Fiery Command WorkStation software, giving print room operators complete control of their workflows through one easy-to-use interface.

The MX-M1205 (120ppm) and MX-M1055 (105ppm) models include a One-Touch Fiery Gateway Key, which brings users straight to the Command WorkStation, eliminating the need for additional hardware.

Productivity features include a customisable 15.4" LCD touchscreen, which operates just like a smartphone or tablet; the ability to change the toner without interrupting a print job; full-front maintenance access; a newly developed Remote Access Front Panel, which shows the printer panel on a PC for quick and easy maintenance; and a choice of finishing options including saddle stitching, stapling, GBC SmartPunch and Booklet Maker.

Shouqat Shaikh, Product Business Manager, Sharp Information Systems Europe, said: "CRDs and print-rooms need production printers that won't let them down and can guarantee the sustained high performance necessary for the most demanding of print jobs. The new MX-M1205 and MX-M1055 support sophisticated job management, greater productivity and help print room managers to complete more jobs and higher volumes quickly and easily." www.sharp.eu



In brief

Making peace

Memjet and HP have resolved their patent dispute with a global settlement that includes the dismissal of all current actions between the two parties and a cross-license.

Dscoop UK chapter

Dscoop, the independent community of HP Graphic arts users, has formed a Local Chapter for its 400+ members in the UK and Ireland. The group plans to deliver local events and initiatives to inform, educate and assist members in growing their businesses. The first of these took place on July 4 at Dorney Lake in Windsor, Berkshire. <http://www.dscoopemea.org/dscoop-uk/>

Duplo unblocks bottleneck at Telford Repro

Digital printing company Telford Repro has extended its range of Duplo finishing equipment with a Duplo DC-616 PRO Slitter/Cutter/Creaser, purchased through its long-standing supplier, Docu-Finish Solutions in Stourport-on-Severn, Worcestershire.

The all-digital operation has been in business since 1994 and today runs four high-powered Konica Minolta digital presses that are printing short run, fast turnaround work that is generally despatched same-day. Just over a year ago, the company invested in a Duplo DBM-150 booklet maker with DSF-2200 sheet feeder to take some of the pressure off of the finishing department, but bottlenecks remained in the process, with sheets of business cards, for example, having to be cut on a guillotine, and creasing on an offline rotary creaser.

Telford Repro went back to Docu-Finish Solutions for advice, and the Duplo reseller suggested the DC-616 PRO system.

Capable of up to 25 cuts and 20 creases in a single pass, the automated multi-function finishing system is compact and easy to use, with PC controller software and touchscreen operation. As well as slitting, cutting and creasing, it can perforate in the same pass.

"We looked at Duplo and the competitors and we found that the DC-616 PRO just did that little bit more," said Peter Llewellyn, Managing Director of Telford Repro. "It had one or two aspects, such as the types of creasing and number of cuts, that singled it out as the most suitable for the applications we run."

"The new machine enables us to put an SRA3 sheet of business cards in one end and it cuts, separates and provides ready-stacked business cards at the other. It also creases and trims very accurately. The automated, barcode-driven set-up process means we can load it up and walk away to do something else, and we know the output will be good. We've only had it for a couple of months but already it has proved to be extremely beneficial and certainly has saved us a lot of time, which saves us money. It has proved to be a great acquisition."

Stuart Granger of reseller Docu-Finish Solutions said: "The objective for Telford Repro is to become as automated as possible, and the DC-616 PRO will speed up their entire slitting, cutting and creasing process, as well as giving them better accuracy than they had before."



Best of both worlds

Analysts highlight convertible and 2-in-1 devices as big opportunity for IT resellers

IDC: Convertible and Detachable Devices Winning Over Consumers

New EMEA Quarterly Tablet Tracker Figures published by International Data Corporation (IDC) show that Western European shipments of ultraslim convertibles and detachables (previously referred to by IDC as 2-in-1s) posted positive growth (44.7%) to account for 18.4% of total consumer shipments and 21.9% of commercial devices in 16Q1, up from 9.2% and 16.3% respectively a year ago.

This trend is even more significant, says IDC, in the context of a shrinking market. The Western European PC and tablet market contracted by 13.7% YoY in 16Q1, with total shipments reaching 18.2 million units. The decline was softer in the commercial segment, where the drop in shipments was in single digits (-5.2% YoY), while consumer demand fell by 18.6% YoY.

Detachable shipments grew 190.4% on a YoY basis in Western Europe, from about 500,000 to 1.5 million units over the course of a year. On the PC side, despite a 12.9% decline in PCs in Western Europe, convertible notebooks grew by 12%, driven by consumer demand.

In the consumer tablet market, the detachable form factor continues to gain popularity, with shipments increasing almost fourfold from the same quarter last year, to just below 1 million units.

Growth potential

According to IDC, the performance seen in the convertible and detachable sectors highlights that purchases are driven by the need for portable, mobile and functional solutions and that despite the challenging market situation, these form factors have significant growth potential. The market uptake has been limited so far, but with more choices in terms of brand and price point, a growing number of end users are being won over by the new value proposition.

Andrea Minonne, research analyst, IDC EMEA Personal Computing, commented:



"Customers are looking for solutions that allow for flexibility. We want to access information, create content, or communicate without constraints. Addressing such market demand represents an opportunity for IT vendors. Convertible notebooks and detachables are the most suitable device to guarantee functionality and mobility at the same time. Both form factors have been well received in the market and have gained momentum across Western Europe."

Enterprise growth

Detachables' penetration continues to increase among both enterprises and professionals, with half a million devices shipped in the first quarter of the year (up 92.9% YoY).

"Adoption among business users is only just starting," said Marta Fiorentini, research manager, IDC EMEA Personal Computing. "We expect an acceleration in detachable deployments in the coming months as companies evaluate the new and more powerful commercial designs that have recently been introduced. Interest from enterprises is clear and this form factor seems to be a perfect fit with their mobility strategies. In some countries, we also see detachable deployments taking place in the public sector, which is usually more traditional in its form factor choices and often challenged by budget constraints."

Ecosystem trends

This trend is reflected in the evolution of the different ecosystems and consequently OS. In terms of OS dynamics, Windows continues to account for over half of the combined PC and tablet market — strengthening its overall position due to

the success of Microsoft's detachable devices and increasing ODM designs for this form factor, which have increased its tablet market share to 13%.

As for PCs, Windows continues to dominate the market but performed slightly below average in the first quarter of the year. Despite strong awareness of Windows 10, consumers have been slow to upgrade their hardware, while in the commercial segment most users have only recently renewed their old XP machines.

Android/Chrome OS ranks second with Android maintaining its dominance in the tablet market (over 60%), despite declining annual volumes due to market saturation and weak consumer demand. Chrome OS is still a marginal operating system in volume terms, but it is slowly gaining some ground in certain geographies and in education in particular.

Apple continues to play a significant role in the market, especially in the premium segment. The new 9.7in iPad Pro only started to ship in the last few days of the quarter, so has not yet had a major impact on iOS shipments in the first quarter, though it should boost the outlook for the rest of year. In the PC market, OS X continued to grow its market share from last year, supported by the continued success of the MacBook Pro line. Moreover, the new MacBook launch in April will sustain portable shipments for the rest of the year.

Overall, the large installed base of Apple devices in Europe, combined with an extensive number of applications, makes OS X/iOS users among the most attractive for companies like SAP, which recently signed a partnership agreement with Apple.

www.idc.com

Photos courtesy of Apple

Convertible notebooks and detachables are the most suitable device to guarantee functionality and mobility at the same time

Continued...



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...Lenovo continued

Lenovo and CAD design

A continued revenue performer for dealers and IT Resellers is in the field of CAD design. Lenovo as a leader in this field has a number of innovative products and services which enhance the user experience and more importantly aid the reseller in their day to day dealings with customers and prospects. Below you will see how some of these products can be employed in vertical sectors and how you can apply these solutions to your customers.

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CASE STUDY: Explaining the benefits and capabilities of Lenovo design portfolio



Nike and Guess Inc. are two of the most powerful brands in the world, recognized for their dedication to the customer experience. ACME Scenic and Display, a specialty fabricator, is responsible for enhancing these clients' brands with unique, innovative in-store fixtures.

Challenges/requirements

Technology and more specifically powerful computers are essential to the designers and product managers at ACME, who take a client's vision and turn it into reality in the form of a specific in-store display. With only so many workable hours in a day and short deadlines, the ability to multi task effectively and use the best software in the industry is priceless. ACME Scenic and Display requires powerful workstations that can generate design renderings quickly and reliably – without crashing and losing valuable data – while also handling day-to-day administrative and side-project work in the background.

Situation

For ACME Scenic and Display to stay at the frontline of the custom fixture industry and keep up with the design requirements needed to complete quality submittals, the company saw the need for a software overhaul. Currently, ACME is in the process of upgrading its systems to newer, more powerful software. However, these newer programs necessitated a simultaneous, reliable hardware upgrade to handle the complex software without resulting in time-consuming lags or downtime.

Solution

A powerful workstation, the ThinkStation S30 is built to withstand the heavy performance demands of design software like SolidWorks and Autodesk AutoCAD without crashing or lagging, and provides the power and performance to do more. Currently, ACME Scenic and Display has deployed its newest ThinkStation and

installed SolidWorks and Autodesk AutoCAD design software. The company has seen significant improvements over their past desktops. "What really impresses me about the S30 is that it not only handles all the heavy duty design software, it allows me to do all my work quickly and multi task seamlessly," said Tom Weiss, a project manager with ACME Scenic and Display.

The ThinkStation S30 enables ACME Scenic and Display to deploy design software while running secondary programs in the background. And the eight 3.0 USB ports allow for endless amounts of file sharing, data backup and charging.

Results

Weiss has been working with the new ThinkStation S30 for nearly three months. "It doesn't take much time with the ThinkStation S30 to see that it is a far more powerful machine than our old desktops," said Weiss. "We even ran time tests on both machines – the ThinkStation S30 was 10 times faster."

"Another difference with the ThinkStation S30 is its swift, one to two minute boot time," said Weiss. "I now have an extra hour of usable work time each week to focus on additional projects, brainstorm new design ideas with coworkers or help contribute creative solutions."

The ThinkStation S30 has also exponentially increased the speed with which ACME Scenic and Display delivers and edits design renderings to clients. Typically there are multiple revisions or additional requests that must be incorporated and immediately re-delivered to the client for review; due to the immense file sizes, this was often a time-consuming process on ACME's previous desktops.

"Quick is the key word for ACME employees," said Weiss. "With the ThinkStation S30, design renderings and revisions can now be completed nearly twice as fast, which is not only great for us but our overall customer experience."



...Notebooks continued

Strategy Analytics: 2-in1 detachable tablets a bright spot

While the overall Tablet market contracted in 2015, 2-in-1 Detachable Tablets have become a bright spot. According to a new Strategy Analytics' Tablet & Touchscreen Strategies report¹, the segment is forecast to grow 91% over the next five years due to lower prices and better designs.

The research organisation also points out that detachable tablets give traditional PC vendors like Asus, Acer and HP a niche in which they can credibly compete against mobile device heavyweights.

Eric Smith, Senior Analyst, Tablet & Touchscreen Strategies, added: "Vendors have refined 2-in-1 Tablet products in the last year to be affordable and functional and there is plenty of headroom for the segment to grow in the next five years as White Box vendors seek to differentiate their low-cost products. The growth rate among 2-in-1 Tablets will far outpace those of traditional Slate Tablets, though from a smaller base, as they compete for the spot of the secondary computing device in the home."

Key points from the report include:

- By 2019, 2-in-1 Tablet growth will show a five-year compound average growth rate (CAGR) of 57%, compared to a 2% five-year CAGR for Slate Tablets;

- After a decline in 2015, the overall Tablet market is due to return to modest growth in 2016, due to more innovative designs and enabling technology in 2-in-1 and Slate Tablets alike;

- Microsoft has legitimised the Windows-based Tablet with the Surface Pro 3 and the lower-cost Surface 3. In combination with the boom in 2-in-1 Tablet sales, the Windows Tablet market share will reach 10% in 2015.

Peter King, Service Director, Tablet & Touchscreen Strategies, said: "The timing could not be better for 2-in-1 Tablets as Windows 10 makes the multi-mode computing experience smoother; Intel's Skylake processors hit the market at the end of 2015; and Windows Tablets have become more cost-competitive with Android Tablets. Windows provides a familiar environment for traditional PC vendors to compete in the Tablet market and also gives CIOs a higher level of comfort when considering higher-end Tablets in the commercial setting."

www.StrategyAnalytics.com

1. Q3 2015: Tablet Customer Type, Channel Type & Form Factor Shipment Forecast by Region 2010 – 2019 (<http://sa-link.cc/2in1Tablet2015>)

The growth rate among 2-in-1 Tablets will far outpace those of traditional Slate Tablets



The Samsung Galaxy TabPro S, now available through Samsung's Accredited IT Resellers, is the company's latest 2-in-1 premium tablet powered by Microsoft Windows 10 Pro. It integrates the most popular features of laptops and tablets with the security and familiarity of the Windows 10 platform for businesses. Weighing just 693 grammes, the Galaxy TabPro S comes with a fully equipped keyboard cover, enabling it to be used as a desktop or tablet.

Futuresource Consulting: Microsoft raises its game in education

Futuresource Consulting also highlights the big steps being taken by Microsoft, particularly in education. Its latest #EdTech K-12 Market Report argues that Microsoft is poised this year to raise its game in the fight for adoption and market share in the worldwide K-12 PC/ Tablet market in 2016.

It points out that in the past few years Google has gained rapid traction in the US market with Chrome OS (via Chromebooks) at the expense of both Microsoft and Apple. Q3 2015 saw Chromebooks reach over 50% of sales for the first time (51% of US Qtr 3 2015 K-12 sales) with 1.63 million units sold.

The rise of Chromebooks has coincided with the need for Districts to implement online assessment (and the stipulation that all devices needed keyboards). The combination of a simple-to-use ecosystem, attractive hardware price point and industry leading management platform has resulted in Chromebooks gaining widespread momentum in the US market.

Outside the US market, however,

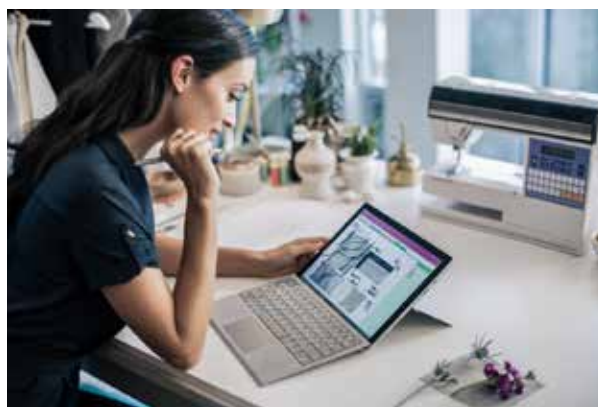


Photo courtesy of Microsoft

Futuresource says that 2 in 1 products have long been viewed as ideal for the education sector

where there is no short-term driving factor such as a switch to online assessments, Chrome is growing at a much slower rate (3% share of Rest of World in Qtr 3 2015). Many countries, especially the major emerging markets such as Brazil, Mexico and India, do not have the connectivity required to run a cloud-based infrastructure and although Chrome adoption is developing steadily in the more mature Western European markets, it's not at the same explosive growth rate as witnessed in the US.

Moreover, outside the US, Microsoft has started to fight back, winning significant projects in emerging K-12 markets, such as a 960,000 unit deal in Mexico and an 11,000 unit deal with the Microsoft Surface in the UAE as part of the Bin Rashid Smart Learning program.

Its push is being led by the launch of Windows 10; by the introduction of sub-\$300 notebook devices like the HP Stream and Acer Cloud Book, which challenge the Chromebook price advantage; and by the introduction of 2 in 1 products (devices that can either operate as a tablet or notebook via detachable keyboards, or 360 degree convertible devices).

Futuresource says that 2 in 1 products have long been viewed as ideal for the education sector, but the high price points (devices typically over \$500) have led to relatively limited adoption to date – 5% of US demand in Qtr 3, 3.7% globally. As prices on these devices drop to as low as \$300-350 retail, Futuresource expects 2 in 1 products to gain 11% market share in the US in 2016 and 8.5% globally.

Source: www.futuresource-consulting.com

Discover Ricoh – online and in person

Ricoh launches new sales support portal and opens up MFP sales to the printer channel as it aims to increase its penetration of corporates and the public sector.

Ricoh is the fastest growing printer company in the UK and Europe. It has only been selling printers through the channel for eight years, but it is already No 4 in colour lasers and No 6 overall.

Now, Ricoh plans to build on that platform by raising awareness of its printers amongst corporates and public sector organisations. To this end, it has launched a new reseller support portal and overhauled its channel structure to attract more corporate resellers, while continuing to promote the Ricoh brand through its Discover Ricoh campaign.

Tried and tested

For IT resellers and their customers, Ricoh printers are an obvious choice. With a 25% share of the MFP market and a 51% share in production print, Ricoh has extensive knowledge of the requirements of public and private sector organisations, from low running costs and reliability to ease of use and productivity.

The insight that Ricoh has gained from manufacturing, selling and servicing MFPs has shaped its printer range. Robust design and long-lasting components, low TEC ratings and high capacity consumables, intuitive interfaces and easy connectivity – all reflect Ricoh's experience in the B2B market and underline its printers' suitability for the most demanding users.

Ricoh Pledge

No doubt, other manufacturers make similar claims about their devices, but Ricoh is in the enviable position of being able to back up its assertions with hard facts.

Last year, as part of a strategy to raise awareness of its printer range and to demonstrate the confidence it has in its products, Ricoh launched the Ricoh Pledge.

Now extended for another year, this gives any buyer of a mid-range Ricoh printer who isn't completely satisfied with the product, the opportunity to get their money back within 30 days of purchase.

Ricoh makes this incredibly easy to do: the customer just has to tell Ricoh they aren't happy and it will arrange collection from the customer's premises and refund the money in full.

Since the Ricoh Pledge was introduced nine months ago, less than 0.5% of customers have taken Ricoh up on its offer and asked for their money back – and some of these only did so because they bought the wrong type of machine in the first place i.e. buying a printer when they wanted a fax.

99% Incentive

To celebrate such high customer satisfaction levels, Ricoh has launched a new end user promotion for this quarter – the 99% incentive.

Giving businesses and consumers yet another reason to buy its printers, every month until the end of September Ricoh is randomly selecting 33 newly registered customers and reimbursing them the cost of their printer.

Sales support portal

As well as generating interest for resellers through its Discover Ricoh campaign and associated promotions like the 99% incentive, Ricoh is enhancing its channel support.

One of the most important developments, according to Steven Hastings, Ricoh IT Distribution Channel Director, Indirect Sales, is the launch of a



Steven Hastings,
Rico IT
Distribution
Channel Director,
Indirect Sales

We need to make sure that our products are as visible and as accessible as they possibly can be

brand new sales support portal attached to the Ricoh Print and AV blog (www.ricohprintersandav.uk).

"This tells IT resellers, AV resellers and corporate resellers everything they need to know about our products: what they are; what the incentives are; where they can get them from; and the best way to access my team," he said.

Hastings added that the need for a single portal offering access to all the information a reseller might need became critical after Ricoh significantly increased its online and social media marketing activities.

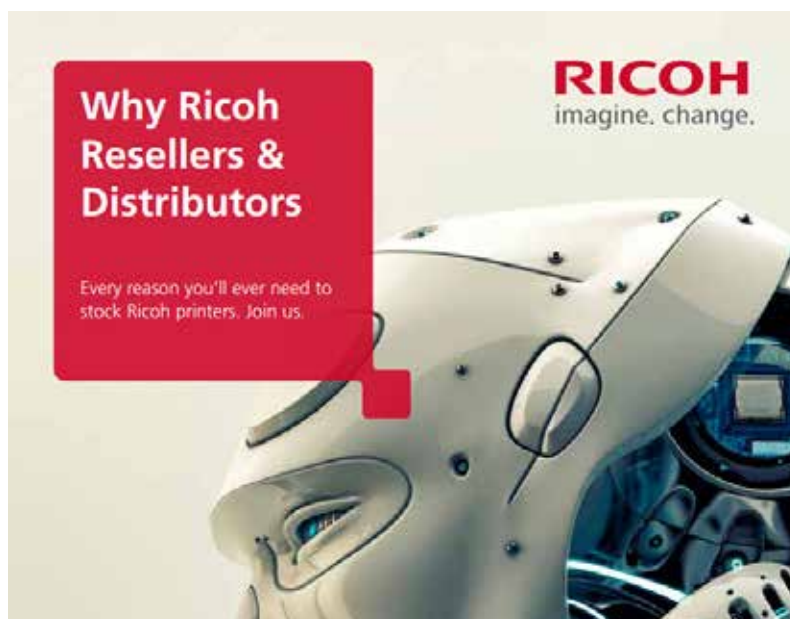
"We have really upped our social media presence in the last couple of years, but I don't think either end users or resellers want one URL to collect cash back, another URL to learn about a different incentive and yet another URL for warranties. Instead, we want to have once central point where customers can find details on products and incentives and where resellers can access a channel-only sales support portal providing access to marketing collateral, details of our distributors, news of what we are up to and links to support staff," he said.

The dedicated resource includes information on printers, AV products and specific MFPs that are available to the printer channel.

Two-tier structure

The launch of the portal coincides with Ricoh's decision to simplify its accredited reseller structure and move from three tiers to two – Accredited Reseller and Reseller Plus.





"Accredited Resellers essentially get access to everything via the blog – all sales support material and all collateral – and have the opportunity to formalise their target and rebate structure against the units of revenue they do in a quarter," explained Hastings. "We also have a separate Reseller Plus accreditation for IT resellers interested in formalising a relationship with us on the MFP side as well. They have an MFP target, as well as a printer target and rebate structure."

"Of course, if an Accredited Reseller has a one-off opportunity to sell the MFP range, we won't say no. But for those resellers who want to formalise a partnership and work with us more closely as an MFP reseller and a printer reseller, there is Reseller Plus accreditation."

Reseller recruitment

Hastings says that this year Ricoh has a target to increase the number of resellers that actively use the new sales support portal to around 1,500.

"We had about 1,000 signed up to our previous portal and they will automatically be signed over to the new one. We will contact them and they can choose a log-in. On top of those existing resellers, we are looking for an additional 500 resellers to



sign up," he said.

He adds that Ricoh is hoping to take on a much smaller number of Accredited Reseller and Reseller Plus partners.

"Realistically, we are looking for about 50 Accredited Resellers, with a specific rebate programme and more direct support from a reseller manager; and about 30 Reseller Plus partners to sell MFPs and printers. We want to give them a very supportive partnership and we recognise that we can't do that for 1,500."

To this end, Ricoh has taken on two full time sales support agents, in addition to its existing national and regional public sector and e-tail/retail managers.

"They will be available all day, every day, on the phone and in front of their email, answering any question those 1,500 resellers want to ask," said Hastings.

Discover Ricoh

Hastings is confident that these changes, from the new sales support portal to end user incentives like the 99% campaign, will help increase the visibility and accessibility of Ricoh printers/MFPs and the Ricoh brand, for corporates, public sector organisations and resellers alike

"We need to make sure that our products are as visible and as accessible as they possibly can be. In the past they might not have been, but this is changing. The end user blog we have built up and the amount of traffic it now gets has made Ricoh much easier for end users to find. Meanwhile, the amount of information that we have put together on the reseller sales support portal should also make it easier for our partners to find the help and support they need. It is all part of the Discover Ricoh campaign."

www.ricohprintersandav.uk

The need for a single portal offering access to all the information a reseller might need became critical after Ricoh significantly increased its online and social media marketing activities



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ricohpledge.com

Aiming for the top

The Samsung European Partner Summit 2016 in Budapest at the beginning of June gave Samsung partners an opportunity to learn about the company's new print solutions



Here's an interesting statistic: 2016 is the first year that global IT spend on the 'third platform' will exceed investment in the 'second platform'.

In his keynote address at the Samsung European Partner Summit 2016, Mick Heys, VP of Imaging, Printing and Document Solutions at IDC, said that the 'third platform', built on the four pillars of cloud, mobility, social business and big data/ analytics, was taking over from the 'second platform' characterised by client-server computing and the LAN/internet.

This is transforming how, where and when we work – even when we are in the office. Smartphones and the cloud especially have freed people to work anywhere, using the device they have at hand. They enable dispersed work teams, remote decision-making and collaboration across boundaries.

Samsung calls this the Connected Workplace, and, according to Robert Davey, Business Development Manager for Samsung Europe, it is transforming what is required of printers and MFPs. He argues that the old values of quality, performance, reliability and ease of use are now seen as a basic requirement and that, today, what differentiates suppliers and their products are the cloud, digitisation, security and customisation.

At its partner event, Samsung highlighted four ways in which it is leveraging its heritage in smartphones and smart TVs to create print products optimised for the Connected Workplace.

1 Smart UX Centre

Samsung has taken the open, customisable user interface of a smartphone and transformed the user interface of its MFPs. It has already introduced the Android tablet-based SmartUX Centre on its new generation MFPs and now plans to extend it to printer models.

2 Samsung Print Apps

Samsung is leveraging the Smart UX platform to offer new solutions and services in the form of apps. It offers more than 30 printer/MFP-related apps in a dedicated app centre – the Samsung Print App Centre – and it recently released an SDK so that developers can create app-based solutions of their own. So far, more than 330 app developers have downloaded the SDK.

3 Cloud

Samsung has created a cloud infrastructure so that, in combination with or through its app, Samsung is able to provide cloud-based printing services, notably its new MPS product (see last issue) and its PrinterOn mobile and cloud printing solutions. With PrinterOn firmware

Continued...

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embedded in all Samsung devices, it is easy for customers to implement hosted or on-site secure mobile printing.

4 Partnerships

Samsung is also creating strong partnerships with leaders in their fields, a good example being its strategic alliance with Nuance Communications, which will see the latter provide Samsung resellers with an enhanced level of pre-sales support when selling to large accounts. In the future, Samsung could leverage Nuance's expertise in voice recognition to create voice-controlled MFPs, bringing new levels of usability and ease of use to its devices.

SmartUX and apps

Through these initiatives Samsung claims to be transforming the usability and serviceability of its devices, bringing benefits both to resellers and their customers.

In his address, Paul Birkett, sales and marketing director for Samsung Electronics Europe, outlined a couple of scenarios in which printer-based apps could be used to good effect. These include the example of a charity using apps on its MFPs to create a workflow for centrally recording and pricing charity shop donations, including scanning the barcodes on books. In another, he explained how a student who had left his work at home could retrieve his documents from the cloud and edit them on an MFP screen using the free Hancam Office app.

It's not immediately obvious how using a printer for these tasks is any better than using a smartphone. However, businesses will no doubt be able to identify instances of how their own processes could be improved – and with Samsung's new Dynamic Workflow app they can now quickly and easily create new streamlined document workflows.

Dynamic Workflow

One of the highlights of the Samsung European Partner Summit, the Dynamic Workflow app enables users to design complete one-touch workflows involving multiple functions and a combination of apps. For example, you could integrate multiple tasks, such as scanning, optical character recognition and document distribution, into a single workflow activated by a one-touch shortcut.

Samsung announced that it will soon



be introducing Dynamic Workflow Mobile, which will enable users to build workflows on a mobile using a simple three-step process – input, process and output.

SmartScan

Businesses that make use of Dynamic Workflow will also be interested in Samsung's new SmartScan plug-in which delivers image enhancement functions, such as de-skew, auto rotation, colour-drop, skip-blank-page. This reduces the need for manual processing of scanned documents and makes sure scanned documents are delivered to other processes, such as OCR, as 'clean' as possible to reduce error rates and the need for manual intervention.

RemoteFax

Another interesting new app, RemoteFax is a completely server-less network fax solution that has the potential to save customers money by reducing the need for multiple dedicated fax lines or servers. Effectively, it adds a fax capability to a network MFP that would normally only be able to print, scan or copy. The fax is routed across the network and sent out via a dedicated fax or MFP with fax function.

Service and Support

These apps have big benefits for business customers. Samsung also unveiled ones that have real benefits for the channel.

We wrote about the big news – the Samsung Print MPS – in the last issue, but at its partner summit Samsung also demonstrated how it is using apps and the cloud to transform service and support by:

- i) Helping customers to self-diagnose and resolve problems so that resellers don't have to spend money sending out engineers;
- ii) Remotely identifying and fixing a problem when a customer can't or won't

self-diagnose; and

iii) If an engineer does have to make a site visit, ensuring that they have the right parts and know exactly what they must do to fix a problem.

New apps in this area include:

■ **Remote Call**, a paid for remote service app for the Smart UX Center that connects engineers directly with customers who request service. Users simply enter a six-digit code to connect to an engineer and, once the connection is established, the service technician can view and control the MFP and fix any errors remotely. Every single feature of the device can be accessed and controlled remotely as if the service technician was in front of the device. A text chat function enables real-time communication between the customer and engineer and, in addition, the engineer can use the on-screen drawing feature to mark areas on the Smart UX Center screen to give detailed guides to the user.

■ **SPDS (Smart Printer Diagnostic System)**. Samsung has already launched the SPDS smartphone app that lets engineers tap their smartphone on a device to download service data, which can then be shared with Samsung's service platform to get a list of parts needed to fix the device and view 'how to' videos. With the launch of Fleet Admin Cloud, Samsung has now extended SPDS to service desks so that they can monitor devices remotely, collect service data, fix problems remotely and if a service visit is required ensure engineers have all the necessary parts and step-by-step instructions so that when engineers arrive on-site they are fully prepared and can fix the problem first time.

In addition to these service apps, Samsung has introduced the Smart Security Manager, which simplifies the monitoring and application of security settings on Samsung devices.

The world of work and the world of print are changing. With its Android-based app platform and cloud infrastructure, Samsung's printers are well placed to meet customers' evolving needs.

<https://printingapps.samsung.com>

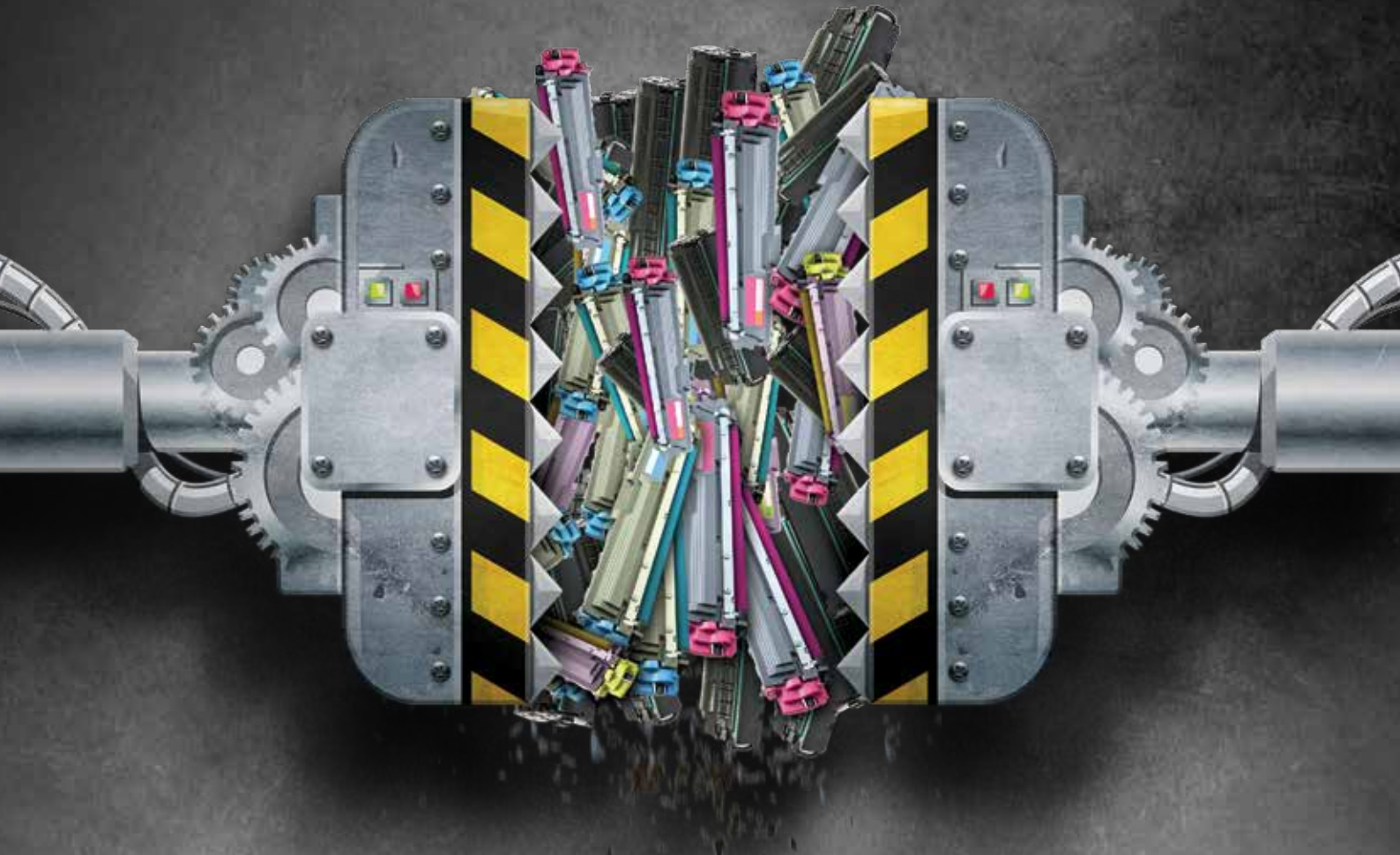
Find out more about the Samsung European Partner Summit 2016 and Samsung's plans for the future in the next issue.



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Innovation and the future of print

At Samsung's European Printing Partner Summit held last month in Budapest, *PITR* caught up with Kasey Kim, Vice President and Head of R&D at Samsung Printing Solutions Business, to find out more about the company's plans for print.

Samsung has a history of innovation in diverse markets, from semiconductors to smartphones and from household appliances to office automation. After three decades in the print industry – it launched its first fax in 1982 and its first laser printer in 1989 – Samsung is drawing on its deep and varied expertise in the development of new printing solutions designed to fit seamlessly into the IT and smart office ecosystem.

This approach is clearly evident in the company's decision to use the Android platform as the UI on its MultiXpress and ProXpress series of MFPs. The devices' Smart UX Center colour touch screen display features the same touch-based, customisable UX technology and tactile, vibrating haptic technology as Samsung Galaxy smartphones and tablets.

"Leveraging our strengths in mobile for the first time, we have been able to provide users with the same UI they use on smartphones and tablets on their printers, making the user experience the same across both mobile and print," explained Kim.

The Samsung UX Center is one of Samsung's IoT projects, converging mobile technologies for an improved office experience. It completes the office printing ecosystem, allowing users to work seamlessly from one device to the next.

Kim points out that this industry-first development was driven by Dr. KiHo Kim, Executive Vice President and Head of Samsung's Printing Solutions Business, formerly head of Corporate R&D at Samsung Electronics.

"Dr. Kim really understands the market and was very clear in the direction that we would take as a company. He chose the cloud and mobile as Samsung's USPs and this is where we differentiate from other brands," Kim explained.

App development

With a suite of hardware supporting easy customisation and improved productivity, the obvious next step, says Kim, was to create apps that can be installed on the

devices. "It was the simplest way to create customised solutions for our MFPs to address customer pain points," he said.

For the channel, apps offer huge opportunities for resellers to differentiate themselves and create an incremental revenue stream.

Last year, Samsung introduced the Smart UX Center SDK, an open interface kit for Smart UX providing a comprehensive suite of features and tools that allow app developers to integrate a wide range of printer functions into an easy-to-use user interface. The most recent update introduces exciting new features including mobile compatibility.

The Smart UX portfolio includes a total of 36 apps so far, and there are currently 330 active developers signed up to the SDK.

Future plans

Kim says that the functionality offered by apps is integral to Samsung's future growth plans.

"Samsung's primary focus is on continuing to increase its share in the office market. Looking ahead to the future, we will continue to be responsive to market requirements and develop value-added solutions that integrate multifunction devices for smart office environments," he said.

From 2016 to 2018, Samsung aims to increase its share of the B2B printing market and shift its main focus from Segment 1 and 2 to Segment 3 and 4 and A3 devices. The launch of the MX7, the first A3 MFP on the market powered by a Quadcore CPU, was part of Samsung's strategy to push into the A3 printing market and strengthen its position in the enterprise space.



The Smart UX portfolio includes a total of 36 apps so far, and there are currently 330 active developers signed up to the SDK

Cloud and mobile

The combination of Samsung hardware and print services is already making waves in the industry. In its MarketScape report on the managed print and document services (MPDS) industry, IDC recognises Samsung as a major player, highlighting its use of emerging cloud and mobile technologies, as well as its intuitive hardware products and value-added services that extend beyond print. These include business process management, mobile print, mobile capture and digital signature services.

Not surprisingly for a company with its heritage, Samsung will continue to pursue a mobile-first strategy with its printers. "Mobile printing will continue to gain traction, but we are not there yet," said Kim. "The data we collect via PrinterOn shows it is growing exponentially and we are confident it will become mainstream in the future. We want to be the number one vendor and we are setting the standard, leading the paradigm shift towards the smart and mobile office."

In the meantime, Samsung will continue to invest heavily in R&D. It commits 'significant' investment to research and development each year and has research labs sited worldwide, enabling it to tap into local expertise across the globe, develop innovative solutions to customer pain points and exploit new opportunities as they emerge.

One of these could be 3D print. Whilst there are no immediate plans to enter the 3D printing market, Kim hints that Samsung is looking closely at the technology. "We believe the biggest usage will be in replacing consumable parts," he said. "We will continue to monitor the market; develop IP and 3D technology; and, when the scale is right, we will look at entering the market."

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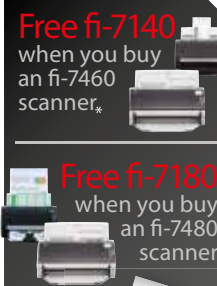
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With the launch of the fi-7030 entry-level professional scanner, Fujitsu subsidiary PFU (EMEA) Ltd is encouraging resellers to change their approach to scanner sales.

Data capture made easy

Fujitsu's new entry-level document scanner, the fi-7030, lowers the entry point for professional information capture and helps businesses of all sizes accelerate their digital transformation.

The 27 pages per minute (54 ipm duplex) scanner is being supplied with a full PaperStream Capture 1.5 licence, which Fujitsu aims to make the first choice interface for defining processes for capturing information from paper and feeding into workflows, repositories or enterprise content management systems.

The combination of PaperStream Capture 1.5 and the PaperStream IP driver simplifies the creation of digital processes that mimic existing analogue workflows and improves productivity by presenting optimised scanned images and displaying thumbnails and previews on one screen for rapid validation of scanned images during scanning.

Klaus Schulz, Senior Manager Product Marketing EMEA at PFU (EMEA), says that making PaperStream Capture 1.5 the most important point of interaction with end-users, rather than the hardware, represents a new approach for Fujitsu and its channel partners.

"We are moving away from looking at the hardware first and viewing paper as the object that needs to be digitised to focus instead on capturing information. This means not just sticking to a digital resemblance of the document, but scanning and being able to verify that the digital content presented is actually what you had wanted to scan. Then, within that seamless capture process, being able to extract some information automatically or semi automatically and present it as indexing data, as metadata describing the document, and validate the digital copy of that document by releasing it into pre-defined process routines or productive sub-systems," he said.

End-to-end capture out of the box

Schulz argues that as the market leader in scanning Fujitsu has a responsibility to help businesses on their digital transformation journey.

"Fujitsu comes from a history of scanning and placing something into a static archive. There's so much more value

to documents if you are able to present that information and make it retrievable for more than just one single process or one single person. Companies are becoming more and more aware of the requirement to digitise and capture information, partially because the legal and socio-economic framework is imposing a requirement to move forward with digital transformation. We have always talked about transforming paper and the information it holds into a digital state. What we are doing now is promoting a complete end-to-end capture solution 'out of the box' to help organisations move onward with their digital transformation."



Standard across the range

Henceforth all Fujitsu fi-series scanners will be supplied with PaperStream Capture 1.5 as standard, providing a consistent software experience across the range, from the entry-level 7030 up to the company's production devices.

"With PaperStream Capture 1.5, you can roll out exactly the same pre-defined routines across different fi-series models. That adds value, because you only have to learn a single interface or process routine; you can ensure the quality of the digitised document across different seats, across different individuals; you can plan what will be provided to your productive information systems; and you can start to look at streamlining processes," explained Schulz.

He added: "If a business's requirements change, it is easy to introduce additional fi-series models without having to change capture processes or software routines. It is also possible to roll out company-

wide standards for capture processes across different workloads and format requirements – from a small remote office to a central mailroom."

SME digitisation

Schulz says that its new approach enables SMEs to go further with digitisation than they have been able to in the past.

"We know from our studies that a maximum of 30-35% of mid-sized companies have started to embrace digitisation and roll digital document management right out across the company and multiple departments instead of just one line of business application or one single isolated solution, for example, accounts payable. In companies that have a systematic approach to roll out scanning, 40% of employees are involved in digital document management or have access to digitised documents in a systematic way. With internationalisation and globalisation, the pressure on smaller mid-size companies from global competition has increased massively. Part of meeting that pressure is to look at processes and routines and try to increase efficiency by transforming them into a digital state or a digitally accelerated state," he said.

Schulz added: "With the introduction of the fi-7030, we can say that for £500 customers get an 'out of the box' end-to-end solution for the complete capture routine. They can start looking at their processes and mimic them in an electronic state so that they gain experience of what it means to capture information from paper documents for feeding into their processes. As time goes by and they gain experience and understanding of the value of that, they can start to roll that out across multiple seats and multiple departments. They can pick from the fi series and right-size depending on their speed requirement – the fi 7030 is 27 ppm but they could go all the way up to 100ppm or 130ppm. They could move from a distributed capture environment at the desktop of the information worker to having devices on the production side of document capture, e.g. back office mailroom applications, and stick to exactly the same routines, procedures and capture processes they have become familiar with."

New dawn for PDF

Steven Steenhaut, Senior Director, Global Demand Center, Nuance Communications, explains why PDF software is too good an opportunity for resellers to ignore.



Steven Steenhaut

PITR: Why should dealers offer PDF solutions? Aren't they already ubiquitous?

Steven Steenhaut (SS): Given how long PDF has been around, you'd think so. However, although it was conceived as a universal document format, for reasons like complex licensing agreements and high costs, not all organisations were able to make it available on every desktop, slowing the broader deployment of this very useful 'universal' solution.

Previously, a company may have purchased a small number of relatively expensive PDF licences for a few users, turning them into a resource to be used by other parts of the business. Those users soon started to experience a decline in their own productivity as colleagues interrupted them with PDF-related requests. This was one of the reasons why the ability to put a PDF solution on every desktop became all but irresistible. And, with more affordable, enterprise-class PDF solutions now available, this broader deployment is now a reality for every business, which presents an opportunity for resellers.

PITR: Couldn't the cost challenge have been addressed by PDF freeware solutions?

SS: Not really. It's important for dealers to question how well freeware solutions would stand up to serious business use in an SME or enterprise environment. Furthermore, freeware solutions quickly become more of a hassle than they are

worth – even for a free solution. They provide only the most basic of features and the minute a user wants to do something more complex and important, like converting a PDF to a Word file, they are prompted to buy the 'full' version. Over time, this creates increased frustration and a burden on IT as requests come in for enhanced features.

PITR: How can PDF help address document security concerns?

SS: With so much focus on addressing digital or technology-based risks, paper's analogue format seems to have been overlooked from a security perspective. Yet paper and, more importantly, its contents pose a risk that every company should consider.

In fact, security could well be the driver for the often-promised, but rarely achieved paperless office; banishing paper, digitising documents and saving them as PDFs as part of a secure document workflow is one way resellers can help their customers add further resilience.

PITR: What do dealers need to be aware of when recommending PDF as part of a document workflow solution?

SS: Saving documents as PDFs isn't necessarily a panacea for document security concerns, as research conducted by the Ponemon Institute illustrates. Companies that have made a full (or partial) transition to digital documents could still leave themselves exposed and vulnerable to risk or data loss. Resellers need to ensure they are advising their customers on how to use all the security features available in PDF solutions, like redaction, if they are to mitigate as much risk as possible.

Nuance has published a free new whitepaper entitled *Using PDF documents for more secure document workflows*. The whitepaper explains how the PDF format can



Security could well be the driver for the often-promised, but rarely achieved paperless office

help turn paper files into electronic ones effectively and effortlessly, optimising document workflow security while facilitating adherence to compliance responsibilities.

PITR: How has PDF developed to meet the needs of new users?

SS: Today, users want the convenience to navigate, draw annotations and type using a tablet or notebook and a pen or finger, so they can be productive in the office or on the go. To that end, we're seeing real strides in user convenience and we've responded to businesses' growing need for PDF software to support touch-enabled hybrid devices, which has been driven by the user adoption of Windows 10 and next generation hybrids.

PITR: What should dealers new to PDF solutions look for in a vendor?

SS: Only with comprehensive support and guidance can dealers ensure they are offering their customers the right PDF solutions for their imaging needs. That means working with a partner that has invested in a partner program that provides resellers with the resources and support needed to help them to reach their sales goals, through a combination of initiatives and assets like access to a sales training program and 'not for resale' licenses for internal use.

To further accelerate the pace at which resellers can make a success out of offering PDF solutions, they should seek an experienced imaging partner that can offer access to vendor-generated leads, the support of dedicated channel account managers, as well as access to a dedicated pre-sales engineer and a reseller incentive scheme. It's my belief that this is an exciting time for the channel as we're entering a second dawn for PDF, fuelled by the movement towards more secure and flexible digital document workflows and the ability finally to put an affordable, enterprise-class PDF solution on every desktop.

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The fight against counterfeiters

As the Imaging Consumables Coalition of Europe, Middle East and Africa (ICCE) warns that the industry is under threat from a €1.6 billion market in counterfeit imaging supplies, our panel of experts assesses the scale of the problem and offers advice on how to beat the counterfeiters.

How big an issue is the counterfeit supplies market?

Andrew Hall, Marketing Manager, OKI Systems (UK) Ltd: "The imaging supplies industry is a significant contributor to the EU economy, generating some €41 billion and employing 100,000 people. It's estimated that counterfeit product accounts for nearly 8% of revenues generated by imaging supplies sales in EMEA, rising to 50% in some Middle Eastern countries."

Nigel Allen, Marketing Director, KYOCERA Document Solutions UK: "The counterfeit market is vast, both here in the UK and in the rest of Europe, and it's only getting bigger. What we've observed is a concerning rise in the scale of the problem, particularly over the last six months, based on the number of fraudulent goods we have seized and investigated in that period."

Kevin Weaver, Vice President, Brand Protection, Xerox: "The US-based Imaging Supplies Coalition (ISC) estimates that the total impact of counterfeiting on the imaging industry is \$3 billion. A recent study by the European Union Intellectual Property Office (2016) indicated that the total world trade in counterfeit and pirated goods (all industries) represents 2.5% of world trade, i.e. up to \$461 billion. This demonstrates the size and seriousness of the issue facing all industries."

Mark Ash, Head of Print, Samsung: "Counterfeit supplies have a detrimental impact on multiple sectors, with print manufacturers, channel partners, customers and even tax payers being inadvertently affected. In terms of how many counterfeit products are actually out there, the market share is very difficult to measure, but ICCE reports that fake products have a share of around 8% in EMEA, and the OECD reports a market share of 5%."

Have you been affected by the illegal counterfeiting of your products?

Andrew Hall: "Yes. This is a continuous problem for Original Equipment Manufacturers. OKI operates an ongoing programme of anti-counterfeit activities and is also the founding member of ICCE."

Nigel Allen: "We are currently investigating a number of counterfeiting cases. Last year we seized hundreds of thousands of units, worth in excess of €10m. However, since April 2016, we've seized over €5m worth of fraudulent goods, suggesting that counterfeit goods are becoming more prevalent across Europe."

Kevin Weaver: "Yes, and we have identified and taken action against organisations and individuals dealing in such goods – in both the manufacture and distribution of such items. We work with other OEMs in the industry; we share intelligence and we train government officials, police forces and other enforcement agencies. We have raided manufacturing plants and warehouses around the globe, in South America, the Middle East, Africa and Asia."



Andrew Hall,
Marketing Manager,
OKI Systems
(UK) Ltd



Mark Ash: "At Samsung, we haven't found fake products in Europe for the last two years, but that doesn't necessarily mean they're not out there. We have been affected by patent infringements in the past for consumable print products, which we call 'new built clones', but we're making strides in protecting our intellectual property and our customers' print devices from potentially damaging products."

What are the biggest problems associated with using counterfeit supplies?

Andrew Hall: "For the end-user, counterfeit imaging supplies are proven to cause downtime and damage to printing devices. However, ultimately counterfeiting is illegal and is thought to be connected with more sinister criminal activities."

Nigel Allen: "Counterfeit imaging supplies are often dangerous, environmentally unfriendly and cheat consumers of the quality they are entitled to expect from branded consumables. The counterfeiters will be involved in areas such as people smuggling, drug trafficking and organised crime."

Talking with our customers and resellers, the most common complaints we hear include streaky grey backgrounds, drop off, uneven print quality and even ghosting on the page (bits of the previous page making an unwelcome appearance).

"More serious, and costly, is the risk to devices. Non-genuine toner or ink can damage good-quality printing products and reduce the overall yield of a machine. This means that the total cost of ownership goes up, offsetting any short-term benefits from cheap toner. In

The counterfeit market is vast, both here in the UK and in the rest of Europe, and it's only getting bigger

Nigel Allen,
Marketing Director,
KYOCERA
Document
Solutions UK

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addition, the manufacturer's warranty could be invalidated, meaning that if a machine breaks, which it may well do if counterfeit consumables are used, there's no comeback.

"By purchasing counterfeit goods, you could unwittingly be supporting organised crime and trafficking gangs, as the two are closely linked."

Kevin Weaver: "Counterfeiting and piracy generally cheat consumers of the quality they are entitled to expect. The impact can be seen across different stages of the supply chain – for the end customer, in potential damage to hardware through the use of such products (normally unwittingly purchased) and invalidation of the hardware warranty; for distribution partners (distributors and resellers), in damage to their reputation from handling and supplying such goods and in potential financial and legal issues from supplying such goods; and for the OEM, in damage to brand reputation – the products are marketed as OEM originals, so when things go wrong the brand owner is the immediate focus for blame."

Mark Ash: "Counterfeit supply manufacturers aren't leading innovation in the industry, device manufacturers are, and that's a direct result of the significant time and money they invest in R&D. Counterfeit products and 'new built clones' are causing the entry-level market to collapse, with the result that manufacturers are starting to withdraw from that end of the market. This results in less innovative products, which affects the consumer in the long run. What's more, counterfeit imaging products are not only likely to be sub-standard, they can damage the print device too."



Deyon Antoine, Product Manager, Toshiba: "The customer is always the party who suffers the most when it comes to counterfeit products. The quality of counterfeit and non-recommended products is never guaranteed. With the potential of damage to a device from cheaper or poorly made materials, users can experience higher levels of downtime and therefore lower productivity. An increase in TCO (Total Cost of Ownership) is common, with consumables likely to need replacing more frequently. Most commonly, users will suffer from a dramatic drop in print quality, with blurry text, smudging and poor colour matching."

How can we prevent counterfeit products from entering the supply chain?

Andrew Hall: "Ensure supplies are sourced only from authorised OKI distributors/partners."

Kevin Weaver,
Vice President,
Brand Protection,
Xerox

Counterfeit products and 'new built clones' are causing the entry-level market to collapse, with the result that manufacturers are starting to withdraw from that end of the market

Mark Ash,
Head of Print,
Samsung

Nigel Allen: "Counterfeit products are increasingly hard to spot, so we would advise resellers and customers to be suspicious of consumables that do not have KYOCERA labelling or an unrealistically low price. If in doubt, our team is available to answer any questions or verify suspect products."

Kevin Weaver: "OEMs invest significant amounts of money and time in both product technology (e.g. *Xerox introduces printed-memory labels to fight counterfeiting*) and packaging to make it difficult for the counterfeiters to succeed. This is aimed at limiting the ability of counterfeiters to produce a product."

"Use of product authentication labels and specialised packaging is the next level of defence. Increasing awareness of what a customer should expect in a genuine product and ensuring that purchases are only made through authorised channels helps to minimise risk of counterfeit product entering the supply chain."

"Xerox has a website dedicated to brand protection: www.xerox.co.uk/prINTER-supplies/brand-protection/engb.html."

Mark Ash: "It's imperative that manufacturers collaborate with customs and border authorities, trading standards organisations and channel partners to share information concerning original and counterfeit products as well as intelligence on suspicious traders."

What can resellers do to help?

Andrew Hall: "Resellers should source only from an authorised channel and report any suspicious activity/pricing."

Nigel Allen: "The general rule that resellers should stick to is 'if it's too good to be true, then it probably is a counterfeit product'. We find that our partners are often aware of the problem but some don't realise how widespread it is. Many of the cases we're currently investigating were originally flagged up by our partner community, and we'd ask all partners to contact our team directly if they have any suspicions."

Kevin Weaver: "Avoid the temptation of the special/cheap price and buy only from OEM authorised distributors. Some counterfeit practices, such as product blending – the mixing of counterfeit products with OEM originals, means unsuspecting resellers can be fooled into believing their shipment is safe. If it's cheap

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and not from the authorised channel then it should be treated as suspect and avoided."

Mark Ash: "Resellers should educate their customers on how to spot counterfeit products and the detrimental effect they can have. They should encourage the sharing of information with their customers, so that any intelligence on suspected fake supplies can be relayed to the manufacturer and appropriate action taken."

It's widely accepted that counterfeit products are hard to spot, so what should customers look out for and how can they verify suspect products?

Andrew Hall: "With effect from October 2015, OKI Europe's consumables division introduced new security measures to assist customers in identifying counterfeit imaging supplies. Individual product packaging for OKI's original toner cartridges and ribbons incorporates a new hologram label so that users can check the authenticity of their consumables.

"The key visual security features are a series of alternating images designed to meet specific criteria when the hologram label is rotated. If the images do not meet the criteria, the user can seek further

Deyon Antoine,
Product Manager,
Toshiba

Resellers should educate their customers on how to spot counterfeit products and the detrimental effect they can have

assistance on OKI Europe's website by entering a unique 12-digit code which is incorporated into the hologram label to confirm the authenticity of the product."

Nigel Allen: "Tell-tale signs include the lack of a hologram on the toner cartridge; serial numbers that are inconsistent; badly printed packaging; as well as a price that's too good to be true."

Kevin Weaver: "As with resellers, customers should only buy through OEM authorised resellers/routes. Xerox supplies include an authentication label, which the customer can check for authenticity.

"If there is any doubt that the product is genuine it should be returned to the reseller for a replacement and contact made with Xerox identifying the product and reseller details. We also provide a video explaining the challenges of identifying counterfeits, the risks associated with these products and how to avoid them (http://www.xerox.com/prINTER-supplies/avoid_counterfeit_supplies_jan2015_video/enus.html)."

Mark Ash: "It depends on the manufacturer, but our customers can verify genuine products by checking the label on the cartridge box. Label colours should change when seen from different angles, and the embossed characters have a distinctive texture."

Deyon Antoine: "Counterfeit products are becoming ever harder to spot. We're continually trying to ensure that users receive genuine Toshiba products. Consumables for our new e-BRIDGE Next devices and barcode and label printers are now chipped to help with the prevention of counterfeit materials. These chips enable a device to validate that the consumable is genuine Toshiba product. Further information, such as the location of manufacture and the properties of the consumable, can be shared, enabling a more accurate and effective use of that consumable.

"Toshiba devices now identify when non-official consumables have been inserted and inform the user through an on-screen notification. This can help eradicate the use of counterfeit products that can ultimately damage a user's device."

www.ICCE.net
www.oki.co.uk
www.kyoceradocumentsolutions.co.uk
www.xerox.com
www.samsung.com
www.toshibatec.co.uk

VOW partners with KYOCERA to tackle rise in counterfeit products

VOW is supporting KYOCERA's recently launched campaign to educate customers and partners on the risks incurred by buying counterfeit consumables.

Stuart Bleese, Category Manager for Technology at VOW, said: "These counterfeit products are made to replicate all aspects of the original products, from the branding to the packaging, which makes it extremely difficult for people to spot 'fakes'. Moreover, they're sold at temptingly low prices, making them an attractive alternative to genuine products."

He added: "However, the consequences of using counterfeit products, either in error or knowingly as a cost saving, can be hugely detrimental to quality and output. Simply put, it's dangerous to use, or for resellers to sell to their customers, as there is no way of knowing what's inside a product. The only way to be sure that you are purchasing a genuine product is to do so from an official KYOCERA partner such as VOW." www.voweurope.com

ICCE launches informative video

On June 8, World Anti-Counterfeiting Day, ICCE launched a short video giving consumers simple tips on how to avoid buying fake imaging products, including toner and ink cartridges and ribbons.

With as much as 5% of the goods imported into the EU thought to be counterfeit and the value of imported fake goods worldwide reaching \$461 billion (*Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact*, Organisation for Economic Cooperation & Development, OECD, and the EU Intellectual Property Office, EUIPO, April 2016), consumers need to feel confident that they are buying genuine goods and understand the risks associated with buying counterfeit ones.

Featuring insight from Interpol and the Chartered Trading Standards Institute, the video aims to raise awareness of the growing issue of counterfeit imaging supplies and inform consumers how to spot a fake and report their suspicions. <https://youtu.be/GDezS2Zddil>

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A big step for business inkjets



Epson has launched a basic managed print service (MPS) for its business inkjet devices, wrapping hardware, consumables and servicing costs into an all-inclusive monthly payment.

Business inkjets, offering high speed, low cost, energy-efficient printing, have been making significant inroads into the office printing space. Already, 25% of business printer installations are business inkjet. With the launch of its new Print 365 managed print service, Epson is making them even more attractive for small and medium-sized businesses, as well as resellers that previously might not have had the expertise to deliver MPS. James Goulding finds out more from Daniel Wogan, Epson Europe's Product Manager for Market Development.

PITR: What is Print 365?

Daniel Wogan: It's like a mobile phone contract wrapped around a printer, giving the end customer a very easy, manageable print fleet (or single machine) with one single monthly payment. We see it as an ideal proposition for SMBs or any organisation that could be considered to be a small business, like a GP practice, a school or potentially even a home office, as a way of supporting a managed print service for a dispersed workforce.

It wraps everything into a single monthly payment: hardware, consumables, service, delivery – all are covered by that single monthly payment. There's no capital cost, no upfront payment – just an operational cost.

The reseller doesn't have to buy anything. In effect, a facilitator purchases products from distribution on behalf of the reseller and leases them to the end customer. The reseller doesn't have to invest anything in the hardware. We recognise the whole value of the margin on the consumables and the hardware across the 36 months of the contract and pay that to the reseller up-front.

PITR: What products can be acquired under the Print 365 scheme?

Wogan: It applies to all Epson Workforce Pro business inkjet products, starting with the Workforce 5, which incorporates mono

and colour, single function and multi-function desktop products, including a RIPS variant [with extra-large ink tanks that last for the lifetime of the machine]; then the Workforce 6, our heavier duty, A4 product, available in desktop or freestanding versions configured with multiple trays and a cabinet; up to the Workforce 8, which is our A3 product with single function and MFP, desktop and floor-standing versions, and a RIPS variant.

PITR: When would you recommend a RIPS variant?

Wogan: When the customer has heavier print volumes. On the higher end A3 packages, we offer an 'an all you can eat' bundle, subject to a Fair Use policy to make sure everything is kept within the parameters of what the engine is capable of. For £155 per month, this lets you print up to 300,000 pages over the lifetime of the device. Broken down across a 36 month contract, this works out at 8,300 pages a month, which can be split any way between colour and mono, A4 and A3.

PITR: How can customers work out which package they should be on?

Wogan: There are a couple of different ways. There's a very simple iframe on Epson's website, also available for resellers

Print365
The fixed-cost printing service

It wraps everything into a single monthly payment: hardware, consumables, service, delivery – all are covered by that single monthly payment

to embed on their own websites, which gives a break-down of the range, letting the customer choose a print volume and a page size.

We also have a print assessment tool that can sit on a customer's network for 1-3 months and analyse their printer activity, showing the cost of running their fleet and its electricity consumption and carbon emissions. This enables resellers to have a conversation not only about print costs but also about how to make their print fleet more sustainable.

The Print 365 portal uses this data to create a 12-page assessment, giving a full breakdown of what the customer is currently doing and how much money and electricity could be saved by switching to Epson business inkjets under a Print 365 contract. The workflow in the portal allows a reseller to move a customer very quickly from assessment to quotation to contract. It's all managed through the portal, with visibility at every stage.

We are giving our resellers a set of tools that enables a consultative sell, making it very easy for an IT reseller and VAR to add that layer of service around managed print.

PITR: Are there any penalties for customers who exceed the monthly page allowance for their chosen package?

Wogan: There are over-printing costs, but they are ridiculously competitive. For example, with a big A3 RIPS device, the £119 per month package buys 4,000 mono pages and 2,000 colour pages per month. If you exceed that volume you pay only one third of a penny per mono page and 2.26p per colour page colour. That pricing is published and transparent – nothing is hidden from the customer.

Moreover, the print volume is aggregated

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¹ Based on HP internal testing of top three leading competitors' first page out and duplex print speeds completed 12/2015. Subject to device settings. Actual results may vary. For details see hp.com/go/ljclaims. ² Based on published dimensions for colour laser MFPs with >1% worldwide market share as reported by IDC as of Q3 2015, available worldwide and with print speeds of 22–28 ppm (A4). Learn more at hp.com/go/ljclaims. ³ Based on cartridge yields for HP 305X compared with HP 410X Original HP LaserJet Toner Cartridges. For more information, see hp.com/go/learnaboutsupplies.
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across each calendar quarter. So, if a school overprints in July and September but prints nothing in August, it will pay nothing extra if its print volume balances out across the three months. If a customer does go over its allowance, the reseller will get 20% margin on those additional pages.

PITR: Can you roll software into the monthly payment?

Wogan: No. Deploying software like PaperCut, which can be embedded in our hardware, is an additional service that an Epson partner can add on. Print 365 itself is just about the printer package.

PITR: If there is a problem, who is responsible for sorting it out?

Wogan: The relationship will always be with the reseller. That said, the portal enables complete control, so if there is any issue with the hardware it will be logged through the portal. Some resellers will choose to be the first line of support, just because it is their customer. But the portal gives us visibility and enables our service agents to make the first telephone call, because more than 80% of issues tend to be fixed over the phone. The service partners that we use for this process are targeted on first time fix – it's all about limiting the downtime for customers.

PITR: Who does the servicing?

Wogan: We use a couple of partners. Equinox is our primary partner and we also use a smaller, more technical company called Rockwell. They are the guys that install and service large format devices and we use them sometimes for RIPS devices as well. We have made service a very high priority.

PITR: Didn't you have something similar to Print 365 before?

Wogan: We have a couple of other propositions in our portfolio. We have Print & Save and EPP, which stands for Epson Print Performance.

The analogy I use is that if you break down a car into its constituent pieces and lay them all out, that is what a copier dealer's managed print proposition looks like. The copier dealer takes those individual elements and builds them into something



What we see happening a lot in larger organisations is that they will have a centralised print fleet, which they control very tightly with quotas and rules

that looks and drives like a car. That takes an awful lot of investment, knowledge and a specific type of experience – and that's what a copier dealer has.

There is also a kit-car proposition – a partially built MPS that enables a reseller to tag on bits and pieces. Print & Save is similar to Print 365, but more complex – more like one of those kit cars. For example, a reseller could include or exclude servicing depending on a customer's requirements.

EPP is very much based around charging a capital cost for the hardware and then a cost per page to cover the consumables alone or the consumables plus service. In that respect, it is suitable for people who are au fait with the cost per copy world.

For many VARS and IT resellers, Print&Save and EPP are still too complicated, requiring too much investment and knowledge that they don't have. What we have created with Print 365 is a Tesla that is ready to drive right off the forecourt. A cloud-based portal drives the whole

process right through to the creation of the final 36-month contract.

I use the Tesla analogy, because it links back to our messaging around the differences between inkjet and laser printers in terms of energy consumption and carbon emissions – not just from printing but also in the supply chain, from consumables deliveries and packaging.

PITR: Is Print 365 a good way for buyers who have doubts about inkjet technology in the workplace to try it out on a smaller scale?

Wogan: Potentially, yes. What we see happening a lot in larger organisations is that they will have a centralised print fleet, which they control very tightly with quotas and rules. Then, what tends to happen is that people decide they can't be bothered to walk all the way down the hall to a centralised device so smaller desktop devices start appearing. Quite often, they don't have a service wrap around them and are looked after on a local level, which means street pricing on consumables and difficulties when something goes wrong. Print 365 gives even small desktop A4 inkjet devices a service wrap.

PITR: Are you planning to recruit more resellers for Print 365?

Wogan: We are starting with Epson partners – not classic Epson print partners, but people whose world might be managed networks or managed telecoms. Print 365 is a good proposition for them because their relationship with customers centres on the network.

We are creating a tool that allows partners to wrap up their customers with a really valuable proposition and really take ownership of them. We don't want to undermine that by bringing on the wrong kind of reseller, so we are being careful with profiling. We don't want everyone in the world to sign up; we are looking for a VAR partner with the right look and feel who will use this for their valued customer base and add the right level of solution and service around it. Or, it could be that someone doesn't offer any additional service, but has the right kind of customer base.

www.epson.co.uk

Canon updates MAXIFY range

Canon has updated its range of MAXIFY business inkjets with the launch of five new models with built-in WiFi and Ethernet connectivity and compatibility with Canon's mobile and cloud printing apps, Canon PRINT and MAXIFY Cloud Link.

These include four new MFPs (the MAXIFY MB2150/MB2750/MB5150/MB5450) and one single-function printer (the MAXIFY iB4150). The new models will replace

the MAXIFY MB2050, MB2350, MB5050, MB5350 and iB4050.

The new models have faster print speeds of up to 24 ppm (mono) and 15.5ppm (colour) and a faster first page out time of six seconds (B&W). The MAXIFY MB5150 and MB5450 have a single pass duplex scanner that captures both sides of a page simultaneously and a 3.5in colour touchscreen for ease of use. www.canon.co.uk





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Integration



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DMC Business Machines launches 'plain box' remanufactured toner

DMC Business Machines has this month launched a new brand of plain box remanufactured toner. The JustToner range offers the quality, performance and value you would expect from a top-end branded product, but is packaged in a plain box.

The distributor is eager to stress the importance of not confusing remanufactured toners with compatibles or 'drill and fill' products, which are often of poor quality and sometimes infringe intellectual property laws. It points out that while JustToner remanufactured toners are more competitively priced than OEM equivalents, they are of a comparable standard and more environmentally friendly.

DMC Business Machines is introducing the JustToner range to meet demand for a high quality, plain box alternative to compatible cartridges. From experience with its high-end quality remanufactured toner brand planitgreen, it knows that not

all resellers are willing to commit to yet another branded toner to compete with OEM products. Instead, many want a high quality plain box alternative to tackle the price-led compatibles market.

Damian Kelly, Distribution Director at DMC Business Machines, said: "With roughly 80% of end-users still buying original OEM consumables and price hikes looming on these originals due to a weaker pound, we really do feel that the best savings area for many businesses is in finding a good remanufactured toner that is low on price without compromise on quality or performance."

He added: "Our planitgreen range's failure rate currently sits at just 0.7%, and we expect no different from JustToner. When you take into consideration the savings that can be made, this is minimal, so it is perfect for our resellers looking to compete on price whilst still satisfying the quality expectations of their clients."

The use of an unbranded plain box allows DMC Business Machines to compete



**Damian Kelly,
Distribution
Director,
DMC Business
Machines**

on price with compatibles, whilst the rigorous remanufacturing process ensures that JustToner competes with the quality of OEM originals.

DMC Business Machines has such confidence in the quality and value of its product that it is offering a price match guarantee on all HP products within the JustToner range.

www.dmcplc.co.uk



Whether creating vibrant classroom materials, providing supplement learning activities or running the morning attendance report, HP provides the print supplies to keep schools on track...



Vibrant colours in the classroom can improve a child's ability to learn:



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Original HP Supplies are proven to be more reliable than non-original alternatives. Cheap ink and toner cartridges can compromise a printer's performance, leaving streaked, blotchy or faded prints. Only Original HP Supplies deliver unmatched quality from the most professional looking prints.

3 ways to spot the fakes...

- 
1. Scan the code – locate the HP security seal and use a QR scanner app to check. Alternatively use the HP SureSupply app
 2. Inspect the label – 3 signs the cartridge has been tampered with; the lines in the pattern do not match, label is coloured rather than transparent or the text changes to show '*seal is void*'
 3. Check online – visit **hp.com/go/ok** and enter the serial number from the security label



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40 years of steady, profitable and sustainable growth

Belfast-based Burke Systems and Solutions kicked off its 40th year in business with a strategic acquisition, a move designed to support the company's goal to increase its foothold in the market.

Managing Director Michael Burke told *PITR* that when his father Daniel set up the company in 1976, it was called Burke Office. "My father's background was in selling and servicing business machines, such as typewriters, adding machines and copy machines. When the business started, consumables were a bit of a specialist area. We were appointed a Memorex agency and sold a wide variety of OEM products," he said.

He added: "The market in Northern Ireland is a little bit different from the rest of the UK. It's a much smaller geographical area where everyone knows everyone – people buy from people. We really looked after our customers (and still do) and we quickly built up a good reputation."

As the business grew, the company moved into new offices on the Ormeau Road in Belfast. Then, in 1984, it became a real family affair, when Daniel's son Michael and his daughter Grainne joined the firm.

It was at this point that the business really took off. Michael went straight into sales, knocking on doors and building up the business. In addition to business machines, Burke Office supplied stationery and furniture and, as the industry changed, it moved into the IT sector, selling computers and printers – mainly Olivetti, Canon and HP.

An expanding customer base and increased sales across all segments prompted a move into new 3,000 sq ft premises in Belfast's historic Gasworks area.

MPS expertise

In 2013, in order to promote its expertise within the print solutions and services market, the company separated out its office supplies and furniture concerns,



The Burke Systems Team

rebranding its print business as Burke Systems and Solutions. "The reason we did this is because we started out as a business machines specialist, but in reality we were better known as an office supplies provider," explained Michael.

"One of the key business objectives was to become a major player in the MPS space and we needed a clear identity that would better communicate our expertise as a systems and solutions provider to our target market."

Four years ago the company invested heavily in training, engaging with US-based Cashmark Consulting Group, a specialist provider of MPS sales training and consulting. "This gave us a real head start, as at that time managed print services hadn't really gained traction here," said Michael.

Today, the company is Samsung's OA partner for Northern Ireland.

"That's a big feather in our cap, and sets us apart from competitors," explained Michael. "We made a tactical decision to become a single-line reseller a few years back. It streamlined things from both a stock holding view and on the technical front. Our engineers are fully trained on



Samsung's technology and it's much more efficient in terms of carrying spare parts and supplies. Plus, we receive terrific support from Samsung."

Michael says it's a great accolade for a local company to be associated with such a big brand, adding that the partnership with Samsung has worked really well. "We almost catch people off guard and we're having huge success winning new business once our customers see the technology in action," he said.

One Office

At the beginning of this year, the company acquired Belfast-based office products and interiors business One Office, which it has integrated into its existing office supplies division, now rebranded Burke One.

The two divisions operate autonomously and independently, with dedicated teams on each side of the business. David Martin, former Managing Director of One Office, heads Burke One, while Michael operates Burke Systems and Solutions. "Customers like that. They know we are focused on specialist areas and have confidence in our ability to deliver expertise across each segment," Michael explained.

"We have a creditable turnover of circa £800k within the OP sector and circa £550k in the print business. There's huge potential on the interiors side and we have great hopes for future growth," said Michael. "One of the biggest benefits of the acquisition is that we are now talking to those customers about MPS."

The company has a five-year plan to grow into a £5m business, but this year, Michael expects both arms of the business to perform at around the same level.

"We are being realistic. This first year is all about settling the merger and getting the infrastructure right so we can move forward," he said.

"Our success to date has been down to prudent management, and we are looking to continue our tradition of steady, profitable and sustainable growth. I have every confidence that we are in a fantastic place to realise our future goals."

www.burkesystems.co.uk

Jhoots Pharmacy is an independent, community pharmacy. It currently has 49 stores nationwide. Jhoots Pharmacy prides itself on offering an efficient and reliable service to its clients. Manjit Jhooty, CEO, comments: "When a customer comes through the door, our staff will give them the time and attention they deserve, tailoring our services to meet their requirements. Customers are at the heart of all we do."

Leading pharmacist cuts costs and improves printing efficiencies with Epson's Workforce Pro RIPS business inkjets

Jhoots Pharmacy is always looking to enhance operational efficiencies and drive innovation within the business. As such, it was open to an approach from Automated Systems Group Ltd (ASL) to review its faxing, printing and copying devices used at its branches.

Jhoots Pharmacy's stores have been using a mixture of printers, fax machines and photocopiers from a range of suppliers. This inevitably led to high cartridge replacement and maintenance costs, as an engineer would have to be called out in case of any issues.

Following a full analysis of Jhoots Pharmacy's requirements, including printing and copy volumes, historical costs, functionality, IT support and user experience, ASL recommended two devices to Jhoots Pharmacy. These were then trialled in-store by branch staff, who unanimously selected Epson's Workforce Pro WF-R5690 multifunction printers for their small footprint, ease of use and functionality; staff are able to scan, fax and photocopy on the same device and, most importantly, information can be sent directly from the Workforce Pro to the Walsall head office network. One Epson Workforce Pro is now deployed in each branch.

In line with Jhoots Pharmacy's environmental policies and its drive to improve operational and cost efficiencies, head office was keen to follow ASL's recommendation of installing Epson's Replaceable Ink Pack System (RIPS), which enables branches to print up to 50,000 pages in both black and colour before needing to replace the ink. End-user intervention, transport and logistics are therefore all kept to a minimum, with no need to recycle empty cartridges. The

Workforce Pro RIPS is simple to use and offers predictable print costs, with up to 80 per cent consumable cost savings and up to 70 per cent lower energy consumption than other comparable colour laser printers.

As none of their in-store devices had been connected previously, branches had been printing important documents in-store and posting them once a month to the head office, where they then had to be processed. This caused delays in information availability, bottlenecks and increased administration and did not conform to Jhoots Pharmacy's goal of being a technologically advanced and digitally focused business.

Using the Workforce Pro, branch staff can now scan documents to folders set up on the printer and email them directly into various different departmental files – such as HR – located on the server at head office. The increased security in data transfer that the solution provides is also important, as some data is highly confidential.

Document management at the branches has significantly improved, workflows are smoother and real-time information facilitates operational efficiencies and cost savings across the business.

ASL is one of a carefully selected number of print service partners in the UK offering the latest Epson Workforce Pro RIPS range of business inkjet multifunction printers. Jhoots Pharmacy has signed a five-year managed print service agreement with ASL, leasing the Epson Workforce Pro RIPS series printers and paying on a cost per page basis. The solution gives ASL the added benefit of cutting-edge, remote monitoring to keep the printers fully operational and a managed service for ink



The Workforce Pro RIPS is simple to use and offers predictable print costs, with up to 80 per cent consumable cost savings and up to 70 per cent lower energy consumption than other comparable colour laser printers

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pack ordering and meter readings.

Manjit Jhooty explains: "Having invested in hardware in the past, we are aware of just how quickly technology is advancing. So it made perfect sense for us to lease the printers from ASL and pay per usage. The solution affords us more flexibility and frees up capital expenditure for our expansion plans. ASL has provided excellent consultancy, a timely and organised implementation and excellent service support."

The deployment has led to improved real-time data flow across the company, improved efficiencies, cost savings and a reduction in environmental impact and IT support.

Manjit Jhooty summarises: "The faster information flow between branches and HQ since installing the Epson printers has significantly improved communication and operational efficiencies across the business. The printers produce high quality prints, are reliable and robust, and we haven't had to replace an ink pack yet. Staff can concentrate on our core value of dispensing quality healthcare rather than managing printers and printer supplies."

In the future Jhoots Pharmacy will look at further usability, such as the printing of prescriptions. The Epson Workforce Pros with RIPS will be deployed at all new branches opening across the UK.

3D printing: what's new

Integra adds 3D printers to its print service offering

Working in partnership with Centrex Print Services, Integra Office Solutions has added 3D printers and printing consumables to its service offering.

The 3D printing market is forecast to be worth over £10 billion dollars by 2021, and as the technology becomes more affordable, the sales opportunities available to dealers will increase. Integra is working with Centrex to help its members target customers and exploit the potential of this lucrative market.

A range of 3D printers and consumables are featured within both the 2016 Education Essentials programme and the 2017 Integra Catalogue programme, available exclusively to members. Members can also access email campaigns advertising their ability to supply 3D printers.

Centrex provides Integra members with a full service and support programme delivered by over 140 technology experts, technicians and call centre staff, including 70 mobile field technicians and 40 internal bench repair engineers. It offers installation and maintenance services across mainland UK.

In addition to 3D printers, Centrex offers Integra members a unique supply and install service for HP and Lexmark compatible fuser and maintenance kits, with the opportunity to achieve margins of up to 30%.

www.centrexservices.com
www.integra-office.co.uk



The Office of the Future, a fully functional building ... created over a period of 17 days on a printer six metres high and 45 metres long

World's first 3D office opens

The Dubai Futures Foundation, a government initiative aimed at promoting pioneering and innovative projects and partnerships, has created the world's first office building to be created using a 3D printing process.

The opening of the 'Office of the Future' was attended by 50 invited guests and partners, including His Excellency Mohammed Al Gergawi, Minister of Cabinet Affairs & the Future in the Federal Government of the United Arab Emirates, and Mr. Saif Al Aleeli, CEO of the Dubai Future Foundation.

The Office of the Future, a fully functional building complete with electricity, water, telecommunications, air-conditioning systems and interior design

by Bene, was created over a period of 17 days on a printer six metres high and 45 metres long.

Sheikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, said: "We view this project as a reference point in the development of 3D technology, which will be of major significance for governments, as well as for international research and development centres. We are documenting our experiences with 3D printing over the course of the project and want to build on our experiences so that we can develop the technology even further."

www.bene.com

HP Inc. enters 3D printing market

HP Inc. has unveiled the world's first production-ready commercial 3D printing system, marking the next major step in its journey to bring disruptive manufacturing solutions to market.

The company says that the HP Jet Fusion 3D Printing Solution revolutionises design, prototyping and manufacturing and, for the first time, delivers superior quality physical parts up to 10 times faster and at half the cost of current 3D print systems.

HP is offering two new models of 3D printer – the HP Jet Fusion 3D 3200 Printer for prototyping and the HP Jet Fusion 3D 4200 Printer for prototyping and short-run manufacturing – and associated tools including intuitive software, an innovative HP Jet Fusion 3D Processing Station with Fast Cooling, and high quality materials.

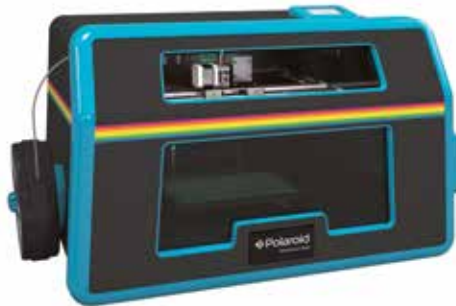
Shapeways, a global 3D printing service



and marketplace for consumers, is using an early prototype HP Jet Fusion 3D Printing Solution in its Eindhoven factory, where it will be used to provide the Shapeways community with a superior quality black nylon material that will 3D print in greater detail, with a faster lead time and at a lower cost than existing dyed nylons.

Stephen Nigro, President of HP's 3D printing business, said: "We chose to work with Shapeways because they are the leading authority in bringing creative ideas to life and are the largest consumer 3D printing portal, with 3,000 products made every day. The HP Jet Fusion 3D Printing Solution will enable Shapeways to create high quality parts up to ten times faster than before for lower cost."

www.hp.com • www.shapeways.com



Tech Data looking for 3D partners

Following its appointment as exclusive UK distributor for the Polaroid ModelSmart 250S 3D printer, Tech Data is looking to sign up partners in a multi-tiered partner programme with a sliding scale of discounts.

The £1,500 printer and its consumables are manufactured in the UK by Environmental Business Products (EBP), Europe's largest manufacturer of inkjet cartridges, under a three-year agreement with Polaroid.

Developed for the consumer and education markets, the Polaroid ModelSmart 250S is supplied with Polaroid Prep software that is claimed to make printing 3D objects almost as easy as printing a document, with full visibility of the estimated print time and filament usage. Useful features include auto-calibration; a built-in, WiFi-enabled camera; easy set-up with just 12 parameter settings; and Wood or PLA base material in a choice of nine colours. www.techdata.co.uk



Paperboard mould saves time and money

The two-metre Morpheus bench, shown in World Design Capital Taipei 2016 from July 9th until August 14th, was created using Highcon 3D modelling technology in a fraction of the time and for one tenth of the cost of conventional processes.

From concept to completion took just three weeks, thanks in part to Highcon Rapid Layer Manufacturing technology, which created the bench's complex mould from 4,000 sheets of paper without the need for adhesive between the layers.

It took Skitza Print in Israel less than a week to create the mould on its Highcon Euclid digital cutting and creasing machine, with an actual production time of only a few hours. The mould was made from standard recycled paperboard which was then filled with concrete. Once the bench was extracted from the mould, the paper was recycled.



Big impact

The UK's first Massivit 1800 large format 3D printer has been sold by Papergraphics, sole distributor for the UK and Ireland, to graphics company Stylo. Officially unveiled at Drupa, the Massivit 1800 is the only 3D printer capable of creating bespoke 3D sculptures up to 1.8m high, 1.5m wide and up to 1.2m deep.

Its ability to print up to one foot per hour means that even large scale objects take just a few hours to produce, bringing



Studies suggest that 3D advertising has five times the stopping power and four times the staying power of 2D advertising

new opportunities for the entertainment, events, retail and signage industries to produce attention-grabbing large format 3D displays.

Massivit 3D CEO Avner Israeli said: "For print providers, the Massivit 1800 dramatically enhances the ability to create eye-catching added-value visual communications. With recent studies suggesting that 3D advertising has five times the stopping power and four times the staying power of 2D advertising, it is clear why this is the technology for sign and display applications."

As sole distributor of the Massivit 1800 large format 3D printer and Dimengel 3D printing material, Papergraphics is providing customers with a full service offering, including pre- and post-sales support.

www.massivit3d.com



GDPR & data security

Only 4% of SMEs understand impact of GDPR

Most small and medium sized businesses (SMEs) in the UK have either not heard of, or are uncertain about the impact of, the EU's General Data Protection Regulation (GDPR), which was adopted in April 2016 and takes effect within two years.

In the latest Close Brothers quarterly survey of UK SME owners and senior management, 82% have either not heard of GDPR or don't understand its impact; a further 14% say they will need to take further advice.

Only 4% of SMEs say they understand the legislation and are clear about the effect GDPR will have on their business.

Ian McVicar, Managing Director of Close Brothers Technology Services, said: "GDPR is one of the most significant and anticipated pieces of legislation conceived in the EU in recent years. It is intended to strengthen and unify data protection for individuals within the EU. What these results demonstrate is that there is a clear lack of understanding at all levels and across all sectors."

To help businesses prepare for GDPR, Close Brothers Technology Services is working with International Data Corporation (IDC) and developing a series of business guides on the subject.

Sean Callanan, Director of Technology Services, said: "Our focus will be on the areas where technology can help businesses prepare for GDPR, because much of the regulation is actually about process. However, some elements can only be enabled or managed through technology."

To get a copy of the first Close Brothers Technology Services IDC report, please contact Nick Moody, Director of Business Development at nick.moody@closebrothers.com.

www.closebrothers.com

Data Protection Officer shortage must be addressed

Seven thousand Data Protection Officers will be needed in the UK by May 2018 in order to comply with new EU data protection rules – regardless of Brexit, warn GO DPO and Henley Business School.

GO DPO, the strategic partner for the Henley Data Protection Officer (DPO) Programme, estimates that around 7,000 large companies (employing in excess of 250

employees) will need to recruit and train at least one DPO each over the next 24 months.

That equates to having to train around 14 DPOs every single working day between now and when the EU General Data Protection Regulation (GDPR) comes into force on 25 May 2018.

Darren Verrian, CEO of GO DPO, said: "This headline figure of 7,000 DPOs isn't a wild exaggeration; if anything, it is an under-estimate of the actual requirement, as many banks and insurance companies employ more than one senior manager to fulfil the requirements of a DPO whose role can involve handling millions of customer and client accounts."

He added: "Our conservative calculations are based on figures published by the BIS at the end of last year and exclude 33,000 medium-sized companies that employ 50-249 employees, many of which will also need to appoint a DPO. Not all companies will want to employ an in-house DPO, but will opt for a third party-provided DPO managed service. However, these independent contractors will also need to be trained."

Henley Business School has responded to demand for senior manager training by launching its own Executive Education DPO Programme.

Mike Davis, Head of Open Programmes at Henley Business School, said: "What the underlying figures for the recruitment and training of a DPO conceal is the vast amount of changes to data processing policies, processes and procedures that



Ian McVicar,
Managing Director,
Close Brothers
Technology
Services

Will the European Commission recognise the UK as an 'adequate country' for the purposes of cross-border personal data transfers?

must be undertaken as a matter of urgency in order to protect business continuity in the face of one of the biggest shake-ups in data protection for over two decades.

"Our DPO Programme isn't about simply training DPOs to be compliant with European data protection law but is designed to help senior compliance managers make the step up to the new breed of DPO required under the GDPR. It also opens the door for the private sector to train senior consultants to provide a high-quality DPO managed service that will become an industry in its own right over the next couple of years."

The DPO Programme can be experienced free by registering for the 'Getting Started' interactive Module – just click on the green 'sneak preview' button on www.henley.ac.uk/dpo

The real question

Speaking about Brexit and the GDPR to an audience of over 200 senior managers from across the financial services sector, Alexander Brown, partner at Simmons & Simmons and head of the firm's TMT sector group, said: "While there was stiff opposition to many measures contained in the EU General Data Protection Regulation during the negotiations with the UK Government, it's highly unlikely that the Data Protection Act 1998 will remain in place without some form of reform. In any event, it will be difficult to avoid the implications of the GDPR for many financial services (FS) clients that conduct business across the EU and therefore will need to comply with it."

He added: "The really interesting question – as yet to be decided – is whether the European Commission will recognise the UK as an 'adequate country' for the purposes of cross-border personal data transfers or whether the UK could suffer the same fate as the US where transfers of data have been made more problematic through the scrapping of the US Safe Harbor."

According to the experts, the most likely outcome is that the EU will make a determination in favour of the UK as an 'adequate country' given it's been at the forefront of providing legal protection for consumers with respect to personal data for over three decades. The UK was one of the first countries in the world to empower its Data Protection Authority to impose fines for personal data breaches.



Why the GDPR is here to stay – probably

Peter Galdies, Development Director at DQM GRC, gives six reasons why UK businesses must still heed the General Data Protection Regulation (GDPR).

Whilst the decision by the people of the United Kingdom to leave the European Union has implications for the legislative framework for privacy in the UK, these implications are unlikely to significantly affect the need for organisations to adopt the General Data Protection Regulation (GDPR). Here are six reasons why:

Reason 1: The 2+ year negotiation phase...

Formal negotiations for exit won't start until after Article 50 is invoked (giving our official notice to leave the EU), and this now looks likely to be in September 2016 at the earliest. During the mandatory 2-year MINIMUM period, all existing legislation (including GDPR) will continue as before. This period of negotiation could be much longer; many estimate as long as 3-6 years. The GDPR is actually already law and although organisations have a 2-year window in which to meet compliance, it would be unwise for businesses to assume that after this period there will no longer be a need to comply.

Reason 2: Trading with the EU?

The GDPR applies to, and can be enforced against, organisations that process data on EU citizens regardless of their nationality or location. It doesn't matter if you are in France, Germany, the USA or India, the GDPR law (and its subsequent penalties) can be applied. Therefore, UK-based organisations attempting to do business with EU citizens in Europe must comply with the Regulation. Failure to do so presents the risk of substantial fines – up to 4% of global turnover.

Reason 3: We just trade in the UK so we're OK, right? Maybe not...

With over 3 million EU citizens resident in the UK – and at least 2 million of these in employment – the chances are that your business might have data relating to EU citizens.

The GDPR is primarily concerned with processing personal information about individuals who reside in the EU (although the EU Parliament also seems to consider

residence irrelevant), offering goods and services to these individuals or monitoring their behaviour. However, who determines whether someone is a resident or not? Does a 2-month holiday in London by an EU citizen mean that they are a non-resident? Does the individual need to be granted residency status within the UK to be excluded from the terms of the GDPR?

Reason 4: The Information Commission thinks so...

According to a statement on the 26th June from the ICO: "If the UK is not part of the EU, then upcoming EU reforms to data protection law would not directly apply to the UK. But if the UK wants to trade with the Single Market on equal terms, we would have to prove 'adequacy'. In other words, UK data protection standards would have to be equivalent to the EU's General Data Protection Regulation framework starting in 2018.

"Having clear laws with safeguards in place is more important than ever given the growing digital economy, and we will be speaking to government to present our view that reform of the UK law remains necessary."

This statement implies that our new Information Commissioner (Elizabeth Denham, who has a proven history of backing and enforcing consumer rights while encouraging transparency within business) is likely to encourage legislation that mirrors the requirements of the GDPR. It's also worth noting that UK privacy professionals were key in shaping this legislation in the first place – and that the view of what constitutes good privacy doesn't change simply because we chose to exit the European Union.

Reason 5: Trade negotiations... an easy win.

Over the next few years, the pressure to negotiate a strong trade deal with the EU will drive the adoption of supporting 'mirror' legislation designed to minimise barriers to continued trade. Some measures (such as open borders) will be highly contentious. However, it is unlikely that improved privacy protection would be seen

as such. In fact, it's an issue that many could openly support and encourage as an 'easy win', which would provide increased compatibility and security for UK-EU trade and improved protection for both groups of citizens.

Reason 6: It needs doing anyway. It's the right thing to do.

Most of the UK's existing data protection legislation was written before the widespread adoption of the internet and the globalisation of trade – and the collection of vast amounts of new data about data subjects that followed. Internet-based social media services, such as Facebook and Twitter, didn't exist and currently enforced laws on data protection were not created to accommodate them.

It's now easier than at any time before to build and infer much about individuals from the data they generate, often unknowingly, in their day-to-day activities. We are all entitled to a free and private life, so we need laws that help protect us – and the legal framework prior to GDPR doesn't cut it.

The GDPR, while far from perfect, does offer an improved model for data protection, and it is (perhaps arguably) right and pragmatic for the UK to adopt similar legislation.

Conclusion

So, while it's true that we are going to be living in uncertain times for a few years, it is likely that privacy will still be high on the agenda. When the next high profile data breach or misuse happens (think TalkTalk), the public reaction is likely to be the same regardless of Brexit. Ultimately, the pressure for organisations to retain and build trust will remain – as will the pressure on regulators to govern.

Although the adoption of the GDPR as mirroring UK legislation is highly likely, we should also be aware that Brexit will leave the UK 'on the outside' for the development of future privacy legislation that, in practice, may well apply to UK-based organisations. The review of the EU E-Privacy Directive has now started and this is likely to affect how UK businesses can use data and e-mail, social media and other communications to reach EU citizens. It remains to be seen if we have influence over this in the next couple of years. Even if we do, our voice will be less powerful than before.



Peter Galdies

It's now easier than at any time before to build and infer much about individuals from the data they generate, often unknowingly

60 seconds with...

Philip Bond,
Managing Director, Vision PLC

What's currently having the greatest impact on your business?

We are currently seeing some good opportunities coming from our corporate and public sector accounts and this is having a positive impact on our performance as we look to grow year-on-year.

Service margins were being impacted earlier this fiscal year. However, we have worked to address this with more effective management and supply chain. Clients with Managed Printing Solutions often see consumables as highly important, but without a value – it's all about managing service delivery to meet and ideally exceed client expectations.

Where do you see the next big opportunity?

The services market with value-added products as enablers remains an exciting opportunity long-term, although the market is taking some time to address this. Cloud and per seat revenues combined with support are continuing to grow and we have invested to take full advantage of this opportunity in our business long-term.



What would make your day job easier?

Sales hitting target ahead of month end, every month! Joking aside, we are focused on using technology to improve productivity and efficiency and I am really lucky that we have a good strong team in all business areas. Whilst we come across the challenges that all businesses face, that support makes the day job a lot easier.

What's the best bit of business advice you've been given?

The best advice I have had, which I took note of early on in my career, is that you cannot be good at everything, so build a strong team to help you manage and develop the business.

Balance out responsibilities, utilising the best skills in all business areas, from sales, marketing, finance, administration and support.



If you had had a crystal ball, would you have done anything differently?

It's always easy to think you could have done things differently, and we have experienced growing pains as a result of consecutive year-on-year growth. That's a nice problem to have. Of course, we have made mistakes. However they have made us stronger and, most importantly, we have learned from them – and must continue to learn from them!

Describe your most embarrassing moment.

None come to mind.



What was your first job?

My first job was at Vision – my father co-founded the business. I quickly became hugely passionate about our business and am thrilled to see it continuously grow and develop.

What would be your dream job?

My dream job would be a ski guide, I love exploring the mountains and the openness and fresh air, although I'm not sure what I would do out of season... I have always liked the idea of trading in the city – the thrill and buzz of the markets.

Money's not an issue, what's your perfect car ... and where would you like to drive it?

I have always loved classic cars, so it would have to be a Ferrari, although I also really like some of the new, high performance cars on the market. Driving along the winding coast of the South of France or the Amalfi coast in Italy would be amazing.

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

Although I really like both and you can't beat a good curry, I think it would probably be fine dining and a good wine.

Favourite holiday destination.

Portugal. It's a beautiful country and I love fresh fish, which Portugal is renowned for.

How do you like to spend your spare time?

With my family. We love doing things together – sports, fun and activities.

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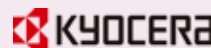
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