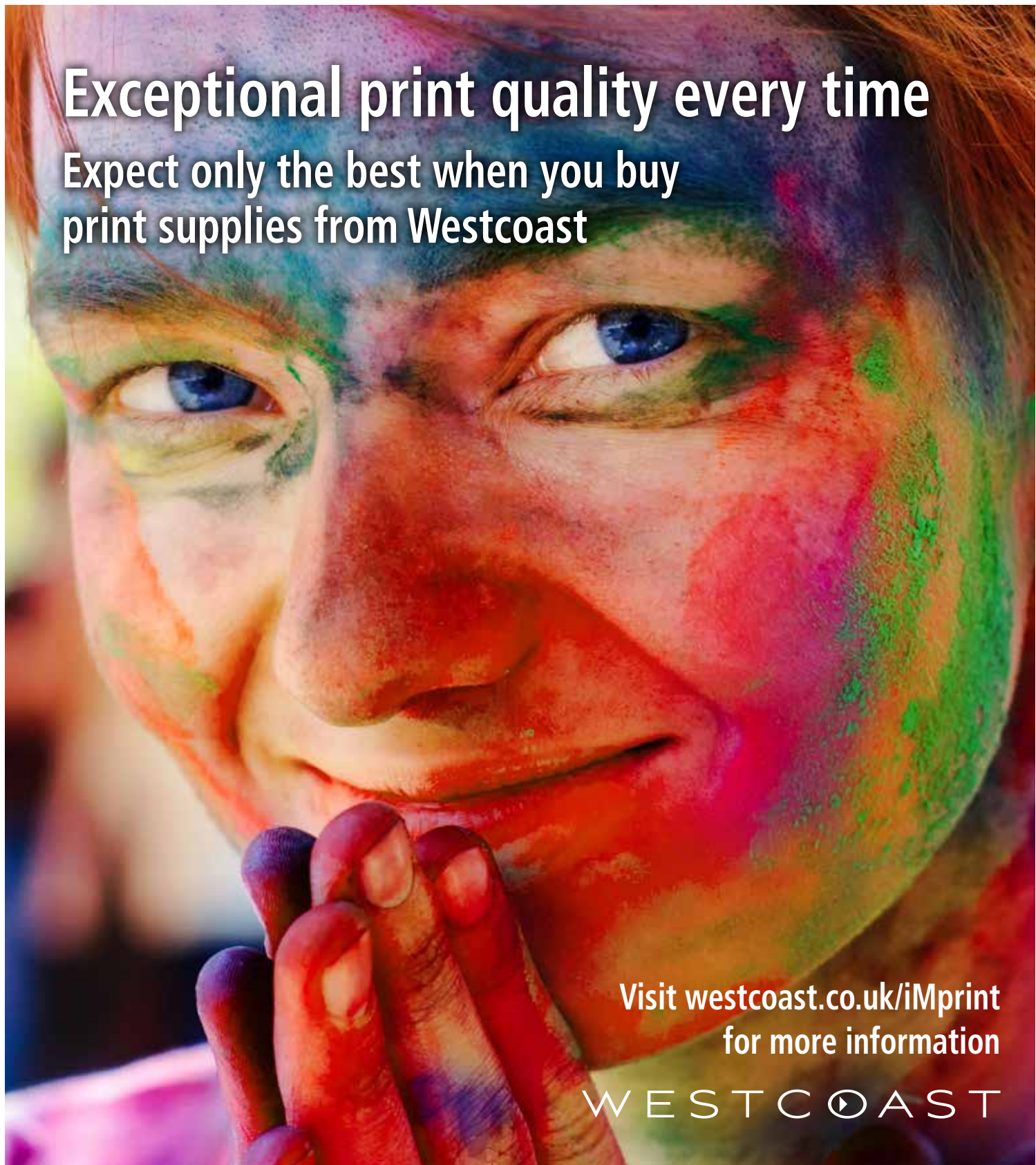


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Comment

I was idly surfing the internet the other day, researching a piece I needed to write. In particular I was looking for an inspirational quote or famous saying about leadership. I didn't actually find anything of use, but I did come across this statement: 'Keep Calm and call the Supply Chain guy'. It was on a website EverythingSupplyChain.com, which funnily enough caters for people working within the supply chain, not my area of expertise admittedly, but it did strike a chord.

Only that morning I had spoken to Keith Howe, Brother's Director of Supply Chain and Service, about Brother's rather slick logistics infrastructure and what he said really made me think – it's a whole lot more complicated than I could ever have imagined and actually rather interesting. When I considered all of the things that could go wrong and how much planning goes into even a simple shipment of a print cartridge – I could see the sense in the Keep Calm quote! You can find out more on page 28.



Security is a prominent theme in this issue. Quocira's Louella Fernandes discusses the risks of an unsecured print infrastructure (page 19) and in the VOX POP on page 38, our panel debates whether or not print is the weakest link in the security chain and if companies are doing enough to mitigate the risk.

And finally, if you've got any news about your business to share, would like to be included on our monthly Vox Pop panel, have a compelling business success story or simply wish to comment on any industry issues, please get in touch with us at editorial@printitreseller.co.uk

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BULLETIN

Open invitation to visit The View

IT@Spectrum and The One Point, have taken their strategic partnership to a new level, issuing an open invitation to customers to come and see how the latest systems drive growth, at their new £2.75 million headquarters at the Bridgehead business park in East Yorkshire.

The new offices, branded The View, have been purpose-designed to enable formal and informal meetings with customers and prospective customers, enabling them to see the latest technology being used to deliver efficiency and productivity.

Ken Sturdy, Managing Director of IT@Spectrum said: "Our new offices provide an excellent working environment for our staff and support the realisation of our vision for our strategic partnership but, most of all, they enable us to deliver even better service and value to our customers.

"We remain two brands, but when customers 'come and see' they see our people and functions

working seamlessly, side by side."

Martin Lauer, Managing Director of The One Point, added: "We're literally throwing open our doors. We're saying 'if you want to talk to any of our staff, you can do that. If you want to just chew the fat about what's next in technology, you can do that too'."

www.itatspectrum.co.uk
www.theonepoint.co.uk



Rod Tonna-Barthet,
CEO, Annodata

Annodata wins place on NHS London framework

Annodata has been awarded a position on the NHS London Procurement Partnership (LPP) framework, established to support the NHS to make the most of its purchasing power to maximise investment in patient care.

Specifically, Annodata has been placed on the Clinical and Digital Information Systems (CDIS) framework on Lot 3.1a Supply of Printers and MFDs and Lot 3.1b a Managed Print Services (Enabling Systems Supporting EPR & Digital 2020). Achieving this position reinforces Annodata's commitment to the public healthcare sector and further consolidates its position as a trusted advisor.

CEO Rod Tonna-Barthet said: "Public healthcare is an extremely important sector for Annodata and it stands to gain a lot from the services we offer. Achieving a position on this framework, in addition to the recent place we earned on the Crescent Purchasing Consortium (CPC), consolidates our stance as a trusted advisor to the public sector as a whole."

www.annodata.co.uk

ABS solution delivers significant cost savings

Marshall Construction Group has saved close to £13,000 in less than six months, following print management recommendations made by ABS UK Ltd.

Marshall, a commercial development and construction company based in Elland, West Yorkshire, appointed ABS's professional services team to examine its current printing systems and boost its overall efficiency.

ABS has since recommended and overseen the implementation of 19 Develop printing systems including maintenance structures, which has helped Marshall significantly slash ink, toner and repair costs at its head office previously estimated at £50,000 a year. www.abs-print.co.uk

Contract win for Hollis Office Solutions

Ellesmere College has awarded Hollis Office Solutions a major contract to support all IT printers and multifunctional devices used across its campus.

Hollis will be providing a fully managed service, which includes the automated remote monitoring of more than 100 print devices on the school's IT network, to ensure the highest level of availability for all printers and eliminate any disruption to the learning process for students and teaching staff.

As well as providing a four-hour onsite response, Hollis will also be using the remote monitoring service to identify any print devices that may have unexpectedly broken down, immediately despatching a field technician.

www.hollis-office-solutions.co.uk



Midshire attends 100% Optical Trade Show

Midshire's hosted desktop solution Desktop Monster, provided free IT health checks to visitors to the 100% Optical Trade Show which took place at the Excel Arena February 4-6.

Winner of 'Best Technology Product' at the TOMs 2016, Desktop Monster is a simple to use, cost-effective IT solution for businesses large or small.

The company also showcased the HP PageWide desktop printer which uses a hybrid print technology and provides fast, high quality, low cost printing by moving only the paper, under a 'page-wide' stationary print-head at the show.

www.midshire.co.uk

Geerings upgrades service management system

Geerings has upgraded its service management capability with the installation of 2serv. Developed by Purpose Software, it will provide the Geerings management team with faster access to real-time information to enable data-driven decision-making and streamline billing processes.

Jon Killengray, Service Manager at Geerings said: "We selected 2serv after an extensive review of available solutions as we wanted to work with a company that really understands the needs of resellers in this market sector. Purpose Software also offered us the ability to install the software on a subscription basis allowing us to pay as we use, without major upfront capital expenditure."

Geerings is also installing 2roam, a mobile application that empowers engineers equipped with tablets, smartphones and other mobile devices to access and update 2serv from any location. www.purposesoftware.co.uk



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DMSL embarks on recruitment surge

DMSL is looking to recruit more partners for Vonage business services.

The two companies have been working together since the start of September last year, to build a network of resellers and drive sales of Vonage's B2B hosted voice services. To date, more than 50 resellers have been recruited and sales have been strong, but DMSL would like to have between 100 and 150 partners up and running with Vonage this year.

"The opportunity is vast, but we will need more resellers to fully exploit the potential," said John Carter, DMSL Managing Director. "The Vonage service is ideal for smaller businesses, who almost always want to be supported by a local reseller, so we need our network to cover the length and breadth of the UK."

The Vonage proposition is an attractive one for resellers and their customers. As well as healthy commissions on initial sales, it provides

monthly recurring revenues. Vonage has its own comprehensive Channel Partner Programme and DMSL actively supports resellers with continuous lead generation, provisioning, billing and customer care options.

www.dmsluk.co.uk/contact/



John Carter

Cathi Low



Tech Data simplifies bid pricing

Tech Data has unveiled a new Bid Portal that provides resellers with a single tool through which the deal registration schemes of multiple vendors can be accessed.

This simple, streamlined way of applying for bids should speed up the process, make it easier to navigate different vendor schemes and help ensure resellers don't miss out on potential opportunities.

Cathi Low, Director of SMB at Tech Data said: "The idea of the Bid Portal is to take all the complexity out and make it as simple as possible to apply for special bid pricing. Every vendor will handle bids in their own way and for resellers, getting used to the nuances of each one can be confusing and time consuming. The Bid Portal irons all of that out and provides our customers with a single form to complete for all the vendors it covers."

Initially, around 15 of Tech Data's leading vendor partners will be covered including major names like HP Inc. and Dell. More will be added at a later stage. www.techdata.co.uk

SPOT CEO speaks out

SPOT Group CEO Jeff Whiteway has responded to rumours regarding the potential acquisition of an OP wholesaler by Exertis.

In a statement he said: "We hear there are unconfirmed rumours that Exertis are in negotiation to buy an OP wholesaler. Whether this is true or not and just good PR, time will tell, but just to confirm it's definitely not us! We are having rather a good time at present."

www.spicers.co.uk

Spicers launches pick 'n' mix mailers

Spicers has introduced a number of brand new, customer-focused sales tools, designed to help dealers drive their sales and extend their customer reach for 2017.

In response to feedback from research on its printed publications conducted last year, the wholesaler has moved from litho to digital printing, enabling it to implement a number of personalisation options. Resellers can now pick and mix from six new mailers, introduce sales messages on the cover, include their company details on every page, feature an end date on selected mailers, or add their company logo. Brilliant Partners also have exclusive access to the option for each mailer to be colour matched to their corporate colours.

Dealers will be able to choose their preferred pricing list from either the 'price fighter' to win customers where price counts, or a 'margin optimiser' to boost business results. Alternatively, resellers can opt to make their pricing fully bespoke, for a small charge per publication, an extra that Brilliant Partners will be able to enjoy free of charge.

www.spicers.co.uk

Rocom secures official Cisco status

Rocom has secured Cisco Select Partner Status as its growing IT pedigree continues to accelerate.

Following an in-depth accreditation process

Rocom customers can take advantage of proven Cisco approved expertise, which opens the door to a new world of network products such as switches and WLAN equipment as part of Cisco's Meraki Cloud networking architecture.

"The Select Certification recognises Cisco resale channel partners that focus on meeting the specific technology and services needs of small businesses," said Steve Watts, Head of Rocom Sales.

In addition to Cisco, technologies from Microsoft, HP, Lenovo and Dell, can now be sourced from Rocom along with dozens of other major industry names such as D-Link, Netgear and DrayTek,

www.rocom.co.uk



Box increases channel support

The cloud collaboration software vendor has launched a new Partner Portal to support partners internationally. The company says that with the new portal it will provide world-class support to help strengthen its existing relationships and to build on its robust partner network. Partners can engage with Box directly and conduct day-to-day operations more easily through the portal.

In a statement the company said: "There is tremendous potential to expand partner engagement as we gain traction in new verticals and deliver our modern content platform to even more businesses. We're particularly targeting Enterprise Content Management partners who will help us penetrate deeper into specific vertical sectors, especially in the mid-market space."

www.box.com/partners/channel-program

New hires boost strength of Azlan virtualisation team

Azlan is making further investments to support resellers on growing virtualisation business. The company has appointed Alan Taylor as VMware Business Development Manager. Taylor will be working closely with partners on programmes and initiatives to drive growth of non-core VMware solutions, such as NSX, vSAN and AirWatch.

The value-added distributor has also hired two additional staff to work in its Heathrow-based virtualisation team, swelling its ranks to 21, and appointed Rebecca Clarke, who has more than three years' experience in enterprise distribution sales, as Business Development Manager for Virtualisation. Clarke will cover the northern region of the UK.

Virginia Cowles, Virtualisation Business Unit Manager at Azlan said: "These additional appointments and investments add even more expertise and experience to our team and make Azlan even better equipped to support partner growth and help our vendor partners achieve their goals." www.azlan.co.uk



Rebecca Clarke

Cognosec to acquire A-tek Distribution

Cognosec AB, a leading supplier of cyber security solutions with operations in Europe, Africa and the Middle East, has signed an exclusive agreement with A-tek Distribution, a UK-based company specialising in the sale and digital distribution via innovative portal technologies of cyber security solutions, products and services. The acquisition is in line with Cognosec's strategy to expand business areas to cover the sale and distribution of software technologies over the internet.

www.cognosec.com



Antalis acquires Swan Paper

Antalis has acquired the assets of Swan Paper, Ireland's largest independent paper merchant. The deal will further strengthen its presence in Ireland where it already has an annual turnover in excess of £40m and employs 32 people from its Dublin head office.

The business will continue to operate from its base in Baldoye, Dublin, and all 13 current employees will transfer over. Antalis will retain the Swan brand, creating a new Swan Paper division which will be headed up by Swan's Brian McArdle.

He will report into Eoin Heagney, Managing Director of Antalis Ireland.

Swan Paper celebrated its 40th year in 2016 under the leadership of CEO Tony Swan. He said: "I am incredibly proud to have built the business into the company it is today, but feel it is now time to take a step back from day-to-day operations. The next chapter in the Swan story is incredibly important to me and I believe that Antalis is the right business partner to take the company forward."

www.antalis.ie

ECi completes opXML links for DMC

ECi has completed a series of opXML links for DMC Business Machines, giving users of the Horizon business management system a further choice of trading partners.

This latest integration allows dealers to expand their product offerings to suit their changing needs. By utilising opXML for stock enquiries, purchase orders, purchase order acknowledgments, invoices and credits, resellers can further streamline their order processing routines and take additional costs out of their businesses.

DMC Distribution Sales Director, Damian Kelly said: "We are very excited about working closely with the ECi customers, in a market that is already saturated with suppliers you have to bring something else to it to make a difference."

He added: "The difference DMC will add is the personal touch by offering ECi customers a dedicated account manager in David Owen, who is one of our more experienced members of staff. We can also add extra value in our expertise in the sale and service of the full range of Canon copiers with a professional services team that can fully scope out and support all the software applications that go with such installs these days."

www.ECi.eu



New face at Midwich

Russell Taylor has joined The Midwich Group as its new Business Development Manager in Scotland. He is to focus on all UK divisions within the group and will work closely with partners to assist them in delivering profitable solutions.

Taylor's experience within the audio visual industry, he spent nine years working with Steljes and latterly working with Nigel Steljes in his new venture Avocor, combined with a deep understanding of the Scottish territory and the partners within it will ensure that The Midwich Group is now best placed to develop stronger partnerships in Scotland.

He said: "It is my aim to ensure that Midwich offer our partners the opportunity to offer cutting edge solutions to their clients profitably. The support that is available to my partners and me from the group is phenomenal and I am very enthusiastic about demonstrating this."

www.midwich.com

Toshiba TEC partners with Kodak Alaris

Partnering with Kodak Alaris is the latest move in Toshiba TEC's strategy to offer its customers cutting edge and flexible document capture and management solutions, that help streamline business processes and enable them to effectively deal with the increasing amount of data that is being generated.

Toshiba TEC will now offer a comprehensive suite of capture and information management solutions, designed to integrate incoming documents and data with existing systems and processes, and prevent the inefficient flow of paper, reducing per case cost and increasing the level of automation and productivity.

As part of a complete solution, Toshiba TEC can provide Kodak Alaris scanners for specific business applications and automation software to automate processes, as well as adopt and service legacy scanners

to provide a single point of contact and remove burden from customer resources.

Toshiba TEC and Kodak Alaris have identified a number of operational areas that can enjoy immediate benefits including mailrooms, forms processing and accounts payable.

www.kodakalaris.co.uk/go/IMnews
www.toshibatec.co.uk



Ricoh acquires Avanti Computer Systems

Ricoh has completed the acquisition of Avanti Computer Systems, a leading provider of Print MIS (Management Information System) targeted for the production print market. This acquisition enables Ricoh to further expand the value its production print workflow delivers to customers, as well as to help improve management efficiency and productivity of customers in the

production printing market.

Previously, Ricoh acquired MarcomCentral (formerly known as PTI Marketing Technologies Inc.), in December 2014, a move that successfully enhanced the value of its web to print, marketing asset management and variable data printing offerings. With the addition of Avanti, the Ricoh portfolio is now able to cover the entire production workflow, including Print MIS. www.ricoh.co.uk

Frama invests for the future

Frama has invested heavily in a major corporate transformation project, developing a suite of digital products to meet modern communication needs.

The company has launched a new digital products division to offer a unique registered

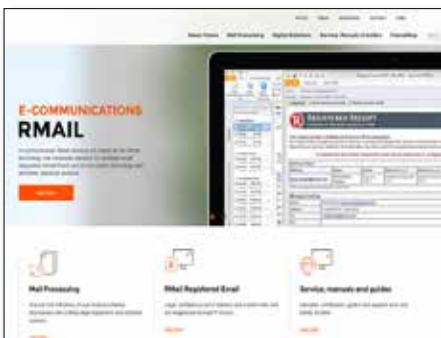
email product providing legally verifiable proof of delivery and content for the transmission of sensitive data and email content.

The new RMail product will be available via Frama's dedicated digital communication team and ushers in a new era of secure communication provision for the Swiss-based company.

As well as the addition of a new product range, Frama has also re-branded to better align with its new direction and launched a new website to showcase newly added products.

Frama has earned early praise for this evolution of the company, winning the Wealth and Finance Business award in the Corporate Transformation for Market Led Solutions category, as well as the Business Info Editor's Choice award for the RMail registered email product.

www.frama.co.uk



Canon to sponsor Rugby World Cup

Canon has renewed its contract and become the first company to serve as an official sponsor for Rugby World Cup 2019 in Japan, which will take place in twelve host cities across the country from 20 September to 2 November.



Hosted every four years, Rugby World Cup is one of the world's most prestigious sporting events with the world's top 20 national teams competing across 48 matches to win the ultimate prize in the sport, the Webb Ellis Cup.

Japan 2019 will be the event's ninth edition and the first in Asia. The 2015 Tournament, which was hosted in England, was the best attended with 2.48 million fans, the most viewed with record broadcast, digital and social coverage in more than 207 nations.

Canon will provide behind-the-scenes support to members of the press covering the Rugby World Cup 2019, including camera and lens maintenance services and product loans, to enable photographers to capture all the action of the tournament. The Canon Group will also provide the print and copying solutions used by the Tournament Organising Committee, supporting the event by facilitating the printout of handout materials and the streamlining of document workflows. www.canon.co.uk

KYOCERA launches KYOCodes

KYOCERA Document Solutions has extended its partnership with Fujitsu and launched KYOCodes, a new educational competition to find the app developers of tomorrow.

The coding challenge is open to all education establishments in the Fujitsu Education Ambassador Programme, strengthening KYOCERA's commitment to this programme and addressing an ongoing need to embrace computer sciences and digital literacy at an early age.

Tracey Rawling-Church at KYOCERA Document Solutions UK said: "We're proud to support the Fujitsu Education Ambassador Programme to transform the lives of children and young adults across the UK who might not otherwise have the opportunity. We hope that the KYOCodes initiative inspires these pupils to try their hand at developing an app, and shows just how achievable a career path this can be."

All of the Fujitsu Education Ambassador sites will be invited to take part in a 10 week coding challenge, where they'll be asked to design a brand new app for KYOCERA's suite of application software, powered by HyPAS. The winning team will be the one that designs the app which best meets a real business need and challenge.

www.kyoceradocumentsolutions.co.uk

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Epson updates cartridge-free models

Epson has launched two new EcoTank printers, the ET-2600 and ET-2650, which have a slimmed down design and smaller footprint. Like the other EcoTank printers in the range, the new models feature an innovative ultra-high-capacity ink tank system, filled by high-volume ink bottles.

The entry-level ET-2600 and ET-2650 come with enough ink to print up to 4,500 pages in black and 7,500 in colour. With an extremely low cost-per-page and much more printing between refills, the models present a cost-effective and efficient solution that could reduce a user's printing costs by 74% on average.

Since launching in 2010, Epson's EcoTank range has sold more than 15 million units worldwide.



epson.co.uk



Channel expansion plans for Evolis brand Badgy

Following double-digit growth in Europe last year, Evolis plans to further expand its channel network.

Badgy, an easy-to-use and affordable instant card making product, is sold 100% via the IT and office channels. The company says it allows distributors to complete their existing product portfolio with an innovative solution that meet the needs small and medium businesses, schools, retail shops, clubs and associations.

After having developed nearly full coverage of the European market, Badgy is now expanding in the Middle East, the Nordic countries, Eastern Europe and South Africa in order to build a strong worldwide channel. www.evolis.com

OKI launches E-64s



OKI Europe's ColorPainter E-64s is the latest addition to its ColorPainter family of professional printers. These cutting-edge devices are setting new standards in high quality, large format printing for signage, graphics and interior decoration businesses.

The competitively priced, 64-inch, wide format ColorPainter E-64s is equipped with ColorPainter technology that has already proved highly-effective in the M-64s and the H3-104s, providing premium

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EDITOR'S CHOICE AWARD

OKI: ColorPainter E-64

performance, high levels of precision and ease-of-use, while fully supporting entry-level, environmentally-friendly printing.

"The ColorPainter E-64s is a remarkable printer offering print businesses affordable entry to very profitable, high precision, wide format printing on a large spectrum of media which may have previously been unattainable," said Frank Jänschke, General Manager Marketing, Wide Format Printers, OKI Europe Ltd. "As an advanced and extremely versatile printer, packed with functionality, it successfully meets all the requirements in a field where commercial opportunities are expanding but must be seized quickly and effectively in order to maximise revenue." www.oki.com/eu

Rugged mobile printer range

Brother has introduced a new range of robust mobile printers designed to meet a diverse range of portable print requirements in different customer environments in the retail, healthcare and logistics industries.

PRINT IT RESELLER

EDITOR'S CHOICE AWARD

BROTHER: RJ-2000



The new RJ-2000 range consists of four lightweight, compact and hardwearing models, two for receipts and two for receipt and label printing. All models have been developed to withstand harsh working environments, drop tested to 2.5m and IP54 rated out of the box.

The series offers users reliable, fast (152mm/sec) and high quality printing. With the option to print two inch labels, they enable users to produce a broad range of documents to support labelling needs like order confirmations, invoices and delivery or returned goods receipts to easy-peel, adhesive labels, directly from their mobile devices.

RJ-2000 models come with a range of connectivity options, including Bluetooth and Wi-Fi, and with the capability to integrate seamlessly with industry leading software, the printers slot easily into existing working structures. www.brother.co.uk

Versatile office workhorse printer

Canon's new i-SENSYS LBP312x is a small footprint, high productivity printer for use in fast-paced work environments where space is a premium. The new black and white printer is ideal for busy office workgroups, offering advantages in speed, footprint, print quality, paper capacity and running costs.

Based on an innovative, more compact print engine, it also uses smaller toner cartridges. Highly efficient, the LBP312x delivers A4 and A5 print at speeds of 43ppm and 65ppm respectively. It's ready to print in seconds from power off and sleep when the new Quick Start Up or Recovery modes are enabled, and the high-yield cartridges mean more pages can be printed between refills. www.canon.co.uk

Polaroid unveils first 3D pen

At CES 2017, Polaroid unveiled its first ever 3D pen for the European market in partnership with European 3D partner EBP (Environmental Business Products). The Polaroid Play 3D pen brings 3D printing technology to a handheld device for colourful, freestyle 3D creativity. www.polaroid3d.com





TechData

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New recruit for Azlan

Azlan has appointed Rachel Paterson as Sales Manager for its Information Management and Security business to provide additional focus on this key area of growth potential.

Paterson, who brings over a decade of experience working in security-focused roles within distribution, will head a ten-strong team, working with resellers to develop their capabilities and open opportunities with information management and security solutions.

"Following soon after the intake of experienced and expert information management staff we made last year and the formation of Azlan's specialist security business unit, Rachel's appointment underlines our determination to succeed in this vitally important part of the market," said Peter Spreadbury, Director of Software at Azlan.

Azlan is already making its mark in these key sectors. In the final quarter of 2016, it underlined its commitment to growing its information management business by swelling its specialist Veritas team to 15, bringing additional business development, sales and technical staff into its Warrington location.

www.azlan.com



Rachel Paterson

UK distribution partnership

Synaxon has formed a partnership with F-Secure that will see the channel services group acting as a distributor for the vendor's leading range of online security and privacy software.

The agreement follows an initial year-long partnership between the two organisations, during which they have worked to develop new business with Synaxon members. The success of the UK partnership has led to it also being embraced by the German parent company, giving F-Secure access to more than 3,000 member businesses in the dealer group's country of origin.

Resellers and retailers will be able to order and download F-Secure products directly via EGIS, Synaxon's online procurement and order management platform, for immediate deployment and use by customers. Synaxon members who sign-up as F-Secure partners can expect to earn up to 50% on sales and significant rebates when they purchase F-Secure solutions via EGIS. In addition, they will receive additional margins on annual customer renewals.

"The partnership is a new milestone in the development of Synaxon UK and its relationship with the wider channel," said Derek Jones, Managing Director, Synaxon UK.

www.synaxon.co.uk



Derek Jones

Fast connectivity is key driver of DX

Entanet has pointed to the importance of reliable and fast connectivity as a key driver of digital transformation, arguing that unless customers ensure they adopt the right solution, they risk killing their DX strategy.

Head of Marketing Darren Farnden, said that every business's digital transformation is driven by the 'nuts and bolts' of communication, which includes every form of connectivity imaginable, including business-grade broadband, fixed and wireless Ethernet, IP VPNs, hosted voice, virtualisation and a myriad of cloud-based services.

"With the move towards hybrid infrastructures and growing use of cloud services, what connects a customer's DX strategy to the real world, is one of the most important decisions, they need to get right first time. This is where the channel still has a golden opportunity to add value and ensure that a customer's DX solution is fit for purpose," he added. www.enta.net

DMSL to help resellers drum-up business

DMSL is offering to send staff and resources to support resellers at local events, such as business clubs and Chamber of Commerce meetings.

Managing Director John Carter said: "Small businesses prefer to have a local IT and comms services provider, so they can call on them for help and advice at any time. We've already supported partners at local business club events and generated a good number of enquires and actual sales. It's very effective and helps the reseller identify and open discussions with more local firms."

Mike Luxford, Managing Director of Cambridge-based MLCS said: "DMSL has supported us at two local Chamber of Commerce events recently and they both went really well. They produced a marketing hand-out and pop-up banners and sent some of their people along as well. It was so valuable to have that extra support and expertise on-hand to engage with the attendees. We picked up several new customers and we're still talking to a number of other companies we met on those days."

Carter said that DMSL will consider supporting committed resellers at any kind of event, anywhere in the UK. Depending on the circumstances, some funding support may also be available.

www.dmsluk.co.uk



John Carter

Tech Data extends memory and storage choices

Tech Data has added the ADATA range of memory and storage products to its range of PC components and accessories.

Adam Lee, Category Manager for PC Components said: "ADATA is a well-known and trusted name amongst OEMs and retailers, so it's a great addition to our range. It has a really impressive and comprehensive range of memory and storage products covering every consumer and commercial need. The addition of ADATA to our portfolio means Tech Data can offer systems builders, retailers and commercial resellers even more memory and storage options for new builds and upgrades. And in the current market climate, that's an important advantage." www.techdata.com

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Winning in print

In November, the Exertis print business had its best ever month, following two and a half years of investment in infrastructure, services and personnel. James Goulding finds out more about the distributor's evolving print proposition from general manager Jamie Brothwell

November 2016 was a record month for the Exertis print business. But it was no flash in the pan. In the two and a half years since Jamie Brothwell, previously head of channel sales at Samsung, was appointed general manager of the distributor's print business, Exertis has been quietly transforming its print proposition.

Last year was when it all came together. In a print market that shrank by -5%, Exertis succeeded in increasing sales by 38%, with sales of its top four brands growing by between 24% and 120%. What's more, it enjoyed growth across the board – in retail (up 27%), in B2B (up 62%) and in Office Automation (up 806%).

"This was the third year of our project," said Brothwell. "Year 1 was getting things straight; Year 2 was consolidation and steady growth; and Year 3 was the time when we made the investment in people and structure – and now we're seeing the results."

The company

Exertis is part of DCC, an Ireland-based investment company. Sitting in 67th place on the FTSE 100, DCC specialises in distribution businesses across diverse industries, including oil and gas, healthcare and technology.

As DCC's technology distributor, Exertis focuses on four main areas – IT (including print), mobile, home and supplies. Its operations are still mainly UK-based, but its long-term goal is to be the number one technology distributor in Europe.

To this end, it recently acquired two more businesses – enterprise and storage



Jamie Brothwell,
General Manager,
Exertis

Exertis is investing significantly in systems, infrastructure and existing operations to drive organic growth

distributor Hammer and specialist AV distributor Medium – and has its sights set on an additional 20 plus acquisition targets.

Exertis is not relying solely on acquisitions for growth; it is also investing significantly in systems, infrastructure and existing operations to drive organic growth, including a state-of-the-art, 450,000 square foot national distribution centre in Burnley Bridge, which opened in January.

Nine brands

Exertis acts as distributor for nine printer brands, of which it is the UK's number one distributor for seven, and four scanner brands. It also distributes four brands of 3D printer, though this side of the business is managed via the company's supplies business.

"We acquired the Advent Data supplies business in the mid-2000s. Effectively Advent Data provide the supplies and we focus on print hardware. Moving forward, we're collaborating a lot closer so that we bring a united proposition to the reseller channel," explained Brothwell.

The Exertis printer business addresses three markets: B2B (sales of transactional print from all nine brands to resellers); Retail (sales of Brother, Samsung and Epson printers to retail customers); and Office Automation (sales of managed print services to OA dealers, including Samsung's OA proposition, Lexmark's BSD proposition and OKI's ES proposition).

Currently, revenue is split roughly 50:50 between Retail and B2B/OA.

The print business operates from Basingstoke (commercial operations, retail and southern B2B sales teams); Altham (finance, customer services and the northern B2B sales team); Norfolk (set up last year to specialise in MPS and document management for OA dealers, also soon to be responsible for large format printers); Elland (supplies); and the new distribution centre at Burnley Bridge, which will also accommodate a printer/scanner showroom where resellers, dealers and end user customers based in the North can view the latest products and technologies.



Exertis Basingstoke office

Print specialists

Brothwell says that whilst Exertis operates across the technology spectrum, each product area is run individually, a strategy that encourages specialism in specific technology areas.

"In print & scan we own the P&L and we own the strategy. This approach means that Exertis is a specialist in many technologies, rather than just a broadline distributor," she explained.

As evidence of the company's in-depth knowledge of the printer industry, you need look no further than the print



Exertis National Distribution Centre, Burnley Bridge



Continued...

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division's management team of Brothwell (strategy), Alistair Coyne (commercial), Carla Allen (retail), Theresa Downes (office automation) and Lynn Shonpal (large format printers).

"Between us, we have 65 years' experience in selling into the print marketplace, which in our opinion is unrivalled," said Brothwell.

Exertis's in-house printer specialists are backed up by vendor-trained sales people from Epson, Samsung, OKI, Brother and Ricoh. They sit on the Exertis sales floor and, as well as supporting Exertis sales people, can help resellers develop sales opportunities and tender responses.

"We have outperformed the market by bringing experience into the business; by understanding different channels, such as office automation; by building a service proposition that, in my opinion, is best in class; and by focusing on print. We don't believe there are many other distributors focused on print at the moment," said Brothwell.

Among the added value services it now provides to its customers are virtual warehousing and next day delivery, so resellers don't have to hold stock; product configuration in the warehouse, saving dealers the time and expense of doing it themselves; deliveries direct to the end customer site (down to a specific floor); packaging disposal; marketing and telemarketing services to help customers with business generation; flexible payment terms; and credit insurance via an exclusive agreement with Chubb.

"Our competitors tend to use Euler, we use Chubb. If two competitors both insure with Euler, they're effectively sharing one credit limit. Through our agreement with Chubb we are bringing a completely new line of credit to the marketplace that was not previously available, and that's been hugely beneficial to the dealer channel," explained Brothwell.

Office Automation

Arguably, nothing highlights Exertis's determination to be the UK's number 1 choice for printer distribution more clearly than the development of a managed print specialism for the OA channel, which not only broadens and strengthens its print offering, but demonstrates the company's in-depth knowledge of the UK printer market.

Brothwell says that treating print as more of a specialist sale and developing its proposition accordingly has already had a big impact on Exertis's business and is transforming the way vendors and OA dealers view the distribution channel.

"When Samsung and Lexmark entered this space in 2008, it was a very difficult

Meet the team

Resellers and OA dealers can find out more about the Exertis print offering at the 'Plug in to Exertis' event, taking place on May 11 at Twickenham Stadium.

Showcasing products and solutions from more than 80 market-leading vendors, the channel event will feature five technology suites, covering AV, consumer, enterprise, mobile and print, where resellers and OA dealers can hear about developments from industry experts and network with vendors and Exertis specialist teams.

Exertis managing director Paul Bryan said: "We have the broadest portfolio of any distributor, from consumer through to enterprise, yet we have managed to maintain a specialist approach across very different technology areas by having expert teams that understand their markets and our customers' requirements. This event is an opportunity for resellers to increase their knowledge in their particular area of interest and to look for opportunities to diversify into new growth areas for their business."

www.exertis.co.uk/plugin



sell to go to the dealer channel and say 'deal with distribution'. They would say 'I don't deal with distribution, I deal direct; I like to deal with the manufacturer'. Now, we are seeing a reversal of that. Customers have told me that they are telling vendors that fulfil that they would like to deal with distribution because of the benefits we offer. That's a huge change we have seen in the last eight years."

Brothwell is confident that, as a result, a number of vendors will consider moving their copier channel fulfilment business to distribution.

"My prediction is that over the course of the next five years, we will see more migration to distribution. The print market is becoming more competitive, margins are being trimmed, the average selling price is falling, so everybody needs to look at their cost of business. We are geared up to ship

It's up to us to work with the IT reseller to deliver compelling selling messages to the end user, to make their phones ring

one box to a customer (or to site), the next day and in the configuration they want. Whilst a manufacturer is capable of doing this, it's not what they are primarily good at. We've had conversations with leading brands in the copier marketplace and they are now looking at distribution. I think the brands that are entering that space and seeing huge growth, such as Samsung and Lexmark, have proved that it works."

Demand generation

IT resellers' increasingly arm's length relationship with printers is influencing the service that distributors provide in other interesting ways, including the need to be more proactive in demand generation.

"The reseller channel nowadays does not touch product and because they don't stock products, they don't necessarily have 'stock pressure', so it's up to us to work with the IT reseller to deliver compelling selling messages to the end user, to make their phones ring. If a reseller's got three or four distributors vying for its business, offering the best price on a feed that they can ship the next day, we need to do more than just put a price on a feed," explained Brothwell.

"That's why do all the things we do, like having sales specialists to support customers; dedicated account managers who understand print; marketing and telemarketing services; virtual warehousing; next day delivery; configuration of product; installation. When you start to paint a picture of what we do, it's a very compelling story."

Brothwell added: "We want to get to a stage where we don't talk to our customers about price, but talk to them about the service that we can offer them and the total proposition."

Upward trajectory

There are a number of bumps in the road ahead for Exertis, notably the fall-out from HP's acquisition of the Samsung printer business – Exertis is not an HP print distributor and Samsung is its largest client, so any changes could be disruptive. However, Brothwell is confident that Exertis can maintain its upward trajectory in print.

"All our brands are doing well and we are seeing growth across the board – in print and in scan; in retail and IT; and in OA – and that's because we've got a good structure, good people, a good brand and a great company that's investing in what we're doing and that believes in us and backs us," she said.

To find out more about working with Exertis, please call 01256 707070 or visit www.exertis.co.uk



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61% of large organizations have suffered one or more print-related data losses

Quocirca's 2017 Print Security Report*, highlights that more than 61% of large organisations had suffered a print-related data loss. In many cases such breaches occurred due to a lack of suitable controls for securing the output device, the printed document, as well as a lack of auditing and detection tools.

Large organizations, especially in the Financial Services, Healthcare and Government verticals are more susceptible to breaches, leading to a loss of sensitive and confidential data, including personal end user data, trade secrets or highly classified information.

To mitigate such risks and avoid print-related data loss, the following considerations should be addressed with a sustainable solution:

- **Enterprise-grade security for mobile and guest printing**
 - Mobile printing to cover roaming staff and guest users
 - Secure printing, auditing and monitoring for all mobile device
- **Secure Content Monitoring for increased data security**
 - Monitor, track and archive printing of intellectual property and customer data
 - Proactively prevent data loss and alert management of potential breaches
- **Auditing tools for highest risk data areas**
 - Identify high risk departments requiring increased security
 - Monitor and report on key users and departments
- **Federate document security measures across all office locations**
 - Include Enterprise output device security at the branch offices
 - Management of output devices at branch office locations for remote workers
- **Security and management of multi vendor printer fleets**
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 - Apply consistent security measures across entire printing environment

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*Source: Quocirca, Print Security: An imperative in the IoT era, 2017

Print Security in the IoT Era

Louella Fernandes, Associate Director for Print Services and Solutions at Quocirca, discusses the risks of an unsecured print infrastructure and recommends best practices for integrating print into an overall information security strategy

Quocirca's latest report *Print security: An imperative in the IoT era* explores the many points of vulnerabilities around print. It also highlights some of the key offerings by print manufacturers and independent software vendors (ISVs) in the market. The following hardware vendors HP, Konica Minolta, Lexmark, Ricoh and Xerox, and third-party ISVs – Nuance, Ringdale, NT-Ware and Y Soft participated in the study.

The far-reaching financial, legal and reputational implications of a data loss mean that information security is a business imperative. Safeguarding the ever-increasing volumes of valuable corporate data against unauthorised access, has become integral to maintaining business operations and adhering to increasingly vigorous data privacy compliance requirements.

The cyber-attack surface area is increasing for many organisations, as connected Internet of Things (IoT) endpoints proliferate. This threatens their resilience from a business continuity perspective, as well as from the potential ramifications of a data breach that include financial loss, brand and reputational damage and loss of credibility in the market place.

Weak link

Printers and multifunctional printers are not immune to the security threat and are vulnerable to the same risks as any other device on the network. With advanced connectivity and capacity to collect, process and store large volumes of data, the MFP has long been a weak link in the IT infrastructure and this is an area that businesses can no longer afford to be complacent about.

The continued high level of print-related data breaches demonstrates that



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

Even behind a firewall, an MFP could potentially be a target for cyber criminals

businesses need to do more to protect their devices, network and data. An organisation's information security strategy can only be as strong as its weakest link. The expanding IoT security threat landscape means that the challenge of print security is moving beyond protecting the printed page.

Despite the move to digital communications, many businesses still rely on printing to support key business processes. MFPs are prevalent across

Most organisations recognise the risk of operating an insecure print infrastructure. Key findings from Quocirca's survey include:

61% of large enterprises admitted suffering at least one data breach through insecure printing

72% of respondents indicated an insecure print infrastructure is a major concern

The professional services sector reported the highest level of concern (88%) compared to the industrial sector (53%)

companies of all sizes and as such they are a critical network endpoint that must also be secured. Even behind a firewall, an MFP could potentially be a target for cyber criminals looking to compromise corporate or customer data.

Manufacturers must embed security into the architecture and interfaces of their products, in order to protect the lifecycle of devices, from inception to retirement. This means future proofing devices as they become more powerful, store more data and increase in functionality. MFPs should have the ability to run automatic security updates automatically, validate new software and lock features where appropriate.

Devices should have the intelligence to identify a security event and communicate such events and remediate as appropriate. This means that print management functionality must be integrated in broader IT security management tools to provide remote warning notifications for errors or unusual activity.

And, businesses must take a proactive approach to print security, this requires a full security evaluation of the print environment which can recommend the appropriate technology – including hardware and software security – as well as end-user education on responsible and secure printing practices, as left unsecured, these smart, connected devices can provide an open door to corporate networks. By taking steps to analyse the potential vulnerabilities of print environments, businesses can mitigate risks without compromising productivity.

Driver for MPS adoption

After cost, security is the second top driver for adoption of a managed print service, indicated by 81 per cent of respondents in Quocirca's recent MPS survey. Many are taking up security assessments as part of their MPS process. Amongst organisations using MPS, the majority have started or completed a security assessment of their print infrastructure. This is more prevalent in the professional services sector where over half of organisations reported that

Continued...

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they completed a security assessment compared to just 20 per cent of public sector respondents.

Currently, security assessments are often offered as an optional extension to traditional document assessments. However, Quocirca believes that these should become a standard part of the assessment process and MPS providers should develop KPI security metrics to ensure the effectiveness of security controls.

Implementing a successful print security plan

Quocirca recommends that the following measures are taken:

- **Ensure print devices are part of an overall information security strategy.** Printers are no longer dumb peripherals and must be integrated into an organisation's security policies and procedures.
- **Adopt a security policy for the entire printer fleet.** In the event of a data breach, an organisation must be able to demonstrate that it has taken measures to protect all networked devices. An organisation should be able to monitor, manage and report on the entire fleet, regardless of model, age or brand.
- **Secure access to the network.** Like other networked devices, MFPs require

To avoid the risk of data being recovered when the MFP is moved or disposed of, data overwrite kits should be employed to remove all data stored in the hard disk drive

controls that limit network access, manage the use of network protocols and ports, and prevent potential viruses and malware.

- **Secure the device.** Hard disk encryption adds an additional layer of security; securing stored data be it actively in use by the device, sitting idle on a device, and/or used by the device in a previous job. To avoid the risk of data being recovered when the MFP is moved or disposed of, data overwrite kits should be employed to remove all scan, print, copy and fax data stored in the hard disk drive.
- **Secure access.** Implement user authentication to eliminate the risk of unclaimed output being left in printer trays. User authentication, also known as pull printing, ensures documents are only released to the authorised recipient.
- **Secure the document.** In addition to access and device controls, digital rights management capabilities can further discourage unauthorised copying or transmission of sensitive or confidential information. This can be achieved by enabling features such as secure watermarking, digital signatures or PDF encryption.
- **Ongoing monitoring and management.** To ensure compliance and to trace unauthorised access, organisations need a centralised and flexible way to monitor usage across all print devices.

Auditing tools should therefore be able to track usage at the document and user level. This can be achieved by either using MFP audit log data or third-party tools, which provide a full audit trail that logs the identity of each user, the time of use and details of the specific functions that were performed.

- **Seek expert guidance.** Manufacturers and MPS providers continue to develop and enhance their security products and services. Take advantage of security assessment services which evaluate potential vulnerabilities in the print infrastructure. Note that not all assessments are equal. Ensure that the assessment provider demonstrates the credentials to fully evaluate the security risks across device, data and users. There are also a range of security certifications that are published by the National Institute for Standards and Technology. Ultimately, print security demands a comprehensive approach that includes education, policy and technology. In today's compliance driven environment where the cost of a single data breach can run into millions, organisations must proactively embrace this challenge. By using the appropriate level of security for their business needs, an organisation can ensure that its most valuable asset – corporate and customer data is protected.

Calculate the risk



The 11th annual **Cost of Data Breach Study**, independently conducted by Ponemon Institute and sponsored by IBM, found that the average total cost of a data breach for the 383 companies that participated, increased from \$3.79 to \$4 million. The average cost paid for each lost or stolen record containing sensitive and confidential

information increased from \$154 in 2015 to \$158 in this year's study.

The global study looked at the likelihood of a company having one or more data breach occurrences in the next 24 months, estimating a 26 per cent probability of a material data breach involving 10,000 lost or stolen records.

Seven global megatrends

- 1 The cost of a data breach has not fluctuated significantly, suggesting it is a permanent cost organisations need to be prepared to deal with and incorporate in their data protection strategies.
- 2 The biggest financial consequence of a data breach is lost business.
- 3 Most data breaches continue to be caused by criminal and malicious attacks. These breaches take the most time to detect and contain and as a result, have the highest cost per record.
- 4 Organisations recognise that the longer it takes to detect and contain a data breach the more costly it becomes to resolve. Over the years, detection and escalation costs have increased. This suggests investments are being made in technologies and in-house expertise.
- 5 Regulated industries, such as healthcare and financial services, have the most costly data breaches because of fines and the higher than average rate of lost business and customers.
- 6 Improvements in data governance programs will reduce the cost of

data breach. Incident response plans, appointment of a CISO, employee training and awareness programs and a business continuity management strategy, continue to result in cost savings.

7 Investments in certain data loss prevention controls and activities such as encryption and endpoint security solutions are important for preventing data breaches. This year's study revealed a reduction in cost when companies participated in threat sharing and deployed data loss prevention technologies.

By numbers

- 383 companies in 12 countries
- \$4 million is the average total cost of data breach
- 29% increase in total cost of data breach since 2013
- \$158 is the average cost per lost or stolen record
- 15% increase in per capita cost since 2013

<https://securityintelligence.com/media/2016-cost-data-breach-study/>

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Business inkjets and opportunities for channel growth

Andy Johnson, head of product management at Brother UK, explains growth opportunities for resellers in the business inkjet market and how the firm's new J5000 and J6000 series has been designed to meet end-user needs



Andy Johnson



J5335 DW

Last year the business inkjet market grew by 7 per cent*. This is largely being driven by SMB customers who are looking for high quality printers that have ultra-low running costs.

To help our channel partners capture this growth, we've developed an inkjet proposition in our new J5000 and J6000

series that incorporates the added-value features that SMBs need to support modern office environments.

While SMB customers don't have the requirement for enterprise-level A3 machines, not being

able to print in A3 can cause frustration when needed urgently. It's for this reason that our range features devices offer occasional A3 printing in a more compact device.

The new flagship inkjet series has also been created with roll-outs alongside laser models in mind. This would give customers access to the best of both worlds – volume A4 printing with occasional A3 printing that sees them avoid the expense of

having a larger A3 copier-style machine.

In designing the range we've also considered that the adoption of a flexible working culture is not just confined to multi-national companies. By the end of next year there will be 26 million mobile workers in the UK according to IDC and small businesses are increasingly attracting millennial talent by offering them collaborative environments to suit the ways they want to work.

With this in mind, the J5000 and J6000 series feature cloud connectivity through Google Cloud print, AirPrint and Brother's own iPrint & Scan app, making it easy for workers to print from multiple devices.

The models are also available as part of our managed print service offering. As the transactional print hardware market continues to contract in size at around 5% each year, we're aiming to open up managed print services to as many channel partners and customers as possible.

We recently invested in a digital platform that is designed to empower a wide range of channel partners, from VARs to office supplies resellers, to quickly agree managed print service contracts over the phone with their customers. This means that the devices can easily be incorporated into an integrated solution to solve a range of pain points, like purchasing ink or maintaining the devices.

Inkjet devices are now a real alternative to laser models for the SMB market. Yet, we recognise it's important to invest and innovate to make sure these products continue to evolve to help people to operate effectively and efficiently in today's fast-paced, dynamic workplace.

Brother UK is launching two new ranges of business inkjet printers in a bid to help channel partners capitalise on a market which has grown 7% year-on-year.*

Brother UK launches new business inkjets to help partners capitalise on a growing market

The J5000 and J6000 series offer full-colour A3 printing and scanning within compact A4-sized machines, cementing Brother's position as market leader in the A3 business inkjet category.

The six new models, targeted at SMB and SOHO end-users, offer low cost, reliable and efficient printing.

The ICT services provider has introduced the models to help SMBs increase print efficiency with fastest-in-class FPOT (fastest page out time) and FCOT (fastest copy out time) – as low as six seconds.

Models are durable and reliable, meaning they can withstand busy office environments with lots of different users. All machines also have improved paper trays to prevent jams.

The machines use high-yield cartridges to ensure print costs are kept to a minimum, and also offer better mono and colour print quality through Pigment Ink technology.

Both ranges feature a host of built-in cloud and mobile connectivity options, including Google Cloud print and AirPrint as well as Brother's own iPrint & Scan app, supporting businesses with collaborative working environments.

Andy Johnson, Head of Product Management at Brother UK, said: "We see real opportunities for partners in the business inkjet market – its growth in the past year is a sign of things to come.

"SMB customers are looking for cost-effective machines which they can trust to deliver, and that also work seamlessly in modern office environments. This means they need to be quick to support fast-paced working cultures

and offer a range of connectivity options to integrate with different devices.

"As market leaders in this category, we're confident that our new solutions are the best out there to help partners meet the needs of SMB and SOHO end-users."

www.brother.co.uk/printers/all-inkjet/business-inkjets

J6930 DW



J6530 DW



J6930 DW



*Context data – Jan to Nov, 2015 vs 2016

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MPS trends and forecasts

According to a report published by Transparency Market Research (TMR), the global managed print services market is projected to expand at a 14.8 per cent CAGR between 2016 and 2024. The opportunity in this market is anticipated to touch a valuation of US\$94.97 billion by the end of 2024.

The global market for MPS is driven by evolving customer needs and demands, which has compelled solutions providers to focus on delivering innovative, flexible, and cost-effective offerings.

TMR says that the increasing demand from organisations for cost-effective systems has amplified the adoption of MPS on a global scale. Moreover, the requirement to streamline the printing workflow is also likely to boost the demand for MPS in the coming years.

Other factors driving the wider implementation of MPS include the ability to achieve cost savings, with organisations looking to reduce operational costs now focusing on MPS. Managed print solutions deliver insights over printing expenses, enabling businesses to devise printing budgets for the future.

Companies looking to tighten up security are also likely to adopt MPS in the coming years. TMR also suggests that increasing awareness regarding the environmental benefits of MPS, such as reducing paper wastage from conventional printers and the energy efficiencies associated with modern devices, is also likely to cause a spike in demand globally.

One of the key challenges facing managed print service providers is the ongoing transition to digitised paper workflows. The continuous strive to reduce reliance on paper and the introduction of paperless or paper-lite processes is an obstacle in the widespread adoption of MPS, however, according to TMR, industry experts believe that as printing plays a significant role in various business operations, companies will continue to be reliant on this function.

The market for MPS is undergoing an identity crisis. As print volumes decline at a steady pace, MPS providers are looking to extend their service area to include business process automation, document workflow and information management. Moreover, enterprises are now presented with the opportunity of expanding the realm of managed print services with the rising interest in document workflow automation.

According to the report, managed print services find application in several end-use sectors, such as telecom and IT, banking, financial services and insurance, healthcare, government, legal, education, manufacturing and construction. The government and public sector is by far the leading consumer of MPS.

Geographically, North America has been the dominant market for MPS services and is likely to retain its lead through 2024. The companies operating in the global managed print services market, such as ARC Document Solutions, Xerox, Ricoh, Canon, Lexmark, Konica Minolta, Toshiba, KYOCERA, HP and Print Audit, are aiming to escalate their market presence through an increased number of channel partners.

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Logistics in action

Some 4.3 million Brother products are delivered to customers across the UK each year.

PrintIT Reseller caught up with Keith Howe, Director of Supply Chain and Service, to find out more about the company's supply chain and logistics infrastructure



Keith Howe,
Director of Supply
Chain and Service,
Brother

Howe is based in Brother's head office in Manchester and has overall responsibility for procurement, import/customs, storage and warehousing, as well as co-ordinating and planning all of the deliveries to the company's channel customers.

You only have to travel a short distance before you see any number of lorries, HGVs and delivery trucks on the roads, but I for one haven't really given much thought to how the products we buy for work and for home, get from A to B. Howe explained what happens behind the scenes at Brother and how its supply chain and logistics infrastructure is geared to provide a seamless, flexible service to its customer base.

Two months ahead

Brother printers and consumables are manufactured worldwide, the company has ten sites in Japan and its products are also produced in other facilities in China,

Brother also has a strong presence across Europe which includes a central stock holding facility in France and a warehouse for spare parts in Germany



Vietnam, Eastern Europe, USA, Philippines, Malaysia and the UK. With shipping typically taking several weeks, forward planning is essential and orders are placed well in advance to ensure sufficient stock is onsite to fulfil customer orders. "We are always two months ahead of what we need to do from a purchasing point of view," Howe explained.

"We also need to take other factors that impact on lead times into account, for example, Chinese New Year means that we can't place orders in December, so we need to bring these forward a month or so to ensure that stock is received in January. At any one time we could have between £8 to £9 million worth of stock in transit," he added.

Brother also has a strong presence across Europe which includes a central stockholding facility in France and a warehouse for spare parts in Germany. "We replenish certain lines from France once a week and deliver these directly onto our customers," Howe said.

Recovery planning is also part and parcel of the job. "We have to work on worst case scenario and have a plan B in place if we're unable to source from the Far East, or if there's likely to be any delay with the shipping for example," he

said. "If we need to, we can pull products in from Europe and vice versa. We have almost instant access to around six weeks' inventory, we might need to rework the instruction manuals for example, but having that flexibility is tightly embedded into the planning process," he added.

Working the logistics

Howe heads up a 50+strong in-house team of logistics and service personnel. He also manages and oversees the company's outsourced services that includes local storage and warehousing facilities as well as a large distribution facility in Lutterworth, third-party delivery companies, the service division and the customer service call centres.

The Lutterworth-based warehouse and distribution centre typically houses between 10,000 to 12,000 pallets at any one time. "That's our basic stockholding," Howe explained. All distributor and dealer orders are managed and co-ordinated from our head office and the brief for the transportation of each and every order is led by Howe and his team.

"Whilst we use a third-party site, it runs as if it was a Brother owned site,"

continued on page 32...



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Howe said. "Order confirmation and billing comes from Manchester and we allocate the mode of transportation for every order before we send them to DHL, whether it's by courier, haulier, trailer, or even first or second class post," he added.

Howe recently switched carriers, appointing DPD as it sends text messages to advise customers of a one-hour delivery window. "That's an extra value-add service that our customers can enjoy," he said.

Some customers have their own warehousing and have specific logistics requirements that Brother needs to meet. "We can send out ten to twelve trailers a week to some distributors, each of these will hold products with different labels and will be packed in pallets that meet individual customers' specifications in terms of height, size and volume. And the requirements can vary enormously, some customers with multiple locations have different requests depending on which site the order is to be delivered to. We're responsible for all of that detail," he added.

According to Howe the logistics operation has to constantly flex and change. "Customers can transact with us any way they wish, from email or via file transfer. We've built lots of flexible systems and we are continuously reshaping how we work," he said, citing MPS as one example. "The market is moving and MPS deployments becoming more mainstream, Brother's MPS model is scalable from a basic offer to a more sophisticated solution

and we're rolling it out through the channel.

"There are any number of challenges that come with that. Once a dealer has set-up an MPS contract we manage the supplies replenishment on their behalf and ship the consumables to wherever an individual device is located," he added.

He continued: "Each customer has different requirements and we have to ensure that we're set-up to meet all of their needs. Whether that's to deploy a trailer to fulfil an order placed by a distributor, ship a delivery to a large retailer who needs a bespoke service, despatch one device to a reseller, or send a set of consumables to a dealer's MPS contract customer."

Customer service

The operation is slick. "A trailer could be carrying 150 SKUs but if a query is logged we can tell the customer which box an individual item is packed in. That's how we add value to our customers. There's no product crossover, no shortages and I can't recall more than a handful of errors in the last ten to fifteen years," he said. "There might be the odd tape or cartridge that's damaged or gets lost, but that's about it."

He continued: "That's the high level of service we offer. Our customers don't have to worry about whether or not their goods will arrive on time, or if there will be products missing or damaged. We do extra things that mean they don't have to quality check onsite. They know it's right and that



I can't recall more than a handful of errors in the last ten to fifteen years

reassurance can take cost and waste out of their operations."

All returns are received in Manchester which houses a workshop staffed by eight highly skilled engineers. "Customer repairs are done onsite, we pull all spare parts from Germany and wherever possible we aim to offer customers a 48-hour turnaround," Howe said.

Brother employs a further four field-based service engineers who in addition to repairing devices at customers' own sites, also train dealers and other third-party service providers to maintain and repair Brother printers.

The company has a first level customer contact centre in Kingston upon Thames as well as a second level call centre at head office. "We're constantly training our first level operators which reduces the volume of calls that get escalated, in turn this helps us continue to improve and evolve our second level support teams," Howe said.

Running a tight ship

Inventory control is a smooth operation at Brother and Howe runs a tight ship. "In association with Deloitte we do an inventory count twice a year," he explained.

The last inventory took place in October last year. Howe confirmed that there was no loss on units but there was one difference in value. "We had a crossover on one product which resulted in the small valuation charge," he explained. "Our variance on loss was just £500 for the year and that's on a stock holding worth £140 million. That's something we're incredibly proud of," he added.

Recording such a small loss is no mean feat when you consider that during this financial year, Brother delivered 4.3 million items and the total number of claims agreed was just six.

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Virtuous circle

Last December, *PrintIT Reseller* participated in a roundtable discussion on carbon offsetting with Jeremy Spencer, marketing director of Toshiba TEC UK, Mark Simpson, managing director of CO2balance, and Paul Chipling, CO2balance's director of sales and marketing. Here we present edited highlights. A video recording of the discussion can be seen on the *PrintIT Reseller* website.

PrintIT Reseller (PITR): Mark, please could you tell us a little bit about CO2balance?

Mark Simpson: CO2balance is an internationally recognised carbon offsetting, carbon management and carbon reduction company. We were founded in 2003, originally doing domestic, UK-based offsets, which is how we met Toshiba. Then, throughout the 2000s we expanded into Africa. We now operate in 11 countries, doing a variety of projects, all to internationally recognised standards, ranging from VCS gold standard to CBM (Clean Development Mechanism) credits.

PITR: And how did you get involved with Toshiba TEC?

Paul Chipling: When we were doing UK woodland projects, a client purchased a gift tree as part of a Christmas present for Toshiba. That planted a seed in the minds of the Toshiba marketing team. They realised that carbon reduction and offsetting was an effective way to brand Toshiba as a green company, to do something good for the environment, and to reach out and show people how green marketing can work for a business.

PITR: Jeremy, please you can tell us a little more about Toshiba's Carbon Zero Scheme?

Jeremy Spencer: The Carbon Zero scheme was introduced in 2009 and we've been working with CO2balance ever since. We measure the carbon impact of our products, from materials procurement to construction and delivery, and purchase credits to the same level. We put these into a variety of CO2balance projects, so when our products are delivered to customers, they are carbon neutral.



We give our customers the opportunity to expand the social benefits of projects through bespoke programmes

PITR: Paul, please could you explain a bit more about some of the projects CO2balance is involved with.

Paul Chipling: The project that's been supported the most, right from the very start, is the Kenyan cooking stoves programme. In Africa, people cook using three-stone fires – basically three stones with a pot on top and firewood underneath. The thermal efficiency of this arrangement is very, very poor. There is a lot of wasted heat and significant use of wood, contributing to deforestation, and it's very smokey.

We've developed a fuel-efficient stove, which we make in a factory in Mombasa and distribute free to families. This halves the amount of firewood needed to cook

and the amount of carbon emitted – on average, each stove saves 3 tons of carbon a year. You get the environmental benefits of reduced carbon emissions, less deforestation and improved habitat protection, and it is a quicker, easier and cleaner way to cook, so there is a huge impact on the lifestyle of people in Kenya.

The second most popular initiative is the borehole project in Uganda, through which we find and fix broken boreholes. This provides millions of gallons of clean water to families in Uganda within 20 or 40 metres of where they live. Families and children don't have to walk 3-4 kilometres and carry back bucketfuls of water. Nor do they have to boil water to clean it. So there is an important carbon saving, as well as improved quality of life.

PITR: Your projects all seem to combine the environmental benefit of carbon reduction with a variety of social benefits.

Jeremy Spencer: Absolutely – and we give our customers the opportunity to expand those even further through bespoke projects. With the stoves, there is a health benefit because they burn a lot cleaner. And because they are more efficient, children, who are often responsible for collecting firewood, don't need to gather so much, giving them more time for education. Because schools in Kenya educate as many children as they can accommodate, one of the projects we have for our customers is the construction of big kitchens that can house industrial stoves. These enable schools to cook more meals, which means that they can educate more children.





Mark Simpson: Can I just add two further benefits: the lack of particulates in the atmosphere when people cook inside with one of our stoves; and changed patterns of wood collection. With three-stone fires, people essentially chop down whole trees and feed them into the fire. Because our cook stoves are so efficient and have only a relatively small opening, they don't need so much wood. Now, people tend to take branches off but leave the trees standing. It's phenomenal to see reforestation occurring because people are conserving their fuel source and just trimming off what they need.

Jeremy Spencer: Something else I'd like to add is that when the children we help get into education come home, they generally study by the light of kerosene lamps. Kerosene is a very smoky fuel and a potent greenhouse gas. For a few dollars, we can give them solar-powered lamps, which again reduces emissions and pollution. These are all little, marginal gains that can completely change people's lives.

PITR: The social impact of these projects is clearly enormous, but what effect has Toshiba's Carbon Zero scheme had on emissions?

Jeremy Spencer: I'm very proud to announce that we've managed to offset our first 100,000 tonnes of CO₂ – that's just in the UK, not counting the projects we run in Europe. We can also provide partners with bespoke projects to support their own green activities and have just gone through Paris 2016 accreditation to make our business carbon neutral.

What I really want to tell our partners is that in addition to these outward-facing initiatives, our entire product development is geared to making sure our products consume as little energy as possible. For example, we make sure our products have sleep modes, sensible sleep modes, and automatic duplexing to save paper. It's very important for us that our technology is aligned with our environmental message.

Paul Chipling: That's an important part of the carbon hierarchy: to calculate, manage

and understand your carbon footprint; to reduce it where possible through technology, innovation and education; and then to offset it through high impact projects. You have to follow that hierarchy of carbon management, which is just what Toshiba is doing.

PITR: A comprehensive approach like that is especially important considering the bad press that carbon offsetting has had in the past.

Mark Simpson: It has had a bad press over the years, and you'll always get people who pick on things. However, if you look at what came out of the Paris agreement, article 6 is all about carbon offsetting and carbon trading.

PITR: How have Toshiba's customers reacted to the scheme?

Jeremy Spencer: Very positively. Some people had the attitude of 'Do we really need this?', but once you sit down and explain things in granular detail, they really do appreciate it. Many customers have brought our schemes into their own CSR programmes. We deliver carbon neutral products to them and give them the opportunity to offset the paper and energy consumed in the usage phase.

Paul Chipling: The projects sell the story. It's basically a win-win: the customer gets a great quality Carbon Zero MFP and at the same time helps people in the poorest parts of the world, effectively supplying them with clean water, clean cooking and saving them time so that they can start new enterprises, go to school, have more play time.

PITR: 100,000 tonnes sounds a lot; can you give us some idea of what that means in a way that people can understand?

Paul Chipling: It's equal to the annual carbon emissions of 70,000 homes. Or, from a project perspective, it's equal to putting 15,000 stoves into Kenya and improving the lives of hundreds of thousands of people, or providing 18.1 million litres of clean water to villagers in Uganda. That's an astonishing figure.



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New look for Cartridge World

Master franchise opens first of five new showroom stores

Cartridge World UK & Ireland has opened a showroom in Harrogate, North Yorkshire, the first of five new showrooms planned for 2017.

Marking a departure from the traditional Cartridge World store, the newly formatted 'showroom store' is designed to showcase new printers and print supplies in a way that enables customers to get hands on with the equipment and choose exactly the right printer for their needs.

The new showroom design, featuring comfortable meeting areas, free Nespresso coffee and visitor Wi-Fi, is the latest investment in the franchise network made by Cartridge World UK & Ireland. It follows last year's opening of a Global Procurement Centre (GPC) in China and the launch of Cartridge World Sonar intelligent analytics and supplies replenishment software.

The Harrogate showroom is the second store directly owned and managed by Paul Callow, master franchise and CEO of Cartridge World UK & Ireland, who already owns Cartridge World Petersfield.

He said: "In Petersfield, we've seen sales up 8.5% in January 2017, versus the same time period last year, and 5% more new customers. Along with Harrogate, we plan to use these stores to demonstrate best practice and what is possible when franchisees take full advantage of the promotions, tools and services, which have been introduced to the network by us

This is a great opportunity for those who want to evolve their business capabilities and respond to rapidly changing market dynamics



since taking control of the UK business last April."

Callow added: "The very first Cartridge World store outside Australia – where Cartridge World was founded – was opened in Harrogate in 2002, so it is entirely fitting that this brand new showroom should open in the town some 14 years later."

Cartridge World UK & Ireland plans to open four other new showrooms through its existing franchise network, new franchisees or through the master franchise itself. Longer term, there are plans to roll the concept out in France, Spain and Portugal, countries to which the UK & Ireland master franchise acquired franchise rights in November 2016.

"When we set up new showrooms later this year, we are keen leverage the long service and deep product understanding of Cartridge World's franchisees and store managers to deliver solutions and services that help customers save money and leave the showroom with exactly the right product based on their needs. We have some amazing franchisees in the Cartridge World network, and this is a great opportunity for those who want to evolve their business capabilities and respond to rapidly changing market dynamics," explained Callow.

Cartridge World Harrogate is the base



of operations for Gavin Askew, General Manager UK and EU Sales Director. He said: "We've invested a lot of time and effort in developing this fantastic store to help elevate the Cartridge World brand and I'm excited about what this new retail experience will mean for our customers and the future success of the business as a whole."

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Is print the weakest link in the security chain?

Printers can represent a significant weakness in IT security, they are just as susceptible to data security breaches as PCs, but are companies doing enough to mitigate the risk?

PITR: According to a Ponemon Institute report (August 2016), 76 per cent of IT practitioners say their organisation has experienced the loss or theft of company data over the past two years. Is minimising the risk of a data breach much higher up on the business agenda now, or do companies still need to do more?

Simon Riley, Sales Director, Direct-tec:

"I believe data is being targeted all the time, we only need to look in the papers or watch the news, to see that even at the highest levels, security is being breached in governments all over the world, so large organisations need to be aware.

"This will be an issue for all companies and with hackers becoming more and more creative, we all need to keep up with the latest security software and hardware. This has been an issue for years, and many organisations initially tried to ignore it, in my opinion."

Julian Stafford, Managing Director, Midshire Business Systems Northern Ltd:

"Companies absolutely need to do more. Even when the facts of cybercrime are laid bare in front of them, they still choose to ignore it.

"Cybercrime is typically seen as something that happens to 'someone else' – people read about it in the paper, or see it on the news and think it won't happen to them – until it does."

Scott Walker, Head of MPS Business Development, ZenOffice: "In my experience, a lot of technology/software providers can put the tools in place to help businesses be more secure with their data. However, companies need to do more.

"As an example, Xerox devices come with MacAfee as standard, and secure print tools for customers to only output print jobs when they actually go to the device and release them. But, a lot of companies are not using these tools. How

much information do we leave on printers without it being collected or which is simply thrown in the bin? It's a problem easily solved if they go down the digital route."

Matt Goodall, Service Director, Office Evolution: "Without a shadow of a doubt, companies need to do more to secure data. We still regularly see open wireless networks or those with standard manufacturers' passwords set, this leaves their company and data open to the outside world.

"We have even come across servers that have been professionally installed with a user name of 'Administrator' and

Toni Gibiino, Marketing Director, RDT Office Solutions



a password of 'Password' and so in many cases, the cause of data theft can be traced to simple security practices not being followed."

Grant Howard, Head of Document Solutions Delivery, Annotata: "A rising number of data breaches has led to increased risk awareness amongst businesses, and the imminently approaching General Data Protection Regulation (GDPR) has meant that data protection has started to rise higher on the business agenda.

"But there is still a lot more to be done on this front as some areas are still neglected, such as print infrastructure, due to businesses' IT department not being aware, or being made aware, of the vulnerabilities being introduced through the print hardware."

Mark Smyth, Operations Director, Vision:

"It's certainly an area that is receiving more focus from clients and especially given the new GDPR legislation that will impact organisations in May 2018. The penalty for specific breaches is four per cent of an organisation's revenue or £20 million, whatever is the greater, so this should be the wake up some organisations with less focus require."

Steve Small, Managing Director, DMS

Reprographics: "Data security is becoming more and more of a 'hot topic' of which organisations – particularly our education clients – are increasingly aware. The new accountability principle in the GDPR from the ICO, is firmly placing responsibility with businesses to protect data. The ICO advises that companies implement a data protection impact assessment, particularly when using new technologies. Companies need to continue to do more to minimise the threats by implementing strict data policies and utilising tools that are available to them."

Clive Hamilton, Group Managing Director, Pinnacle Complete Office

Solutions: "Yes definitely I think it has moved up the agenda, our customers are more engaged in discussions around this, we even hosted an event on cyber security last year, but there is still a way to go.

"Companies and individuals need to put into place robust safeguards to protect their data as criminals become more sophisticated and target all sizes of industry. Furthermore with GDPR coming into force next year, we fully expect that businesses this year will look to have security pushed even higher on the agenda, in some cases appointing a security officer, especially with the potential

That statistic encapsulates just how common place data breaches have become in business today

finances that can be faced as a result of a breach."

Adam Gibbons, *Group Managing Director, Xeretic*: "I think it's a mix of both. Minimising risk – especially from data breaches – is now a board-level concern. To what extent it filters down into proactive measures to protect against data breaches, is more difficult to establish. To answer the question 'do companies still need to do more', the truth is that as security is a dynamic risk and one that's constantly evolving, companies always need to do more simply because the risk will not go away. There is no magic bullet to end all security risks and it's a job that requires constant attention because cyber criminals are relentless in their efforts to capture confidential and valuable information."

Toni Gibiino, *Marketing Director, RDT Office Solutions*: "That statistic encapsulates just how common place data breaches have become in business today. Depending on the size of business you're talking to, there are numerous takes on how high up the agenda it is. Yes, every CEO, MD, owner and business stakeholder has an eye on the security of their business from a confidentially perspective, but our own findings show that SMEs tend to keep the investment costs down by implementing more process and password based security tactics."

"It's at the opposite end of the spectrum with the large/enterprise organisations, where the major investments tend to occur. Most business in this area have varying packages of security built into their systems already, don't forget, but the subject matter is always on the agenda due to the ever changing risks in today's world. The bigger the company, the greater the exposure and risk of compromise."

PITR: The print infrastructure is often overlooked by IT professionals and networked devices are frequently used without proper safeguards in place. What are the risks of an unsecured print infrastructure?

Simon Riley: "I remember talking to clients back in the early 2000s when Sharp launched its data security kit. We told clients about the risk of data being stored on hard drives, and how it can easily be removed via simple bits of free download software. Many of the IT people at the time turned their nose up and said it's not important."

"These were financial, banking and government institutes in the city, and I was amazed at the cavalier attitude of some of the people I was talking to. The fact

The penalty for specific breaches is four per cent of an organisation's revenue or £20 million, whatever is the greater



Steve Small,
Managing Director,
DMS Reprographics

that any copy, print or scanned image will remain as a latent image on the hard drive was something people were not aware of. Even when we proved this was the case in demonstrations, it still wasn't enough to persuade people to buy the extra bit of protection.

"We sell machines week in and week out here and upgrade our own and other suppliers' machines. There are very few people who ask what happens to the hard drives once machines leave the building, we could really scan those drives and remove any latent data from them."

Julian Stafford: "You would not run a laptop computer or desktop computer, without anti-virus software. In this day and age, even the smallest multifunctional printer has a keyboard or keypad, a screen, a hard drive and, it sits on the company network – essentially they are computers."

"MFPs, including the most basic machines, are all vulnerable to attack. They are an easy port of access for cyber

criminals to enter a business, no matter what traditional security they have on the IT network."

Scott Walker: "Believe it or not, this is an actual example of how vulnerable networks are, without the proper security protocols in place on print devices. A University in the USA was actually breached by someone hacking in to the print device. They changed the temperature of the fuser unit which set the machine on fire. Thankfully, it didn't do too much damage...but what if?"

Matt Goodall: "Businesses need to fully evaluate the impact of progress related to their multifunctional devices. For example, have they restricted access to the machine via a USB stick (leaving them open to internal data theft) or have they locked down access to scan locations?"

"In addition, software solutions such

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as Papercut, allows the user to capture a thumbnail of all documents printed, by whom and to which machine. This level of monitoring will at the very least, allow the perpetrator of any theft or improper use of data, to be traced. More importantly though, how many customers ask for the multifunctional device to be data cleared and formatted before it leaves their site, ensuring that after disposal their data is not open to abuse?"

Grant Howard: "As printers become more involved in organisations' networks, and begin to take on increasingly complex functions, new areas of vulnerability appear, which can threaten the stability of the entire network.

"An unsecured print infrastructure opens up new opportunities for hackers and it provides them with an increased parameter to try and compromise. By way of example, hackers have the potential to gain access to printers via the device's web page, where they can then view potentially sensitive information. Even though some devices have passwords, these are usually left as default and a quick search on the internet will tell a hacker what it is. And, where the password has been changed, a simple network management protocol (SNMP) can be used on some devices to find out what it is.

"Some of the information available to hackers consists of document names and the user that printed it. Some will even show the department for the user and their active directory username. What's more, if this device is internet facing, as some are, an outsider can access this information and could potentially use it for social engineering as well as creating worms and malware. There have even been incidents reported of some hackers that are using the lack of safeguards in this area to get



Matt Goodall,
Service Director,
Office Evolution

information inside the organisation."

Mark Smyth: "There are several risks ranging from the confidentiality of documents left on a printing devices, through to the potential to access the device and its stored content. When you think about today's printing technology, printers are more like a PC than ever before with BIOS, firmware, hard disk drives, ports etc. Whilst vendors are continually improving security and certainly some are far better than others, the principles of the internet and an IP address apply with the strength of the device security BIOS, memory and firmware, and the IT infrastructure key to prevention."

Steve Small: "There are many risks of an unsecured print infrastructure. These

risks being increased by the greater use of networked and web-enabled devices.

"The most obvious risk that an unsecured printer poses is allowing unauthorised individuals to access documents that have either already been printed, or documents that are being sent through a wireless connection to be printed. If these documents contain sensitive information, in the case of our customers, a student's SEN statement or an employee's personal data, the damage to individuals and a business can be severe.

"Data encryption and data overwrite is vital, especially when the device is at end of life or is re-positioned. Networked and web-enabled devices should utilise appropriate protocols to prevent unauthorised access and vulnerability to viruses."

Clive Hamilton: "An unsecured print environment could simply be catastrophic to a business. Our need for immediate access, the ability to provide mobile working and store our data in cloud systems for immediate collaboration has driven the deployment of smarter and smarter devices, all networked and linked by easy to use app-based interfaces.

"The need for quick and easy accessibility and collaboration of print devices means that now you don't need a computer, tablet, phone or even a notebook, to access a file on a server. An unsecured printer could allow you access to that data, in a few simple clicks you can share/print and scan documents that could cause irreparable damage to a business."

Adam Gibbons: "The risks can be loosely split into two categories; the risks unsecured devices are vulnerable to internally and externally. Internally, devices that do not have any secure print measures in place can give rise to situations where confidential documents are printed and left unclaimed on a device. In those scenarios, documents could be picked up by those unauthorised to view them; for instance, a Human Resource team may print a confidential spreadsheet showing everyone's salary, and leave it unclaimed on a device used by the sales team. Or, a hospital department may print a patient record and leave it unclaimed on a device that's left in a public area. A further risk in healthcare, is when multiple patient letters are sent to one device, and due to a lack of secure print functionality, patient records are sent to the wrong recipients.

"Other private sectors – such as financial services, for example – are also required to honour specific regulation and compliance criteria around their customer data, so they too need to consider those responsibilities in the context of their

Hackers have the potential to gain access to printers via the device's web page, where they can then view potentially sensitive information



Simon Riley,
Sales Director,
Direct-tec

device and print security policies. Pressure to do so is being applied by the ICO. It increasingly takes such breaches very seriously, as witnessed by the hefty fines it has imposed on those private and public sector organisations that have failed in their data privacy duties.

"A growing risk to networked devices is posed by external hackers. Connected devices with web-browsers are a great entry point to a company's network and all the confidential customer and business data held within. Whether you're a major brand or an SME, the consequences can be the same – a direct impact to the business, frustrated customers whose details may have been leaked or compromised, and an incalculable damage to customers' trust in that brand, that can rock it for years."

Toni Gibiino: "The risks are huge and actually MFDs, printers and copier stations are pretty easy places to find all sorts of confidential data sitting around. If you think about the possible data access points on a printing device, it's no surprise that we hear huge stories in the press about important documents being found on public transport for example.

"There are three key areas that we need to protect when it comes to printing.

- **Paper output trays** – documents are printed and never collected. A familiar scenario across millions of businesses across the world. The most common vulnerability point without doubt.
- **Hard disk data** – printing devices are capable of storing data. When these devices leave the business at the end of a lease, it could leave with a lot of data. It's surprising still how few businesses even discuss this during a fleet swap unless we raise the matter.
- **Print network** – intercepting print jobs as they travel across the company network or more frequently, through cloud-based printing. Encryption here is essential too."



Adam Gibbons,
Group Managing
Director,
Xeretic



"Many organisations don't have the skillset in house to manage the systems"

Clive Hamilton, Group Managing Director,
Pinnacle Complete Office Solutions

PITR: Why do you think that organisations place a lower priority on print security?

An engineer walks in and replaces a hard drive and walks out with that information

Simon Riley: "I don't think they realise until you point it out. Most IT teams focus on the breach from outside the building, people sending in virus emails or stopping staff downloading weird and wonderful software. The fact that they go and print a copy of the accounts, or print out the entire client base doesn't matter.

"An engineer walks in and replaces a hard drive and walks out with that information. If someone managed to breach the client security system, what is to say that using some software which is out there that they couldn't grab information, using the machines' web interface?"

Julian Stafford: "Ignorance."

Scott Walker: "I think this is simply down to the fact that most organisations look at printers as just that – printers. At the end of the day, they're computers in their own right. Once they're on the network, they've got the same levels of risk as a PC or laptop."

Matt Goodall: "Largely because they are unaware of it, they do not comprehend the amount of data that passes through a multifunctional device, the daily throughput of scans, prints and faxes, is huge in most modern equipped companies.

"The machine will store, process and

then print, send or fax the data, most industry experts will be aware of this and advise accordingly. We are rarely asked what EAL (Evaluation Assurance Level) security level the machines comply with, and whether that fits with the clients' needs. Generally it's only in military or government sales, that we are quizzed about the security features."

Grant Howard: "While IT departments are very careful when it comes to protecting PCs, user accounts and other areas viewed as traditionally vulnerable from breaches, generally, they still see the MFD as a benign unit to carry out simple day to day office tasks.

"However, the MFD is now effectively another PC with its own operating system and storage area and should be treated as such, with the same levels of caution as other devices."

Mark Smyth: "Some IT Managers simply do not see the printing device as a security threat and therefore it's low priority. However, over 60 per cent of IT Managers have experienced a security data breach through the printer so it absolutely should be taken very seriously. We are starting to see an increase in security questions and more qualification content in tenders and in client facing presentations, and IT normally always have a presence. Where they do not have an initial presence, we request they are engaged and as early on in the process as possible."

Steve Small: "In many cases, this is down to ignorance of the capabilities and features of the devices, and they are often seen as simply paper output devices."

Clive Hamilton: Firstly I think this is changing with more and more conversations featuring security prominently. But for some organisations, security is a challenge, some don't understand how sophisticated the systems have become and how security features are built in or embedded but, unless they are switched on they don't provide any protection.

"Many organisations don't have the skillset in house to manage the systems to create a print policy or look at authentication. But, as print specialists we need to do more, we need to encourage more open conversations around security and share best practice, so that we can advise our customers on how they can protect their business, in the long run, this is beneficial for all of us."

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Adam Gibbons: "Print, as a business function, is often overlooked. Only recently have companies started to wake up to the fact that unmanaged print is a hidden – yet considerable – cost to an organisation. If print costs are only starting to become a realisation for many companies, then it may take even longer for them to appreciate the security vulnerabilities that print and print devices expose a business to.

"Another factor could be that we typically view security as being a 'computer' or a 'network' problem. It's widely thought that it's their content which is of value to a hacker, which is true – but the gateway in to those robustly protected assets, is the innocuous MFP in the corner of the office. Businesses need to realise that it's just as important to protect the gateway as it is to protect the assets cybercriminals want to steal."

Toni Gibiino: "Put quite simply it's further down on the list of projects compared to losing a server and data back-up that allows you to keep the business running. I'm not aware of a business that has been compromised at a server level, directly from a printing device. Controlling what and how is being printed for cost reduction purposes appears higher up on the agenda compared to security, in many instances, but it's often not enough. The other surprising request that is more prominently sitting on the agenda is for us to not sacrifice user experience for better security."



Julian Stafford,
Managing Director,
Midshire Business Systems Northern Ltd

PITR: Are businesses simply unaware of the security risks that printers pose? As a vendor, what can/are you doing to ensure that print security is an integral part of end-users' IT security policies?

Simon Riley: "Yes, a lot of businesses are unaware. Many of the devices we now supply come with data encryption as standard, so any information on the hard drives is overwritten, ensuring nothing can be retrieved. But not all manufacturers do this as standard.

"We try to add value to this, but as we have already established, many people do not see this as an issue. We do see the requirement for hard drives to be wiped or destroyed in some tenders, but not in all. Educational establishments seem to be the clients who ask for this the most. But once again, much to my dismay, this level of security is now becoming included in the price of the machine, so we are maybe devaluing the risk ourselves."

Julian Stafford: "We promote the importance of security, give advice and offer assistance with every new business proposal. Currently, we sell HP machines, which are the most secure devices, and our other manufacturers, Sharp, Toshiba, and Ricoh are all following suit and locking their devices down.

"I think that it all comes down to training. Most data breaches are caused by accidental human error – leaving confidential documents at the printer for example, so proper training for all staff on how to avoid silly mistakes, and on how to use security features properly, should be a clear starting point for any business."

Scott Walker: "ZenOffice MPS is in a position to be able to offer MacAfee whitelisting as standard with all Xerox devices. We also work closely with all our clients during the implementation stage, to look at things like 'print release' so jobs only print when authorised at the device.

"We can also set the devices to automatically remove the jobs from the print queue after a specific period of time (hours, days etc.) to further avoid risk. Beyond that, mobile working also forms a large part of our design stage, to ensure the right security is in place."

Matt Goodall: "As a professional and responsible installer/supplier it is down to us to ask the right questions and to ensure that the option they have chosen fits their requirements and demands. Suppliers should also make them aware of what happens to the hard drive when a machine is removed from site, do you offer an option to retain the drive, or swap it out with a new one?"

"Many customers though, even after advice, seem to not take data theft seriously: "Who would want my data?" or "There's nothing of importance on there." are comments we often hear. What can we do? Well I think the least you can do is ensure that your own info is up to date and that you can advise what best practice is. Also partner with a good IT company who can offer solutions to minimise network breaches and tighten up security."

Grant Howard: "In my view, businesses are simply unaware of the risks. This, teamed with the speed at which print

continued...



Scott Walker,
Head of MPS Business Development,
ZenOffice

...continued



Grant Howard,
Head of Document
Solutions Delivery,
Annodata

*"In my view,
businesses are
simply unaware
of the risks."*

devices have evolved over the last few years, is presenting new vulnerabilities that leave some organisations exposed to serious risks.

"We work with our customers to educate them and to help them address the risks, but sadly this isn't common practice."

Mark Smyth: "The principles to focus on and quite often neglected are, data, documents and the device itself. In almost every client case, we embark on a testing and proof of concept with the client and this enables us to understand their security policies and how we can potentially help and assist where some may have a weaker process and policy."

Steve Small: "You will often find printers that have been added to a network by unauthorised or untrained staff as they are not considered to be a threat to the overall security of a network. We work closely with our clients to audit their print structure and continue to recommend and refine print solutions. We ensure that their capabilities continue to grow alongside their evolving needs and that they are informed enough to consider printer technology in their overall IT policy."

"We also work very closely with our technology partners to ensure that our knowledge is up-to-date with the market place while having one eye on future developments. We will shortly be introducing a new data security initiative via one of our partners to highlight the risks and provide a trusted and secure solution."

Clive Hamilton: Yes I think that some businesses are, most have anti-virus for all of their hardware from client devices and network level, taking into account an external threat, but are they aware

How many printed pages are left on copiers around their organisation to be seen or shared by those that shouldn't?

of the threat within? How many printed pages are left on copiers around their organisation to be seen or shared by those that shouldn't have access to such information? Do they understand how setting controls on device, application and by user not only secures their data but tracks and prevents unlawful sharing, which could lead to regulatory fines as well as damage to a business's reputation?

"These are the questions we are discussing with our clients, how we can help protect them end to end, secure their data throughout the print lifecycle whether this is scanning in a document to a secure repository for collaboration, or emailing it for eventual printing, all of this can be tracked with a managed print and document workflow solution, which we specialise in."

Adam Gibbons: "It is difficult to know for sure, but I hope the message is starting to sink in; if a peripheral is attached to

the network it needs to be protected from external risks. Here, Xerotec's long history of working with clients in sectors where data confidentiality is vital – from financial services, legal and healthcare – pay dividends, as we're able to apply this security knowledge and experience to ensure that print security is an integral part of a company's overall security policy, and isn't just a post-attack bolt on. We also work with clients to review their device security on a regular basis to ensure it's fit for purpose. Meanwhile, from a device perspective and to protect against attacks, Xerox and McAfee teamed up to design a security system to help companies protect against threats to this confidential data.

"At the same time, measures need to be implemented to ensure that data doesn't leak out accidentally (or intentionally) from within. To that end, we offer a range of Intelligent Print Management solutions which make print more transparent and accountable. In the case of SafeCom Smart Printing for instance – among its many other features – it offers access control by adding authentication at the printer to protect devices from unauthorised use of print, scan and fax functionalities. It also adds confidential printing because its authorised user only pull print ensures that prints are always delivered only into the right hands, negating the risk that confidential documents could go astray."

Toni Gibiino: "Any IT manager worth his pay has a reasonable knowledge of printer security but its importance in relation to other IT security issues is simply lower down in the pecking order of priorities. In RDT's case our approach is to make it a discussion point at the onset, during our discovery meetings or to tackle in account management quarterly reviews. There is a plethora of solutions on the market to tackle the business environment needs, each one with its own particular nuances (no pun intended). Our sales people receive regular training to be able to identify and suggest the "right" solutions, specific to the client's/prospect's business situation. We very much see it as our responsibility to educate the client and help protect their business when it comes to printer security."

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Mark Smyth,
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Trade Copiers continues on growth trajectory

Penrith-based Trade Copiers which buys used multifunctional printers from a large number of dealers and OEMs for resale all over the world is enjoying sustained growth

The family-run company has taken on new staff, expanded its fleet of delivery and collection vehicles and is embarking on phase two of a major expansion programme that will see it add two further extensions to head office.

Managing Director Stephen Armistead said that business is going really well. "We are busier than we have ever been," he said. "Whilst we have enjoyed steady consistent growth year on year, the past twelve months has seen a significant growth spurt. We've achieved 30 per cent growth, we're having to work really hard to stay on top of demand, and I can see that level continuing."

To cope with the increased demand from both the channel and OEMs, Trade Copiers has boosted headcount, recruiting five additional members of staff to work across the business. New hires include sales and warehousing personnel as well as drivers.

New contract wins

Trade Copiers provides a pain-free way for resellers to generate additional revenue by simply selling the old kit they remove from customers' premises when upgrading their fleet with new technology. 18 months ago Armistead told *PrintIT Reseller* that he was actively looking to expand the company's customer base and work with more dealers nationwide.

"We deliver a professional service to our customers and we pay fair prices," he said. "We offer dealers an opportunity to earn more from each contract win, in almost every case they have to take out and dispose of the second hand kit they're replacing – we'll pay them for it and collect it too.

"We've been very successful in meeting our goals and getting a much bigger slice of the used market," he said, adding that over the past year Trade Copiers has secured a number of big contracts with some major suppliers.

Fleet investment

When Armistead set-up the company, he started with a single van to do all of the pick-ups across the country. Trade Copiers now has a six-strong fleet of HGVs and lorries that are on the road five days a week, collecting used MFPs and wide format printers which are then taken back to HQ to have all of the data cleansed prior to resale.

"We have recently purchased a new HGV which has been wrapped in our livery," Armistead explained, adding that he intends to place an order for another HGV imminently.

Export sales

Trade Copiers conducts 98 per cent of its business abroad, shipping used machines by the container-load all over the world to destinations including UAE, China, Singapore and Malaysia. Sales in the EU and to a lesser degree within the UK make up the rest. "The volumes resold in the EU are very small now, the big opportunity is most definitely further afield," said Armistead.

In an average month Trade Copiers exports in excess of 1,500 machines but Armistead said that over the past six months, overseas demand for second-hand MFPs in full working order has gone through the roof. "Export sales have markedly increased, in particular within



Stephen Armistead, Managing Director, Trade Copiers

We invested £1 million to secure a much bigger site which would grow with us

Asia, the Middle East and Africa," he added. He attributes this to the weak GBP. "Our customers are taking advantage of the fact that sterling has fallen in value. Whilst it's not been great for us in the UK, for the rest of the world, the UK is an attractive market from which to buy from."

Expansion plans

Trade Copiers began operating out of a 100 sq. ft. of rented space in a warehouse and moved into new premises that included a 25,000 sq. ft. warehouse which houses around 3,000 machines at any one time a couple of years ago.

"We invested £1 million to secure a much bigger site which would grow with us," he explained, adding that the move was part of a long-term plan to build additional warehousing and office accommodation to support future growth.

The company has already added two extensions including a new loading dock as well as completing a major office refurbishment and is currently working on phase two. "We are now looking to build two further large extensions on the back which will provide us with more storage space," Armistead said. Trade Copiers has also acquired another unit locally that is also used for storage.

The company's core business is supplemented by a secondary branch that supplies consumables. "This is an additional service we offer to customers and is complementary to our main business," explained Armistead. "We only deal in original supplies, keep large up to date stocks and offer fast delivery and competitive pricing." This side of the business has also grown in line with the main operation.

www.tradecopiers.co.uk





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Carving a path to success

Aged 22, Matt Phauré started a business from scratch using his parents' garage as a makeshift office. Office Oracle turned over £360,000 in its first year of trading and achieved sales totalling £1.45 million at the end of its fifth year



Matt Phauré

Phauré left school at 16 and talked his way into a number of jobs in the City. After the financial crash resulted in the number of openings for traders becoming fewer, and job security more tenuous, he joined a family-owned office supplies company. He spent a year working for the business, during which he developed a passion for the sector, which ultimately led him to take a leap of faith and build something from scratch.

"I had outgrown the company I was working for, there was little room for career progression, but the experience stood me in good stead. What I liked most was the fact that unlike investment banking and trading, where you might close a huge deal one month and nothing the next, this sector provided a steady income stream," Phauré explained. "With smaller deals being conducted more frequently, the business ticks over quite nicely and if customers get great service, then they keep coming back."

There were two key drivers behind the decision to found Office Oracle, the first, according to Phauré was his parents' work ethic and the second was his passion for business. "My parents have always worked hard and growing up I saw first-hand that you have to work hard for things, they aren't handed to you on a plate. I also have a true passion for business – I started doing deals in the playground selling sweets and such like!

"I love making deals, negotiating, presenting and forging long-term

relationships, and decided to create a company that would enable me to put my talents to good use," he added.

Phauré started from scratch, his first step was to open an account with Spicers. "Spicers took me on as a new start-up and they have supported me from day one," he said. From a standing start, the company achieved record sales figures, attaining between 20-30 per cent growth year on year. This year Phauré is targeting £2 million.



Office Oracle today employs 21 people and has office and warehouse space in Charlton SE7. The company serves customers in seven London postcodes and counts a number of high profile brands amongst its client base. "Location is really important to us, we keep our geographical reach tight, which ensures that we can deliver on our promise to provide outstanding customer service," Phauré said.

The business was initially established

as a traditional office supplies provider, however Phauré's mantra to only conduct business face to face has paid dividends in terms of enabling diversification into other complementary areas such as MPS, franking machines and high-end furniture, which has created additional profitable revenue streams.

"We conduct a full business audit for each and every customer, a process that ensures we fully understand their business and requirements. This enables us to tailor our offer and provide them with the right mix of products, services and solutions, on time, every time. As part of this process, we identified other areas where clients required additional support, and made a strategic decision to expand our offer to deliver additional value-added services," Phauré explained.

Office Oracle chose to partner with sector specialists as opposed to spreading themselves too thin. "Last year, we partnered with a large London-based MPS provider and in addition to our core business, we won an international office MPS deal," he said, adding that the company is now in further negotiations to formalise that relationship. Office Oracle will also soon complete the purchase of a printing company, a move that will further increase share of customer wallet as well as group turnover.

People are at the core of the business. Phauré said: "I have two key objectives – to ensure my employees are happy and to provide them with the opportunity for career progression, and to listen to my clients' ensuring that we support them and their business."

Looking ahead to 2017, Phauré is focused on growth. "The foundations are laid and the business is in a strong position. We will do some more work on refining our offer and establishing distinct, dedicated divisions such as office products, interiors, MPS and printing, ensuring that our clients continue to reap the reward of our dedicated, bespoke service," he concluded.

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Phauré's mantra to only conduct business face to face has paid dividends



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

It has to be the decline in the single function print market. Users are becoming far more astute in the use of print and with the increase in Managed Print Services, MFDs have seen a surge but output is in decline. This of course has an adverse impact on consumables sales.

Where do you see the next big opportunity?

We see Smart Solutions as a major opportunity. Cloud-based document management tools together with Smart MFDs is a focus area in our business. Not forgetting however our Graphic Arts and Wide Format business, which is on par with forecasts at the moment.

What would make your day job easier?

Bigger budgets and more automation!!

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

Remain calm, focused and never give up.

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

Yes, we all would to a degree. Being able to predict the future would make it far easier to implement change earlier.

Describe your most embarrassing moment.

I was at Dublin Airport with my then Marketing Director. Having a cappuccino before take-off. We are both rather vocal with our hands and I knock my drink all over her – she had a beautiful brand new white mohair jumper on...



What was your first job?

I qualified as an Architect. My first project was the Christian Barnard Heart Unit at Groote Schuur Hospital in Cape Town.

What would be your dream job?

I always loved events and guess it would have been Global Marketing for exclusive beach resorts hotels.

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

Fine dining and good wine.

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

Ferrari 250 GTO – sold for £32 million and I'd like to drive it across Route 66.

Favourite holiday destination.

The Maldives.

How do you like to spend your spare time?

Playing Golf and walking my Labrador.



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Make sure it's original HP



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- Invalidation of hardware warranty and costs to repair damaged devices
- Wasted money for malfunctioning counterfeits and the need for a new bid

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