ACQUISITIONS
Apogee acquires Danwood

PRINT MANAGEMENT
PrinterLogic to expand across Europe

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Comment

Apparently, Brits are becoming a nation of complainers, according to new research by a nationwide telephone answering service.

alldayPA analysed its call data and found that calls of complaint made to its client base of 24,000 UK businesses have trebled over the last five years, now accounting for almost a fifth of all enquiries received.

The company's CEO says that we're beginning to lose our traditional British reserve and adopt an American culture of blame and complaint, he also cites the rise of social media as a driving force behind the increase in phone call grumbles.

The number of vendors in the print space continues to shrink. We saw Samsung exit the print business last year when HP acquired the business, more recently Kyocera purchased Annodata, albeit the reseller will continue to operate independently and Danwood, arguably one of the biggest dealerships is to be integrated into the Apogee Group (page 16).

Acquisitions are undoubtedly one route to business growth and we expect there will be more to come. Apogee has finalised four deals in six months and stated its intention to complete more, and DMS Reprographics, the subject of this issue's dealer profile piece (page 32 has also confirmed it will be looking to acquire like-minded dealerships in 2019.

New research published by Beaming, the business ISP, found that more than half of British businesses fell victim to some form of cybercrime in 2016.

Demand for unified threat management devices, web application firewalls and network access control systems increased by 71%, 59% and 45% respectively, amongst those employing between 10 and 49 people, which begs the question should print and IT resellers be looking at cyber security technologies as an additional revenue stream?

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

Kodak Alaris Partner Award winners announced

Kodak Alaris Information Management (IM) hosted more than 130 VARs and distributors at its 2017 Partner Summit in Lisbon last month. During the two-day event, sixteen partners across EMEA were recognised with awards, including three from the UK - Midwich, Data Capture Solutions (DCS) and Scansation.

The Kodak Alaris Partner Awards which recognise excellence, growth and engagement of its top partners were presented during a gala dinner. Midwich was named Best Value Added Distributor. Odile Silva Di Mascio, Kodak Alaris' Partner Marketing and Campaign Manager said: "Midwich has outstanding industry knowledge and consistently creates value and generates demand within the channel for Kodak Alaris products. In 2016, they facilitated the completion of a number of large complex deals and played a key role in enabling Kodak Alaris to increase its distributed capture market share."

The Best Strategic Partner award was won by Scansation, a leading provider of document capture solutions and professional services, and DCS, a Neopost company, picked up the Best Performance Partner award.

The Partner Summit was a clear demonstration of Kodak Alaris' commitment to its partners as the primary vehicle for delivering information management solutions that simplify and improve the way customers work. In a post-event survey, 97 per cent rated the event as 'extremely valuable' or 'very valuable'.

www.kodakalaris.co.uk/go/IMnews

Gerry Kelliher, EMEA Sales Director, Kodak Alaris IM; Rachael Swadkins and Neetika Khanna, DCS; Sid Sutherland, Scansation; Matthew Smith, Midwich and Rick Costanzo, President and General Manager, Kodak Alaris IM

UTAX creates new role

Mark Phillips has joined UTAX as Area Sales Manager, charged with maintaining and supporting UTAX's existing dealer partnerships and recruiting new dealer partners to help grow its business across central England.

With over 25 years' industry experience, having worked with brands including Konica Minolta, Kyocera and Panasonic, Phillips is looking forward to bringing a fresh perspective to this newly created role.

www.utax.co.uk

Duplo gets top marks for energy efficiency

Total Gas and Power has awarded Duplo a Renewable Energy Supply Certificate for its international headquarters, Automation Precision House, in Addlestone, Surrey. The print finishing pioneer has been accredited for using energy that is 100% generated from renewable resources.

Duplo has launched a series of initiatives to ensure best energy and environmental practices. Starting with a Derby University-commissioned environmental Ecotect Report, it has been on a mission to become carbon neutral.

The roof has solar power panels and a bank of wind catchers funnelling fresh air directly into the offices. Sun pipes bring natural light into the building and water collected from rainwater channels is used to flush toilets. Special hand driers reduce carbon emissions by 70%, air source heat pumps regulate the temperature, while recycling points have reduced landfill waste by a third.

www.duplointernational.com

Turning up the heat: Duplo takes its responsibilities seriously, with its staff also taking part in charity initiatives, such as this hospice firewalk

Epson partners with Essex Business Machines

Essex Business Machines (EBM) has become an authorised dealer for Epson UK. This new partnership will allow EBM to provide its customers with Epson's Replaceable Ink Pack System printers - RIPS, while bolstering its eco-credentials.

Mark Bailey, EBM Managing Director said: "We are delighted to be an authorised reseller for Epson UK and are looking forward to introducing the innovative RIPS products to our customers. The WorkForce Pro RIPS range is a compelling choice for environmentally conscious businesses. As a company that prides itself on being committed to delivering on our environmental policy, supplying these devices as an alternative to laser printers very much fits with our green ethos."   **www.ebmltd.co.uk**

Alternative achieves Canon accreditation

Alternative, one of Canon's European Premier Partners, has received Advanced Production Print Accreditation from the OEM. The company is the first in the UK to receive the accolade since its launch last year.

With a full range of training both for pre and post sales, the accreditation means Alternative, in partnership with Canon, is able to offer complex professional print solutions that help to develop their customers' businesses.

In addition to the accreditation, Alternative is the first UK partner to successfully supply and support Canon's imagePRESS C10000VP, the 100 page per minute colour digital print engine designed to meet the increasing demand from both commercial and in-house print service providers.

www.alternative.uk.com

Distribution sector evolves in the face of changing demand

Leading distributors are set to explain what they can offer new markets for technology sales in a focused campaign which highlights the value-adding benefits to all in what is emerging as a 'new distribution' model for the ICT industry internationally.

Recent research by IT Europa has revealed significant shifts in the products and services being offered by Europe's leading distributors. As end-user market demand for cloud-based solutions and managed services grows, distributors are adapting their business models and developing new services to support channel partners. The emergence of new technologies such as Artificial Intelligence and the increasing demand for mobility and the integration of technologies to support digital transformation, are further fuelling such changes.

"It is clear that there has been a sea change in the way two-tier channels work in recent years," said Alan Norman, MD of IT Europa. "We have seen in our research of European VARs, integrators,

MSPs and other channels that they are adopting a more value-conscious, services-led approach, using their technology skills and market understanding to create and drive new propositions in the channel. Distribution has stepped up a gear to meet these challenges, and the IT industry and its components should respond to this and take advantage of what is now on offer."

The Global Technology Distribution Council (GTDC), the worldwide industry association dedicated to defining and promoting the role of wholesale distribution in a successful and healthy information technology channel, has also observed the shifts taking place and is developing a campaign using case studies, white papers and social media to help build recognition in the industry of the changing nature of distribution. GTDC CEO Tim Curran said: "Europe's distributors are resilient, diversified and innovating...and the IT industry's partners of choice."

www.gtdc.org

Kirsty Guy

Maximising sales in Public Sector peak

Tech Data is aiming to help resellers maximise their sales potential during the busy public sector peak, releasing a special guide that covers the current priorities, trends, developments and opportunities across government, healthcare and education.

The Tech Data Public Sector Peak Guide is designed to inform resellers on current priorities and trends in the public sector, and on solutions that will attract the attention of buyers.

Kirsty Guy, Public Sector Marketing Manager at Tech Data said: "The stream of stories about how public services budgets are being cut seems to be never-ending. But instead of putting the brakes on IT spending, the drive for efficiency is increasing the urgency of technology adoption."

www.techdata.co.uk/publicsector

Capita awarded place on NHS framework

Capita has secured a place on a four-year NHS clinical and digital systems framework which aims to support the Government's Personalised Health and Care 2020 strategy.

The company has been awarded a place on the two lots of the framework it applied for, providing services including digitisation and document management, clinical and patient portals, as well as patient tracking services.

Neil Griffiths, Health Sector Market Director at Capita said: "Capita has vast experience of supporting organisations to deliver better healthcare. We look forward to continuing that work through this framework, which will play an important role in helping NHS organisations meet their obligations as set out in the Government's Personalised Health and Care 2020 strategy." **www.capita.co.uk**

On the shortlist

St Neots-based IT managed services company Riverlite, has been shortlisted in the High Growth Award at the 2017 SME Cambridgeshire Business Awards.

In getting to the finals, Riverlite demonstrated that it is truly a high growth firm; contributing massively to employment growth and with clear plans for future success. Managing Director Paul Oggelsby said: "To be recognised by an awards programme that draws attention to SMEs across the whole of Cambridgeshire is a real honour. We are so proud of the work we do and the approach we take as a trusted IT partner and to be acknowledged as making a significant impact as part of the vibrant Cambridgeshire business community is the icing on the cake." **www.riverlite.co.uk**

Harold Sharp Accountants count on Midshire

Midshire has helped business advisors and chartered accountants, Harold Sharp, make the move to a managed print service, bringing the company up-to-date with the latest photocopying, printing and scanning technology.

Stuart Carruthers, Midshire Technology Sales Manager said: "Harold Sharp had spent a number of years managing their own solution, which proved time consuming, unreliable and costly. Our solution was to consolidate devices across the entire business, so that all replacement parts and toners were consistent. Using our Callisto software, we are able to monitor the machines, automatically take meter readings and dispatch toner, which takes away a huge headache for the customer."

The new MPS service has allowed the firm to reap significant benefits across the business and pass savings onto its clients. Partner at Harold Sharp Chris Wrighton said: "One of the key things that we were looking for in our outsourcing partner was actually just somebody that we could rely on, and I think in Midshire we've found that partner." **www.midshire.co.uk**

Datatrade achieves Premier accolade

Datatrade has been named a Premier Solution Partner by Zebra Technologies, its highest partner status.

This new distinction demonstrates that Datatrade can deliver enterprise level solutions to customers across the complete range of Zebra products, from industrial printers to handheld computers, scanners and mobile printers.

"We're thrilled that our continuing collaboration with Zebra has been acknowledged with this top level partnership; only a handful of companies worldwide enjoy such a status. It validates the complete backing and support we have from Zebra's corporate team," said Datatrade Director Peter Laplanche.

Datatrade will continue to combine Zebra's solutions with its own asset tracking and printer management solutions in order to equip enterprises with greater visibility and control.
www.datatrade.co.uk

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ABS partners with Samsung

ABS UK has announced a new partnership with Samsung that will dramatically enhance the range of products and services offered to clients.

ABS is now a part of the Samsung Team of Empowered Partners (STEP), which provides the business and its customers with access to Samsung's full range of next-generation smart business printing solutions and core solutions, which help business monitor print usage and keep their documents secure, without the need for a server.

Brett Abson, Sales Director at ABS said: "This is a significant milestone for the business and we're delighted to be able to expand our bespoke service offering to customers. To be entering into a partnership with a brand of Samsung's stature is a real measure of how much we have grown."

He added: "We will be offering Samsung print solutions to our existing and growing client base with immediate effect, and we are extremely excited for our customers to discover how the new

(l-r): Mark Ash, Director Enterprise Business at Samsung Electronics; Brett Abson and David Thompson, Head of OA Channels at Samsung UK

technology can benefit their businesses."

David Thompson, head of OA channels at Samsung UK Ltd said: "We are delighted to welcome ABS into the Samsung Partner Programme."

www.abs-print.co.uk

Tech Data acquires Avnet's Technology Solutions business

Tech Data has completed its acquisition of the Technology Solutions business from Avnet.

Bob Dutkowsky, CEO of Tech Data described it as a momentous day in the company's history. "Our organisations' common cultures, shared values and commitment to providing a world-class customer experience will serve as the foundation for the new Tech Data. Together, we will be an even stronger company, capable of doing more for our channel partners than ever before. We remain confident that the acquisition of Technology Solutions creates a winning combination for our customers, vendors and shareholders, as well as the employees of both organisations," he said.

The addition of Technology Solutions significantly broadens Tech Data's value-added distribution business, increasing the company's ability to help its partners capitalise on next generation technologies while enhancing its go-to-market capabilities with complementary skills, expanded vendor relationships, and new customer sets. **www.techdata.co.uk**

Bruce Davie

Seven years of consecutive growth

ZenOffice turnover has grown successively over the past seven years from £4.3m in 2009 to nearly £16m at the end of 2016. The company also won the Xerox UK Gold Partner of the Year, The One Oldham Business Award (over £10m turnover) and the BOSS Industry Dealer Excellence Award (over £5m turnover).

ZenOffice Managing Director, Bruce Davie, said: "Our strategy of providing a differentiated offering continues to pay dividends, with growth across each of our seven divisions. Winning the three awards is testament to how our business is viewed by our peers sand the outside world. We aren't just a good business; we are a great business and we are all very proud of our achievements."

www.zenoffice.com

New EMEA-wide distribution deal

Value-add distributor Hammer and Spectra Logic, have entered into an EMEA-wide distribution agreement.

The partnership will see Hammer adding Spectra Logic's high capacity workflow, tape and disk-based products to its portfolio and will allow Spectra Logic to strengthen its position in key back-up and archive markets. By partnering with Hammer, Spectra will grow its enterprise-level reseller customer base.

Jason Beeson, Hammer's Commercial Director, said: "This is an excellent opportunity to increase our high-performance computing offering to our partners and customers. By adding Spectra Logic's bespoke data workflow storage solutions we can reach a whole new genre of highly data-dependent users who are seeking a complete data workflow, from input and day-to-day use right through to deep storage and archiving."

As Spectra Logic's object-based storage systems links directly to the public cloud, this distribution agreement will also enable Hammer to enhance its current cloud portfolio.

Spectra Logic is the third company this year to join Hammer's portfolio of world-class vendors, following Samsung Semiconductors and Huawei. **www.hammerplc.com**

United Business Group acquires IT firm

In line with its business expansion plan, United Business Group has acquired IT company Santiki. Established for over 23 years, Santiki provides IT, network, network cabling and the latest technology to save time and money. United Business will be introducing these services to complement its current offering. The Group is on track to achieve a turnover in excess of £6m this year.

www.unitedbusinessgroup.co.uk

Toshiba TEC partners with DocuWare

Toshiba TEC has launched a suite of document workflow software, the software allows the smooth integration of the e-BRIDGE Next series of Toshiba MFPs into DocuWare's document management system.

Based on Toshiba's Open Platform MetaScan technology, the new software connector allows the scanning, indexing and archiving of any documents in one seamless process directly via the MFP. Scanned documents, including Meta-data in XML format, are automatically transferred to the central DocuWare document pool for further processing.

www.toshibatec.co.uk

SPOT Group to re-enter acquisition market

SPOT Group has announced its intention to enter into the acquisition market again. Group CEO, Jeff Whiteway believes that the changing market will drive further consolidation and with 39 successful acquisitions to date, is confident in the Group's ability to support dealers either interested in selling, or looking to acquire a fellow dealer.

Office Team is interested in growth via acquisition, but also understands that Spicers supporting dealers will be, in some cases, better placed to drive benefit from buying a fellow dealer. Whiteway said: "In either case we are very interested in speaking to dealers who are looking to exit or are entering into dialogue with our partners on how we can help the process, through advice or in some cases, financial support."

www.spicers.co.uk

Datech focus on Autodesk renewals

Datech, Tech Data's specialist CAD-focused business unit, has launched a telesales hub that will make it easier for partners to address the massive potential in the wider market for Autodesk solutions with smaller customers and renewals.

The new resource has been set up to help Autodesk partners target and manage the large number of users with between one and five seats. It will work with Autodesk and its partners both to maximise renewal rates and drive new business.

Fiona Cannon, Subscriptions Business Manager for Datech UK, said: "We have invested in building the Datech telesales hub to help partners maximise the potential of smaller customers both for renewals and new business. The early results are very promising and with the new business leads also being passed through to the channel, we believe the potential is very good indeed."

www.tddatech.co.uk

VOW Venture training events

VOW has launched its 2017 schedule of exclusive training events which will take place in Leeds, London and Solihull. The wholesaler has reshaped the programme to include insightful product training across all categories as well as sales training.

Anthony Stears aka 'The Telephone Assassin' who delivered a keynote address and workshop at Green Light, will be providing a three hour training academy for all attending delegates. The training days will also offer opportunities to engage and interact with vendors across different categories. Practical breakout sessions with suppliers will equip resellers' sales teams with product knowledge and any new trends that they can benefit from.

National Sales Director Martin Weedall said: "We're very much looking forward to kicking off the event calendar with the first event in Leeds on 6 April."

Anthony Stears

Nathan Addison

Synaxon partners with Wavenet

Synaxon UK has formed a partnership with Wavenet, the nationwide provider of unified communications services, giving its members the opportunity to offer the company's extensive range of data and voice connectivity services to their customers.

With immediate effect, Synaxon members will have access to Wavenet's complete portfolio. As part of an introductory special offer, members will be able to benefit from exclusive pricing and promotions.

Nathan Addison, Cloud Business Development Manager, said: "Wavenet's services are renowned for their technical excellence and reliability and this new partnership us an unprecedented opportunity for Synaxon members to offer voice or data solutions to their business customers."

www.synaxon.co.uk

GMC Software named leader in Magic Quadrant

For the fourth consecutive year, Gartner has named GMC Software, a Neopost company, as a leader in its Magic Quadrant for Customer Communications Management (CCM) Software.

The announcement reinforces GMC's position as one of the foremost organisations in the space, with its innovative thinking and products setting the pace for the rest of the industry **www.gmc.net**

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www.ricohprintersandav.uk/giveaway/

Xerox's Mike Holyoake joins platinum reseller

After 27 years with Xerox, Mike Holyoake, formerly Country General Manager within the European Graphic Communications division, has joined Zerographic Systems (ZSL) as Group Sales Director.

Holyoake said that the decision to join ZSL, one of the largest Xerox Platinum Business Resellers, was fueled not only by their professional business structure and growth ambitions, but the increasing opportunities that can be realised through the creativity, agility and relevancy of ZSL's approach to a market where value added resellers are better placed to deliver contracted managed solutions.

"Mike's extensive experience in developing structured sales strategies and knowledge of the document technology and solutions market will be a valuable asset in delivering the growth plans we've set for the coming years," said CEO Kevin Corbett. **www.zerographic.com**

Mobile app increases accounts payable automation

Kofax has introduced Kofax Perceptive AP Invoice Approval 2.0, an invoice approval solution designed to better automate end-to-end accounts payable processes. The solution streamlines the invoice approval process via a mobile-optimised interface usable on any device via responsive web design.

"Perceptive AP Invoice Approval 2.0 demonstrates our continued commitment to automating end-to-end accounts payable operations. With AP Invoice Approval, we are transforming the standard, yet often frustrating, act of approving invoices into an effortless experience that adds tremendous value to finance and accounting teams," said Reynolds C. Bish, Chief Executive Officer of Kofax. "Additional functionality, including the mobile-optimised interface, gives users and IT the tools they need to perform their jobs more productively, leading to improved vendor relations and organisational efficiency." **www.kofax.com**

Midshire's David Clark shortlisted for award

Midshire's Senior IT Consultant, David Clark, has been shortlisted for an Insider Young Professionals Award 2017. The awards celebrate the success of young business talent across the whole North West region.

Clark has played a vital role in developing, launching and building Midshire's IT services business. He confirmed the company as a licensed Microsoft and Citrix service provider, identified major profitable partnerships with global IT suppliers such as DataOn and DoubleTake, and built its hosted desktop product Desktop Monster, entirely from the ground up.

Winners will be announced at an awards evening at the Lowry Hotel in Manchester on April 20.

OKI opens up professional security features to a wider market

The MC563dn is the newest addition to OKI's colour portfolio and combines impressive print speeds (30ppm) and high quality output (1200 x 1200 dpi) while making powerful security features such as Private Print and Card Release available to small and medium-sized businesses and workgroups.

"OKI's new range of colour printers and multifunction printers has been exceptionally well received by the market since their launch in October last year. The MC563dn is a great addition to this range, offering the performance and security features of the M573dn smart MFP, opening the MC500 Series up to a wider market," said Marketing Manager Andrew Hall.

The MC563dn is simple to set-up and includes support such as links to "how to" video guidance making it easy to run and maintain.
www.oki.com/uk

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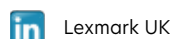
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Keren Chapman

OKI Europe appoints HR strategist

Keren Chapman has joined OKI Europe as Vice President, Human Resources from INC Research where she worked as Senior Director, HR. In this new role, she will oversee all people-related functions within the organisation, including employee relations and communications, HR policy and processes, performance management, talent management and acquisition and compensation and benefits.

"Keren is a most welcome and valuable addition to the senior management team," said Terry Kawashima, Managing Director, OKI Europe Ltd. "Her experience and leadership will enable us to further nurture the considerable talent already within the organisation and ensure we can add the right skills for further growth and success." **www.oki.com/eu**

Barker to lead BNP Paribas Rental Solutions

Ian Barker has been appointed as the new Head of BNP Paribas Rental Solutions. Barker has been with the company for 24 years. Tristan Watkins, CEO at parent company BNP Paribas Leasing Solutions UK, said: "Ian is highly experienced and knows the leasing and rental market inside out. He will play an important role in driving the ambitious growth plans for this business line as we continue to grow our footprint in the commercial vehicle market."
www.rentalsolutions.bnpparibas.co.uk

Ingram Micro strengthens EMEA team

Ingram Micro is strengthening and investing in its regional go-to-market team and capabilities in EMEA and has made a number of changes to its EMEA vendor engagement team and leadership team.

Jacek Murawski has been appointed Vice President, EMEA Vendor Engagement. He most recently served as General Manager and VP EMEA for Odin Automation, a cloud provisioning management technology platform acquired by Ingram Micro in December 2015. Günter Schiessl, who until recently led volume vendor management for Ingram Micro Germany, is tasked with leading the distie's volume vendor engagement team in EMEA and Jordi Muñoz will head the EMEA value vendor engagement team, he formerly served as the value business lead for Ingram Micro Spain.

Tasneem Baldiwala, formerly vendor engagement lead for EMEA, will move to a new role leading strategic planning and execution for the region and Mark Chlebek has been promoted to Executive Director, EMEA development.
www.ingrammicro.com

Synaxon invests to support member growth

Synaxon UK underlined its commitment to driving growth for its members and partners, by making further investments in its senior UK team. The channel services group has welcomed back former UK Channel Manager Nathan Addison as its new Cloud Business Development Manager, and recruited Lisa Winstanley as Marketing Manager.

Derek Jones, Managing Director of Synaxon UK, said: "This is the right time to be investing in and strengthening our team. Nathan will already be a familiar face and voice to many of our members and partners, and bringing Lisa in with her extensive experience of driving campaigns that get results, will be a great asset to our business." **www.synaxon.co.uk**

Zammit named President, Tech Data Europe

Tech Data Europe has appointed Patrick Zammit as President, reporting into Executive Vice President And Chief Operating Officer, Rich Hume.

Zammit was formerly Global President, Avnet Technology Solutions prior to the acquisition by Tech Data. He previously led Avnet's Electronics Marketing EMEA components business and held a number of leadership roles across finance, operations and strategic planning.

"I am looking forward to exploring new opportunities to engage with channel partners and vendors across Europe," he said. "We are bringing together two businesses with a mutual commitment to providing a world-class customer experience. My focus will be to ensure that our partners benefit from the broader and differentiated portfolio of IT solutions now available from Tech Data."
www.techdata-europe.com

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Absence of BYOD policies puts data at risk

Annodata issued a Freedom of Information (FoI) request that found 42 per cent of council districts in England do not have a BYOD policy in place, a status that the MSP warns puts data at risk

According to Annodata, without an enforceable plan in place, these organisations may be leaving themselves exposed to the risk of data leakage and any benefits to be had from BYOD will be lessened.

Considering, the strict guidelines on data security in the public sector, especially when it comes to protecting the confidential information of citizens, the MSP says that it's vital to have a clear BYOD strategy in place before employees use their own devices to access an organisation's data.

"BYOD can bring clear benefits in the form of greater flexibility and increased productivity. However, any gains to be had from BYOD will be null and void if there is not a clear policy to accompany this," said Marketing Director Joe Doyle.

"The risk of not giving BYOD appropriate consideration can result in companies being left exposed to an increased risk of data leakage, whilst also making it difficult to determine which devices are accessing which systems and data. Employees want to use their own devices and experience tells us that they will, with or without a standard. Having a BYOD policy grants organisations greater visibility and control over this," he added.

With the introduction of the General Data Protection Regulation (GDPR), controlling who has access to company

Joe Doyle, Marketing Director, Annodata

Employees want to use their own devices and experience tells us that they will, with or without a standard

data and from what devices, this is set to become even more important. Organisations will face serious legal and financial repercussions, with fines of up to four per cent of total revenue.

"The public sector in particular needs to approach BYOD with due diligence and special emphasis needs to be placed on security when employees are using their own devices to access an organisation's data. Despite this, the research highlights that a number of local authorities are yet to implement specific and enforceable measures," Doyle stated.

Doyle argues that this is the ideal opportunity for council districts, and other public sector organisations, to revise their approach to existing IT polices and how data is managed. "Doing so will minimise the risks associated with BYOD and will enable the real benefits, including increased productivity and efficiency, to be attained. Local authorities should look to work with the right provider who can conduct a thorough and comprehensive review of their current approach," he said.

"With the trend towards BYOD gaining increasing traction, technology is there to support this initiative, especially as vendors are working to improve the efficiency and security of mobile solutions. Employees now wish to use their personal devices at work in order to streamline processes and make their lives easier; they want to have the same print capabilities and access to documents on their mobile device as they do when using their desktop. A BYOD strategy should be top of the agenda for organisations that don't currently have one in place. Considering that digital workflow is becoming more important than ever, seamless printer access is just one way that BYOD can enable the local authorities to be more productive and efficient," Doyle concluded.

A separate FOI request to determine the adoption of cloud-based solutions in the public sector, revealed that while 58 per cent of councils are using the cloud to some extent, only six per cent have implemented any form of cloud-based printing.

www.annodata.co.uk

Apogee completes largest acquisition to date

Apogee has acquired Danwood, a move that has created Europe's largest independent provider of managed print services and increased annual revenues to over £250 million

The firm secured significant investment from Equistone Partners Europe, a pan-European, mid-market investor in September 2016, and has wasted no time spending the money, this latest deal is its fourth acquisition in just six months.

Additional strategic acquisitions completed by the Group include Glasgow-based Direct Business Systems (DBS), a family-led business with a strong reputation for customer-focused local support and service built up over 21 years of trading. The company, which was bought in October last year, counts many high profile organisations amongst its client base, including distillers Whyte&Mackay, charity Sense Scotland, and the logistics specialist the Malcolm Group. DBS provides technology from four different manufacturer partners and the service operation supports an installed base of nearly 1,500 devices.

Just one month later, Apogee announced it had completed the acquisition of Hibernian Business Equipment Limited, one of Ireland's leading print management and managed print service providers, giving the business a new Irish footprint. And in December, CityDocs, one of the UK's leading specialist providers of in-house and outsourced print and digital document services was absorbed into the Group. The deal included Willow Graphics, CityDocs' visual communications operation which provides creative services, large format and digital printing.

Biggest deal to date

The acquisition of Danwood, reportedly the UK's largest independent provider of document technology and managed print services to SMEs and the corporate and public sectors in the UK and Ireland, for an undisclosed sum, is undoubtedly a deal that the industry didn't see coming.

By combining the two businesses, Apogee will create Europe's largest independent provider of managed services for print, document and process technology. The purchase will significantly enhance its

This significant acquisition for Apogee provides us with the scale and reach to be a leading player in the European market for managed print services

client base with the addition of over 10,000 retained customers and approximately 8,000 transactional customers. Furthermore, it will augment the service already provided to Apogee's client base with the addition of a strong service network that supports hardware and software from multiple manufacturers including Kyocera, Xerox, HP, Samsung and Sharp, many of whom are also existing supplier partners of Apogee.

Scale and reach

The existing Apogee Board of Directors, led by Joint CEOs Jason Collins and Robin Stanton-Gleaves, will continue to manage the Group following the acquisition.

Commenting on the deal, Collins said: "This significant acquisition for Apogee provides us with the scale and reach to be a leading player in the European market for managed print services. Danwood has terrific strengths that complement Apogee's offering and strategy, including a large client base of major corporate businesses, government and public sector organisations, and a strong service network that will increase the Group's coverage and capacity to support its clients across the UK and continental Europe."

"Apogee is dedicated to providing its customers with best-in-class, pro-active managed services and advanced workflow solutions," Stanton-Gleaves added. "This offering, which has driven Apogee's reputation as the first choice provider for multi-vendor print technology and service, has been a key driver of our recent strategic decisions. Having created Europe's largest service provider with the addition of Danwood to the Group, we look forward to further extending our leadership in pro-active managed services

and advanced workflow solutions."

Apogee stated its intention to continue to make further strategic acquisitions to drive its growth in the UK and Continental Europe.

Industry response

Comparisons have been drawn with the Samsung/HP deal last year, and there's has been a lot of social media chatter around the deal. As with everything, there has been a mixed response, however in the main, it's been positive. A LinkedIn post announcing the acquisition by Phil Holvey, Group Commercial Sales Director at Apogee, got 107 likes and multiple comments a few of which are tabled below:

"Having spent 9 yrs at Danwood & 3 at Apogee, this is a truly ground-breaking acquisition, offering countless potential moving forward. Great work Phil Holvey and the Apogee team."

"Great move Phil ...erm can you ask Jason Collins to dig a bit deeper and buy some more please?? This continual reduction in the number of competitors is fantastic."

"Congratulations on the Danwood acquisition, which transforms your business in Scotland, and represents an amazing opportunity."

"I guess that firmly establishes Apogee as UK's #1 independent Phil... arguably bigger than any of the mainstream manufacturers' UK businesses... Heady times!!"

"Exciting times ahead. Good luck to all my friends at Danwood."

The news however wasn't welcomed by all, an article posted on Lincolnshire Business – Danwood has around 400 staff at its Lincoln site – reported that employees said that around 120 people will be made redundant, some of which will be put on three months 'gardening leave'.

In the piece posted online, the publication reported that one employee told Lincolnshire Business: "It's been very underhand. Danwood said that they had a 10-year plan and they have just sold out. There has been rumours for ages but Danwood had been saying everything was fine. I just think people should be aware."

The employee added that many of the senior management team have already left the business.
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HP reinvents security

HP has teamed up with actor Christian Slater for a new, branded short film series called 'The Wolf', an initiative designed to elevate awareness of the security risks facing businesses and consumers

The HP Wolf web series global campaign forms a key part of the new 'HP Secure' call to action. It kicked off with award-winning actor Christian Slater and the premiere of the newly launched HP Studios' web series, The Wolf, highlighting how corporate networks can be hacked and what companies must do to protect themselves.

The Wolf is directed by BAFTA and Emmy nominee Lance Acord and edited by Academy Award winner Kirk Baxter.

In the series, Slater systematically hacks a company – from the mailroom to the boardroom – through overlooked vulnerabilities and poorly secured printers and PCs. This first instalment reinforces that

HP is leading from the front to continually make meaningful progress in securing the future of computing

security is no longer just the responsibility of the network or something at the perimeter, but it's a concern for everyone.

"Hacking is a serious and growing problem for businesses and consumers. When HP asked me to partner on this series, I thought it was a great opportunity to help educate the public about how to better protect against cyber-attacks," said Christian Slater.

"As the universe of connected devices grows exponentially, so does the sophistication and magnitude of cyber-attacks. Securing devices, data and identities is an imperative in driving continued confidence in technology and with whom and with what we choose to connect," said Antonio Lucio, HP Chief Marketing and Communications Officer. "HP is leading from the front to continually make meaningful progress in securing the future of computing, and The Wolf is a creative way to raise awareness of this growing challenge for companies."

Over the coming months HP will be elevating its commitment to reinvent security through a broad range of partnerships, events and product innovations for the most secure devices, solutions and technologies.

"Christian Slater's ability to play a charmingly sinister hacker, combined with his popularity in the cybersecurity world, make him the perfect partner to expose security issues that leave businesses vulnerable to attacks," Lucio added.

The printers in today's enterprise environments are as sophisticated as any computing device," said Vikrant Batra, Global Head of Marketing for Imaging and Printing. "Hackers can pull data from a printer's hard drive, or get access to your company's network. And how many times have you walked by the printer and seen printouts with sensitive information just sitting there?"

He continued: "Securing devices, data and identities is a critical concern for everyone, everywhere. At HP we are committed to meaningful progress in securing the future of computing. Making the world HP Secure. The Wolf is a call to action to raise awareness."

The data security money pit

The Data Security Money Pit: Expense in Depth Hinders Maturity, **a January 2017 study conducted by Forrester Consulting on behalf of Varonis, found that organisations are focused on threats rather than their data and do not have a good handle on understanding and controlling sensitive data.**

The fragmented approach to data security exacerbates vulnerabilities and challenges, 96 per cent of respondents believe a unified approach would benefit them, including preventing and more quickly responding to attempted attacks, limiting exposure and reducing complexity and cost.

While data breaches destroy customer confidence, impact revenues, attract large regulatory fines and cost C-levels their jobs, 76 per cent of data security professionals believe in the maturity of their data security strategy, according to the study. Despite heavy investments in a variety of data security tools as part of their strategy, 93 per cent report persistent technical challenges in protecting data.

In order to provide data visibility and controls organisations desire, the study states: "It's time to put a stop to expense in depth and wrestling with cobbling together core capabilities via disparate solutions." Almost 90 per cent of respondents desire a unified data security platform. Within such a solution, 68 per cent see

the value of data classification, analytics and reporting to help reduce risk. Additional criteria also include meeting regulatory compliance (76 per cent), aggregating key management capabilities (70 per cent) and improving response to anomalous activity (66 per cent).

In summarising the findings, Forrester writes: "A platform can help to address concerns and challenges that have sprouted from trying to make use of many disparate tools, freeing up resources to allow for greater focus on ensuring that firms have the correct policies, procedures and remediation actions in place to meet business and data security strategy objectives." **www.varonis.com/forrester-2017**

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Secure MPS

In December last year, the company announced it had redesigned HP Managed Print Services to help protect corporate print environments against cyber-attacks.

New HP Secure MPS capabilities include advanced security professional services, software solutions and expanded core delivery capabilities for customers' multi-vendor print fleets. In addition, HP announced the pre-configuring of HP print devices for security.

"Networked printers can no longer be overlooked in the wake of weakening firewalls to the growing sophistication and volume of cyber-attacks," said Ed Wingate VP & GM, JetAdvantage Solutions at HP, Inc. "That's why HP has established a new benchmark in managed print services, infusing security best practices into everything that we do to enable our customers to stay on top of growing endpoint security challenges."

Reduced burden on IT

HP added new implementation and professional services to HP Secure MPS so that companies can outsource and improve their security profile while saving valuable IT resources.

The new services and capabilities include:

■ **Print Security Implementation Service:** HP will provide its own specialised security support technicians to implement corporate print security plans.
■ **Print Security Advisory Retainer Service:** HP's credentialed security advisors will deliver ongoing security expertise, risk profile updates and support to evaluate security plans on a regular basis and provide ad hoc support for compliance audits.
■ **Print Security Governance & Compliance:** HP will help meet compliance via new remote management of security settings as well as monitor the print fleet for potential issues and supply proof of compliance reporting on fleet security status.

> **Networked printers can no longer be overlooked in the wake of weakening firewalls to the growing sophistication and volume of cyber-attacks**

■ **Increased Training:** HP has invested to raise the level of security expertise with MPS employees and HP technical teams with industry security certifications such as CompTIA.
■ **Enhanced Reporting & Reviews:** HP is embedding security into MPS tracking and reporting processes for greater visibility to the print fleet status and to review security best practice recommendations.
■ **New Remote Management Tools & Services:** New tools within HP MPS software automate security actions such as firmware updates and password management, so companies can outsource tedious IT security actions as part of the MPS contract.

Pre-configured for security

HP has started to ship printers with less-secure interfaces closed, requiring customers to open the ports and protocols if they are needed when deploying new printers on their network.

The company is now closing older, less-maintained interfaces including ports, protocols and cipher suites as identified by NIST as less-secure including FTP and Telnet. With its November FurtureSmart firmware update, it has improved admin password and encryption settings for both new and existing HP Enterprise printers and MFPs.

HP is also actively working with software developers to modify their applications to utilise newer, stronger interfaces in order to close additional interfaces in the near future.

Data, device and document security

HP JetAdvantage workflow and printing solutions have been developed to streamline crucial business processes and tasks for enterprise customers leading to reduced IT workload and costs, improved employee productivity and enabling users to print securely.

The latest security enhancements include: HP Access Control which provides authentication, authorisation, and secure pull printing capabilities, now with improved functionality and support for SNMPv3, a new card reader compatible with HIP2 that expands card type compatibility, and the ability for users to login and logout with a simple swipe of a proximity card or smart card. And HP Capture and Route which makes it easy to control and track scanned content and distribute documents with the touch of a button. New features include support for LDAP over SSL, data at rest encryption for scanned data stored on the Capture and Route server, and MyMessages, allowing for immediate printing of user messages and faxes while standing at the MFP.
www.hp.com/go/reinventsecurity

Skills gap in cyber security

Data Privacy Day Champion BeecherMadden insists that with the introduction of GDPR affecting companies globally, privacy is the hot topic for 2017.

In a statement the company said: Predictions are that an additional 75,000 data privacy jobs will be created in the UK, as a result of the legislation. These individuals do not currently exist and with the skills gap in cyber security already creating a problem, this shortage is going to add pressure to the industry.

Candidates who currently work within data privacy, move less often than their counterparts in security. They can also command huge salary increases to move, due to the high demand they find themselves in. Companies need to consider training new individuals in the knowledge and skills required to fulfil these new positions. Privacy encompasses physical and cyber security and this is a good opportunity for companies to bring these functions closer together.
www.beechermadden.co.uk

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PrinterLogic announces plans to expand distribution across Europe

PrinterLogic recently announced it has signed a distribution agreement with Tech Data. *PrintIT Reseller* spoke to Matt Riley, Vice President of Channels and Andrew Miller, Vice President of Marketing, about the company's heritage and plans to expand distribution of PrinterLogic across Europe

Self-service Installation Portal – Empowers end users to install their own printers

The newly-formed partnership enables Tech Data to distribute PrinterLogic's solutions to resellers throughout the US and Canada, however the plan is to fully leverage the distributor's global footprint to further PrinterLogic's expansion across Europe.

Matt Riley,
Vice President of Channels

Andrew Miller,
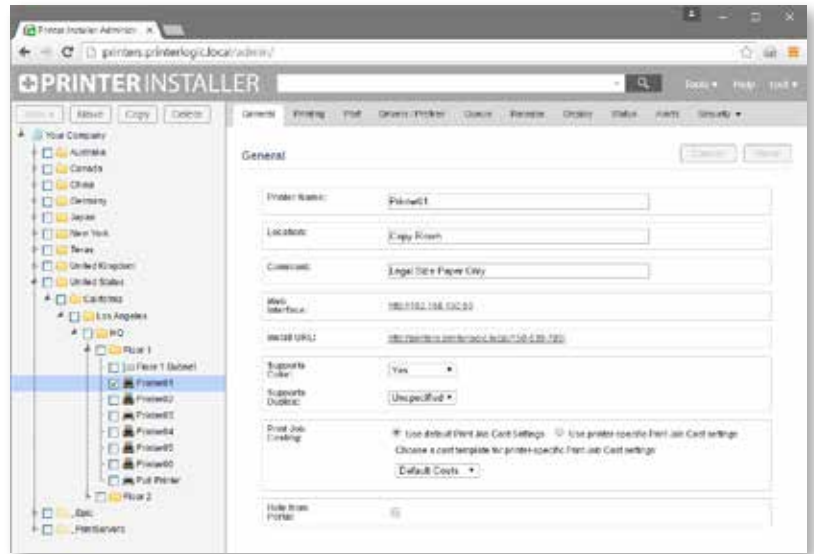*Vice President of Marketing*

PrinterLogic is essentially an on-premise web application that simplifies the management, migration and provisioning of printers, enabling businesses to eliminate Windows print servers. The company was first established fifteen years ago, when it created a solution to resolve printer management issues within what was then a Novell network operating system environment. Over the years, the feature set expanded as the market shifted and moved towards a Windows environment.

Six years ago was a pivotal point in the company's development. "We looked at the feature set, and how we could repackage it and create an enterprise grade platform suitable for organisations of all sizes," Riley explained. "We used this development as the launching pad for a rebrand to PrinterLogic, developed a robust solution that addresses all of the printer management issues that businesses from SMBs through to large enterprises are faced with and this formed the basis of our strategy to build and grow the business

moving forward."

Originally established as a direct sales operation, the company quickly discovered the value-add that channel partners deliver and began engaging partners in its go-to-market strategy. "We formed strategic partnerships and built a strong distribution model that sees our solutions being sold through resellers, VARs, MPS providers and IT vendors worldwide," Riley said. "We expect that by the end of this year some 90 per cent of our business will go through the channel."

European expansion

Headquartered in St George, Utah, PrinterLogic opened a second office in Frankfurt, Germany last year, a strategic move designed to support its strategy to achieve wider distribution across EMEA. "We are building theatre-level distribution models across EMEA, creating a two and three tier distribution model at a country level," Riley stated.

Explaining the rationale behind choosing Frankfurt as its European HQ, Miller said: "When we started, 10 per cent of our revenue was coming out of Europe without us even focussing on it. The demand is significant and we see

huge opportunity within the UK, Germany, France and Spain, among other countries which is why we have dedicated resources now located in the region."

He continued: "Our largest customer base by far is in Germany, and we have some key integrator partners based in Frankfurt. These are a key extension of our team and as such Frankfurt was a natural choice for us to select as the location for our first European office."

Riley added: "We've seen a lot of organic growth within the UK and we're incredibly encouraged at the prospect of growing our business there. We have a number of business development activities within our business plan designed specifically to leverage channel partners in addressing that market."

PrinterLogic also has a number of contracts with OEMs including Konica Minolta and Toshiba, and Riley said that there are other deals in the pipeline. "Having multiple distribution points will help us address the needs of partners and customers, regardless of which countries or regions they represent.

"The company is growing like crazy, growth in both our home market and in Europe is consistent and comparable. We

are now looking to put significant revenue into EMEA this year and we will have a much clearer feel for what the market will look like in 2018," Miller added.

No more servers

"Our offer today is much more mature than the value proposition we had back in 2000," said Riley. "Our focus is firmly on enabling companies to manage drivers without print servers, and on helping resellers solve end users' print management issues, regardless of size or industry. We provide our resellers with a solution that can help their customers eliminate print servers, easily deploy and manage printer drivers and drastically reduce the cost and complexity of their printing environments."

He added: "When we talk to customers, they tell us that they have relied on print servers historically to give them a platform for managing their print environment. IT teams need to manage and deploy printer drivers on a daily basis, and they have always seen print servers as the only way to accomplish this.

"Our response is to show them that they don't need servers. With our software, users get a platform with all the management functionality they need, whilst eliminating the downsides of servers, including the cost, downtime due to server-related outages and the number of help desk calls. We have helped thousands of organisations to remove print servers, simplify and increase the reliability of their print environment, all while reducing their print costs," he said.

Simple interface

PrinterLogic provides easy printer and driver management with a simple interface. It eliminates scripting and GPOs, and enables self-service printer installation with floor plan maps. Importantly for the channel, the solution is easily implemented in days, not months - meaning resellers can get their customers up and running in no time.

"The main reason that we're successful is that our product works, it's easy to implement and use and it saves money," Miller said. "We regularly conduct customer research across our worldwide customer base, an activity that's managed by an independent third-party," he explained. "Our most recent poll [completed just days before this interview] found that 91 per cent of PrinterLogic customers are fully deployed within four weeks, and 78 per cent are deployed within six to ten days."

PrinterLogic cuts waste of print consumables, reduces the costs of purchasing, deploying and maintaining servers and endpoint devices, and boosts the productivity of IT staff as well as end users, making the return on investment (ROI) very strong. PrinterLogic's latest survey revealed that 60 per cent of the customers surveyed get complete payback within seven to twelve months, and that 45 per cent reported more than 200 per cent ROI within the first year. "A year to get a return on IT infrastructure investment is pretty darn good!" Miller commented.

PrinterLogic is based on a simple licence fee per print device premise and there are, according to Riley, a number of ways in which resellers can monetise the offer. "We work with a number of MPS providers who are building our software into their contracts, some partners choose to use it to streamline their own processes and many don't pass the costs onto their customers," he explained, adding: "One global outsourced IT provider uses our solution as it saves them money from an operational perspective, and other models exist whereby the MSP can build the cost into their customer billing," he said.

Small business simplicity

PrinterCloud is the company's new

Award-winning

PrinterLogic received a BLI Award in the latest wave just announced. The independent evaluator of document imaging software, hardware and services selected PrinterLogic as the winner of the 'Outstanding Enterprise Print Environment Platform' award.

"Companies with distributed environments can have dozens of print servers, which can cost thousands of dollars each per year to deploy and maintain. PrinterLogic effectively eliminates the need for those servers and the associated overhead," said Jamie Bsales, Director, Office Workflow Solutions Analysis at BLI. "If that's all it did, the platform would be worth the cost. But PrinterLogic goes even further, delivering essential print management features such as job costing, secure printing, convenient pull printing and mobile print support, all of which makes it well worth considering for enterprises looking to get a handle on their print infrastructure."

...continued

Admin Console – Manage your entire environment from a single pane of glass

cloud-based print management solution which offers enterprise-class print management to SMB IT professionals without any undue overhead. Designed from the ground up with small and medium businesses in mind, it provides powerful print management, printer driver deployment, centrally managed direct IP printing, self-service printer installation and pull printing.

"Printer and print server deployments are just as big of a problem for small businesses as they are for our enterprise customers," said Riley. "The challenge we faced trying to serve the SMB market is that many of those customers are moving aggressively to cloud-based SaaS solutions to avoid infrastructure sprawl and to minimise operational costs."

He added: "The introduction of PrinterCloud as a SaaS platform is a big day for PrinterLogic. We are now able to better serve the entire market and we're already seeing the demand from the commercial and enterprise space come on strong as they look to move away from on-premises server-based solutions."

A complete solution
PrinterLogic has also recently partnered with print and output management provider Plus Technologies to provide businesses with the highest availability and reliability of print delivery. The partnership integrates PrinterLogic and OM Plus Delivery Manager and also enables PrinterLogic to become a reseller of OM Plus solutions.

PrinterLogic has long been a leader in front-end print management solutions, eliminating the need for Windows servers for print jobs initiated from the PC. Plus Technologies' OM Plus Delivery Manager seamlessly ingests jobs from multiple back-end systems and delivers them to printers, multifunctional devices, fax software, email systems and more.

Together, these integrated front-end and back-end solutions enable businesses of all sizes and in any industry to simplify print management regardless of the origin of the print job while streamlining infrastructure and reducing costs.

"By combining Plus Technologies' software and its years of experience in back-end printing with our ability to eliminate Microsoft print servers and deliver front-end printer management, a complete end-to-end print management solution is quickly taking shape," Miller said. "The OM Plus Delivery Manager solution is unparalleled when it comes to print spooler management, and the integration of our solutions will provide customers reduced cost and simpler printing with greater confidence in print delivery."

In conclusion, Riley said that the company is excited about the tremendous growth potential. "We have secured a number of large enterprise wins already in EMEA and we're proactively looking for further expansion in this important market by providing partners with a solution that will scale to the entire customer base, from micro-SMB up through global enterprise.

"We see healthcare, education and financial services as key vertical markets – it's these areas that present immediate opportunity and we're anticipating that we can build our presence very quickly."
www.printerlogic.com

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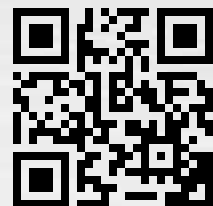Dedicated to Green Supplies

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Dell EMC launches new integrated partner programme

Dell EMC has developed its new unified partner programme in collaboration with partners globally. The integrated offer has been designed to address partners' requirements for a simple, predictable and profitable programme that enables growth

Michael Collins,
*Senior Vice
President Channel,*
Dell EMC EMEA

Built from the ground up, the company stated that the new programme preserves the best of legacy Dell and EMC programmes and rewards partners who sell the full portfolio, including services, helping them to grow their business and win new customers.

The now unified programme embraces the entire Dell EMC partner ecosystem, inclusive of solution providers, cloud service providers, strategic outsourcers, OEM partners, systems integrators and distribution partners. It includes unique tracks with specific advantages and incentives that align to a particular partner type and attained tier designation.

Michael Collins, Senior Vice President, Channel, Dell EMC EMEA, said: "We've diligently designed the Dell EMC Partner Programme to be the most desirable in the industry. We are truly providing the means and the opportunity along with the recognition and profitability that our partners want and deserve. We're 'all in' with our partners and invested in their success."

Partners with registered and approved opportunities receive both advantaged pricing as well as protection from direct sales conflict

Rewarding partners

The new programme tiers include Titanium, Platinum and Gold. There is also a new status level within the Titanium Tier – Titanium Black. The Titanium Black Status is an invitation only, special designation created to strengthen the relationship with partners who are extremely aligned with Dell EMC.

Benefits to solution provider partners include generous rebates focused on profitable behaviours such as driving new business, service sales (inclusive of consulting, deployment, support and education services), training participation and selling the full portfolio. As a partner progresses their tier, their benefits increase.

Dell EMC says that it is committed to rewarding partners for driving new business. Through a fully integrated and streamlined process, as well as a globally enforced partner code of conduct, the deal registration programme helps protect partners who actively promote Dell EMC's products and solutions to their customers. Partners with registered and approved opportunities receive both advantaged pricing as well as protection from direct sales conflict.

The new programme also gives partners a choice on how to tap into the growth opportunities with services. Partners can resell Dell EMC Services to earn lucrative rebates and contributions to tier level requirements or those who obtain service competencies in consulting, support and deployment can co-deliver or deliver Dell EMC services themselves.

The company says its vision is for partners to extend their reach into new and existing markets as a true extension of its entire salesforce. As such, it is evolving its current Line of Business (LOB) Incumbency for Storage programme to ISG Incumbency in its Commercial Sales segment. To help partners plan their growth and protect their investments, it launched the LOB (line of business) Incumbency for Storage programme in October 2016. This programme recognises the relationships partners have established with customers based on historical business performance with the goal to minimise direct conflict and ensure alignment between the Dell EMC sales team and the incumbent partners.

Now evolving to a more comprehensive ISG Incumbency model where rather than providing incumbency for a specific line of business in an account, qualifying commercial accounts will receive incumbency across all ISG lines of business including server, networking, storage, back-up, converged/hyperconverged and solutions. ISG Incumbency will protect the entire datacentre solution and enable cross-selling of the full ISG portfolio. In addition, partners are provided the opportunity to earn incumbency on new customers or new lines of business on existing customers across the ISG portfolio.

The opportunity for profitability is a cornerstone of the programme awarding eligible partners with lucrative rebates. Base rebates and growth rebates reward partners who successfully grow their respective Dell EMC lines of business over time. And partners who attach services to expand into new lines of business can earn additional rebates on top of the base and growth rebates.

Unified partner portal

To enhance the partner experience, there will be one portal for the Dell EMC Partner Programme, streamlined with distinctive views for each partner type and partner track providing a wealth of necessary enabling information.

Through the portal, Dell EMC partners will have access to rebate and market development funds (MDF) tracking, sales and marketing tools, programme guides and event kits, country specific benefits and requirements, FAQs, training and competencies, deal registration, services and support resources, quoting and purchasing tools.

Cloud Partner Connect

As enterprises accelerate their shift toward all-digital businesses and cloud delivery models, Dell EMC is increasing its commitment through additional investments in the cloud service provider track of the new partner programme. These investments start with increased go-to-market resources, the instantiation of a service provider solutions engineering team all backed up by new revenue-based rebates and access to both earned- and proposal-based business development funds.

Dell EMC's Cloud Partner Connect initiative facilitates building resale relationships between solution provider and cloud service providers. It allows solution providers to expand their offerings to include leading cloud services for their customers, with minimal investment and powered by Dell EMC.

The OEM Partner track was created to better serve the needs of Dell EMC OEMs and their customers. Dell EMC OEM partners are hand selected based on their resources and capabilities and are dedicated to helping OEM customers bring products to market efficiently. These partners complement Dell EMC's offerings by providing value-added services such as custom hardware and software integration, final assembly and test, financing options, inventory management, consolidation and shipping, custom support engagements and supply-chain solutions.

In partnership with leading financial institutions, Dell EMC also offers extended payment terms and increased credit capacity to enable its partners to grow their business faster.

Having been a Dell partner for over eight years, we're excited to continue this journey and be a part of Dell EMC's new Partner Programme, said Kevin James, UK Managing Director at Computacenter. "It's a programme which has clearly been designed with partners in mind, with a focus not only on products, but also services."

He added: "With businesses needing to keep pace with digital transformation, it's more important than ever before that we can offer our customers an expanded product portfolio that supports their business goals. We share the same commitment in offering the highest level of reliability and performance to our customers and look forward to continuing our profitable relationship and growing our businesses alongside each other."

Distribution partners

Dell EMC plans to consolidate the list of distribution partners in the new programme and partner more closely with key global distribution partners. Its distribution programme offers a comprehensive set of benefits, which include base rebates, growth accelerators based on targeted partners and lines of business and services rebates. In addition, earned quarterly market development funds can be spent on activities such as enablement, demand generation and headcount.

Distributors will maintain 'authorised' status by meeting annual minimum revenue, services penetration rates and training competencies requirements.

"Global business is rapidly changing as more and more customers prioritise investment in digital transformation. Dell EMC and its partners are uniquely positioned to help customers through this evolution," said John Byrne, President, Global Channel, Dell EMC. "Dell EMC provides vast opportunities to our partners through an industry leading portfolio of innovative products, services and solutions, and now with the Dell EMC Partner Programme, provides the support and programmes for partners to excel," Byrne concluded.
www.emc.com

> It allows solution providers to expand their offerings to include leading cloud services for their customers, with minimal investment and powered by Dell EMC

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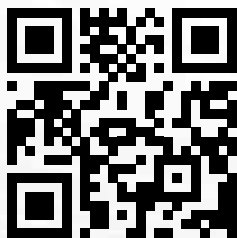
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Keeping it in the family

After taking a couple of years break from the print industry, Steve Small, Managing Director of Bolton-based DMS Reprographics, came back into the business in 2008 and hasn't looked back since

l to r: Stephen, Steve, Michelle and Sarah

Small, working alongside his wife Michelle, had built a solid print dealership and back in 2005, they sold it to the Arena Group. "We made the decision to sell and take some time out to get a bit of perspective," he explained.

Three years later, at the height of the recession, they set up DMS Leasing Ltd, a business that provided leasing facilities for clients. "2008 was a tough year, the job market was not buoyant and as a family we agreed the time was right to get back into business," Small said. This time around the husband and wife team were joined by their two children – Stephen, who heads up IT, and Sarah, who works with Financial Director Michelle, overseeing admin and accounts.

In 2011, the reprographics division was established. DMS Reprographics is an authorised Develop reseller, which accounts for the majority of installations, as well as a Sharp and Ricoh dealer.

Room to grow
DMS Reprographics has grown from a standing start to a turnover of £3 million, and Small says the plan is to double that in the next five years.

This summer, the firm is relocating into

We're looking to grow our team by recruiting young people on our apprentice programme

a brand new 21,000 sq. ft. purpose-built HQ in Egerton, Bolton. "We have invested £1.2 million and bought these brand new premises which will provide us with office space and warehousing all on one site," Small said. At present the company's stock holding and logistics is off-site.

The office move forms a key part of the company's growth strategy and will provide it with room to further expand and grow the business. DMS Reprographics currently has a staff of twenty four which includes nine engineers and will shortly launch a new engineering apprentice scheme.

"We are working with DSales (the UK distributor of Develop MFPs) and our local college to get this new training programme of the ground," Small explained. "It's an exciting project and one we are very much looking forward to launching. We are very pro giving back to the community, there are lots of good young people in our area who just need a chance, and we're looking to grow our team by recruiting young people on our apprentice programme, giving them the opportunity to gain work experience, learn on the job and acquire a skillset that will equip them for the future."

Niche market
DMS Reprographics has built a niche in the education sector. "The majority of the business we win is within the education sector," Small said. "For us, the schools' market is particularly strong. We have grown our presence here quite rapidly, and won many new clients. We work closely with the North West Local Authorities and an ever-increasing number of local schools."

He added: "We do a lot of networking, and meet school business managers at

regional events. We are often asked to give talks and offer advice on best practice on the contract side and compliant leasing. We also provide support if schools need to get out of contracts that are not fit for purpose or unfair for example."

The company is also working closely with education clients, helping them to be compliant with GDPR.

"Our go-to-market strategy is very much relationship-based, customer service is very important, for example we don't have voicemail - our clients' calls are always answered by a person, and we believe that is a real value-add," Small said.

National deals
The company has grown its presence within the corporate market significantly within the last twelve to fifteen months. "We've been successful and it's here that we are targeting future growth," Small said.

DMS Reprographics recently won a nationwide MPS deal with Persimmon Homes. "Our relationship with DSales allows us to tap into a national service framework, meaning we can pitch for contracts nationwide and remain confident that the service delivery will be excellent," Small stated.

"We will be further developing and building up our presence within this sector, which we see as key to supporting our growth plans," he added.

Acquisitions are also firmly on the agenda. "In 2019, we will be actively looking to acquire like-minded businesses, we see acquisition as a strong way to complement organic growth," Small said in conclusion.
www.dmsreprographics.com

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Bring in the experts

James Goulding speaks to Stuart Evans, CTO of UK document management specialist Invu, about the company's partnerships with copier resellers and its evolving product line

This year marks the 20th anniversary of document management company Invu. Founded in 1997, the Northampton-based company supplies a range of solutions encompassing document and content management, purchasing, workflow, document automation and collaboration.

It targets mainly mid-market companies through a mix of direct sales, partners and OEM relationships, principally with IRIS, which supplies Invu Document Management under the IRIS OpenDocs brand to around 20% of the UK's top 100 accountancy practices.

Invu CTO Stuart Evans says that as the sophistication of its offering has increased, referral partners have become an ever more important route to market. It currently has about 20 such partners, who recommend Invu to deliver an entire solution, from beginning to end.

A referral partnership, he suggests, is a very good option for copier companies seeking to build deeper relationships with customers.

"Where there are copier resellers that are trying to distinguish themselves with a depth and a consultative nature in how they deal with customers, being able to bring us in to provide solutions works very well. We have partners such as Azzurri and Principal that do that for us."

Evans adds that the benefits to the referral partner are not just financial. "They get a referral fee, which is a percentage of the licences involved in the deal. But there's more to it than that. It lets them demonstrate that they are adding value for their customers. It also ties in the products they have sold to customers in terms of getting a deeper ROI delivery and greater customer stickiness."

Struggling with solutions

One of the advantages of working with copier companies, says Evans, is that there is very little overlap in skill sets, which can complicate relationships with IT reseller partners. This, he suggests, is because despite paying lip service to 'solutions' many copier companies have failed to make the transition to a new business culture.

"The whole copier reseller market traditionally has absolutely no culture of customer care or business solutions. It still sees a solution as a number of clicks. They have made a lot of their money in the last five to 10 years in selling print management solutions, which is really just another way of dressing up clicks while selling less clicks. It's not a business solution.

"To sell business solutions you have to have two or three things that they simply don't have built into their DNA. First, you have to have the ability to listen to customers and understand their needs as a business, not just as people pressing buttons. And you need to be able to deliver into that, which means understanding their other software systems; understanding what finance systems really do; and understanding what people want out of those systems in their different roles – what a finance director wants out of that system, what an accounts payable clerk wants out of it and what a regular person in goods inwards wants to do with it in

> They have made a lot of their money in the last five to 10 years in selling print management solutions, which is really just another way of dressing up clicks while selling less clicks

order to deliver a solution. I don't think those businesses traditionally have the whole business model and engagement model with customers to find that out."

Division of responsibilities

While this might be seen as a negative, Evans points out that it does mean there is a clear division of responsibilities, which can be helpful when partnering.

"We think copier resellers struggle to deliver solutions; we also think they struggle to let go of their tin and their old business models. But for those that want to [bring us in] and that recognise the difference in skill sets and cultures between our respective businesses, it makes for a really good fit because there is very little overlap."

Evans adds the caveat that while he is looking to recruit new referral partners, they must be culturally aligned with Invu.

"It's not like a club you can sign up to in the hope of making more money. It's about being aligned in terms of how you address customers and the types of customer you have. [The referral network] is not something that's going to grow at a huge rate. It's something that we work on in order to develop a larger sphere of trusted businesses around us, rather than a large volume," he said.

...continued

Cloud solutions

Copier resellers are not the only ones to struggle to deliver solutions. Evans is also critical of some of the IT resellers Invu has dealt with in the past.

"We did to some extent dismantle a reseller channel that didn't have the skills to implement the solution properly. I still think it requires some understanding of a business to put in a system that's more than just a Windows file share. We have a core set of VARS who are still reselling our product and implementing it who do have those skill sets and those consultancy talents. For example, Your DMS, also known as YDMS, based in Swindon. They continue to deliver our solutions on premises and in the cloud and provide the consulting around that. We have some other partners doing the same thing."

While Evans is interested in developing Invu's IT reseller network, he says the best offering for the channel is probably not the company's existing mature Windows product, but a new generation of cloud solutions that it has in the pipeline.

"Moving forwards there is an appetite for cloud that's going to grow. Within the next 12 months, we will be releasing products that do not depend on having an on-premise component. Document management has changed and we will be looking to bring something new and slightly different to the cloud offering. It won't just be our product, which we have had now for 10 years, in the cloud. It will be a new capability, quite like the electric car vs the diesel car, that will bring different benefits even though it's going on the same road," he said.

"We have a very mature and effective document management system for delivering to mid-market right now that can be taken on. But if VARs are looking to adopt technology now, a lot will be looking for something that is more cloud-natured. The future for growing a VAR or reseller channel will be through a cloud offering."

In the meantime, Evans says he welcomes approaches from VARs interested in INVU's existing solution set, which revolves around an on-premise deployed document management system that also has pre-integrated cloud components, such as portals for interacting with buyers and customers. "That fits very well with our target market today, because most of them are still deploying software," he said.

Changing needs

Invu currently has around 1,200-1,300 customers, though many of these are accountancy practices and smaller organisations from historical sales of

Stuart Evans, CTO, Invu

The basic need to store documents and find out where they are hasn't really changed, but the value of that to customers has changed a lot

filing and retrieval systems. Invu's newer customers tend to be larger, mid-market businesses facing ever more complex document management needs.

"We are seeing businesses' heads being turned by GDPR, data privacy and information security requirements, because those ISOs are moving down the chain from big to little and affecting the way people look at documents," Evans said.

"Another area in which we are seeing a rise in interest is digital signing of documents and electronic signing of documents to formalise transactions that involve contracts. And, we've still got plenty going on with businesses trying to remove paper from processes – stopping processes being bound to paper. Again, that's a cost reduction driver. Those are the three drivers that are really affecting the market."

Evans points out that over the years customers' needs and expectations have changed in important ways, even for mid-market companies that might not have the strict compliance requirements of larger organisations.

"The basic need to store documents

and find out where they are hasn't really changed, but the value of that to customers has changed a lot – they expect that to be built-in and are now looking for additional value on top. This tends to be around information security-type features, the ability to mine for data within the document base, maybe around GDPR," he said.

"A lot of mid-market businesses don't have the backbone internally to know that they are doing the right thing – the IT infrastructure and resources to spend time on these things. They look to their vendors for guidance and some support in the application so that they can be seen to be doing something about it – to be seen to be responsible, without necessarily having all of the Is dotted and Ts crossed as you might in an enterprise."

Evans says that over the last five years, Invu has spent a lot of time and effort enhancing its professional services skills to ensure that it continues to meet customers' changing needs.

"Just installing a document management system for someone to scan into can be considered an off-the-shelf product. A solution that deals with a business process is a very, very different animal indeed, and the customer absolutely needs the supplier vendor to understand business processes, understand how to talk to business people, understand how to challenge their customer during the process to arrive at a good result," he said.

"It's a very painful journey to get good at that, but that's something the customer sees in Invu; they recognise that we as a company see our solutions projects through to success. Customers sometimes don't end up with what they ask for, but always get what they need."
www.invu.net

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Strength in width

Epson takes business inkjets to next level with 100ppm colour MFP

At CeBIT on March 20, Epson significantly strengthened its business inkjet offering with the launch of two high speed colour A3 inkjet MFPs designed for busy enterprises and small and medium-sized businesses that have regular spikes in print volume.

Underlining its growing reputation as a provider of enterprise print solutions, Epson was also showing a new, channel-only RIPS device with an expanded ink capacity of 84,000 pages, compared to 75,000 pages on previous RIPS models, and its extraordinary PaperLab paper-making machine, shown in Europe for the first time.

New printhead
When business inkjets were introduced much was made of their potential for very high speed colour printing.

Epson has delivered on this promise by replacing the serial printhead used on its existing devices with one that covers the entire width of a page. Like HP's PageWide technology, this has enabled Epson to increase print speed significantly, to 100 pages per minute on the WorkForce Enterprise WF-C20590 and to 75ppm on the WF-C17590.

Epson's existing serial business inkjet devices have a top speed of 34ppm draft and 24ppm ISO.

By meeting the productivity needs of larger organisations, the company's new, faster MFPs have the potential to extend the appeal of business inkjets to markets in which productivity will always trump considerations such as energy efficiency and sustainability.

Speaking to *PrintIT Reseller* last December, Peter Silcock, Epson UK business manager for business imaging, said that in relation to business inkjets, Epson's main goal for 2017 was to develop the range to address the productivity needs of customers.

He said: "Productivity is a real challenge for a lot of businesses and the fact that the time to first page on business inkjets is so quick,

because there is no heat involved, makes businesses so much more productive. That is a real benefit, which is why we're constantly pushing business inkjet into areas that would traditionally be the domain of laser-type devices."

In the case of Epson's new Workforce Enterprise series, the area in question is currently occupied by 55ppm colour toner copiers that consume significantly more power and generate much more waste than inkjet devices.

Darren Phelps, Epson Europe director of business imaging, said: "The WorkForce Enterprise cuts the environmental impact of print by providing a low power solution, with fewer supplies, while delivering remarkably fast print speeds at high quality. Having far fewer parts than equivalent laser-based MFDs, this series promises to deliver higher reliability and significantly increase printer uptime."

He added: "We knew we had something special as soon as we saw the WorkForce Enterprise in the lab, but it has been the reactions from resellers across Europe that has really confirmed the ground-breaking nature of this new range."

The new MFPs will be available in June and are compatible with a wide range of solutions, such as Email Print for Enterprise, Epson Print Admin and Document Capture Pro. Options include a WorkFlow Enterprise Finisher unit and a 4,000-sheet stapler and stacker.

RIPS expansion
Epson was also showing its latest RIPS model, the 35ppm A3 WorkForce Pro WF-C869RDTWF. RIPS business inkjets, available exclusively from the channel, come with extra-large ink tanks that contain enough ink for 75,000 pages. On the WF-C869RDTWF, Epson has increased capacity to 86,000 pages for black and 84,000 pages for each of the colours.

Having such a large ink supply reduces the servicing requirements and costs for managed service providers, while maximising machine availability for their

customers.

Peter Silcock said: "A lot of businesses get really frustrated with the lack of productivity you get with certain types of device, particularly laser printers where you're constantly changing cartridges or the printers are down because they need a new drum or fuser unit. The beauty of these products is that they take away all that worry and make it really simple for users."

Like other WorkForce Pro models, the WF-C869RDTWF has impressive environmental credentials including a 95% saving on energy and 99% less waste from supplies packaging.

Make your own paper
The third highlight of Epson's stand is the remarkable PaperLab. *PITR* covered this paper-making machine when it was launched last year, initially as a Japan-only solution, and we are doing so again now that it has been shown for the first time in Europe.

A real calling card for Epson innovation, PaperLab turns office waste paper into printable paper using a dry process that requires almost no water and, importantly, no mains water supply.

Capable of producing thousands of sheets a day, the compact unit shreds an office's waste paper and turns it into recycled printer paper of varying sizes and thickness. Paper can be coloured and even scented.

Talking about PaperLab at CeBIT 2017, Epson global president Mr Minoru Usui said: "We plan to start selling PaperLab in Europe by the Autumn of 2018. Our aim is to create a new office printing ecosystem where customers can enjoy high-speed inkjet printers using paper recycled by PaperLab."

He added: "My vision is for a world in which you can print and then recycle all the paper you want. One day I hope we can develop PaperLabs of all sizes and see them used in factories, in offices and even in your home." **www.epson.eu**

> The reaction of resellers across Europe has confirmed the ground-breaking nature of this new range

James Goulding talks to Dan Wogan, Epson UK product manager for managed print and solutions, about Epson's new flagship MFPs

PITR: I notice that the WF-C20590 and WF-C17590 come under the WorkForce Enterprise banner. Is this a new series and what does it signify?

Dan Wogan: Yes, it is. All top-end devices will now be bracketed under the Enterprise banner including the two new flagship products. They are completely new engines and use a brand new printhead – a linehead that sits across the entire width of the page. Our other current devices all have serial printheads where the printhead moves backwards and forwards and the paper moves underneath. This is absolutely fine for our current devices, which are up to 24ppm ISO and up to 34ppm in draft, but beyond that you need a different type of system, because you can't have a printhead and paper moving that quickly.

PITR: Is the 100ppm speed ISO or draft, and if the former can it print even faster in draft?

Wogan: It is ISO, and it can't print any faster than 100ppm. As I understand it, print speed is limited by the speed at which the paper moves, not by the way ink is dropped. It duplexes at 60ppm and even when you put the finisher on, it only slows down by about 20%.

PITR: Even so, that's massively faster that your existing range.

Wogan: This is a completely new, built-from-the-ground-up device. It still uses the printhead technology we have, piezo electric, but in a line configuration, and rather than being in a straight line, nozzles are arranged in a diagonal configuration so there's a greater overlap, which increases print quality and helps eradicate things like banding. There is also new technology to prevent nozzle blockages and to take faulty nozzles out of action. If a nozzle is not firing, the size of droplets from the two adjacent nozzles are increased to fill the gaps.

This is a big duty copier. It's a big, floor-standing, four-tray device, with a big ADF, open platform as standard, big screen and massive consumables. It will carry two 50,000-page black consumables, making 100,000 pages of black on board, and 50,000 pages of each of the colours. From launch we will have a staple-stacker finishing option, and a little after that we will have a booklet-maker and folder as well.

PITR: What is your target market?

Wogan: We're not pitching it into the 75 and 100ppm space – the reach is far broader than that. Rather than just targeting that very high end reprographics space where they just print and print, the aim is for the 75ppm device to fit in the 55ppm copier space. That is where the bulk of the activity in the market is.

PITR: Is it being sold through your RIPS dealers or will it have broader distribution?

Wogan: The idea is to go through our 1.1 copier dealer channel. For larger opportunities that are brought to us by corporate resellers, we may also make it available through our EPP, which is where we sell a service cost per page and the box. But I would expect the majority of sales to go through our 1.1 servicing dealer channel.

Because of the technology it uses, it retains the key selling points of RIPS devices – minimal waste, minimal interventions and very low power consumption for the type of device it is. Even though it's a 100ppm MFP it has a maximum power consumption of about 320W. Even a desktop A4 colour laser will pull 900W when it is printing. So, printing at 100ppm it still uses one third of the electricity of a 25ppm desktop laser.

PITR: Isn't it going to be quite hard to persuade people in the market for a 55ppm copier to move away from laser technology?

Wogan: I don't necessarily think it is. In December, we toured the new models under NDA around a lot of our existing and prospective partners in the copier world. One person said: "In 35 years of being in this market I have never seen something to make me excited, and this does". If resellers see an opportunity to make money, they will embrace it. And they can see the opportunity.

PITR: What are the benefits for dealers in taking this on?

Wogan: For this channel, service margin is king. These devices reduce the amount of time that a service technician has to spend on a device, so a dealer can sweat their resources harder. If they can get a service engineer to see more devices in less time, it will save them money from a service perspective. And because of the low power consumption, they can highlight savings the end user can make that won't come out of a dealer's margin.

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. Following on from last issue when the channel talked about security, this month we ask the OEMs: 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?**

Andrew Hall, *Marketing Managing,* **OKI**: "Minimising the risk of a data breach is paramount and more companies do still need to put measures in place. Corporate data security breaches continue to be a challenge, organisations must get to grips with the considerable data security challenges associated with emerging technologies such as mobility, big data, social business and cloud technology."

Phil Jones, *Managing Director,* **Brother**: "Cyber security is currently a huge headache for IT managers and business owners. The threat is very real and businesses are equipping themselves better, but there is always more that can be done and it isn't always top of the agenda for smaller enterprises. Hackers are exploiting unpatched, out-of-date software and operating systems for this reason.

"Zero-day vulnerabilities (undisclosed software vulnerabilities embedded in a product) are particularly worrying, due to vendors actually not knowing there's a security hole in their product which is discovered by determined hackers, then having to react once an attack has happened which is usually too late.

"Statistics show smaller businesses are more likely to be targeted than larger businesses, so it needs to be something that is reviewed regularly. Ways of avoiding an attack include:
- Creating an internal security policy and assigning someone to systematically update and review your firewall;
- Updating your software and browsers regularly;
- Using secure cloud services rather than hosting the data yourself;
- Creating stronger password protocols with staff and regularly changing passwords.

Phil Jones, Managing Director, Brother UK

Quentyn Taylor, *Director of Information Security,* **Canon Europe**: "Companies must do more to minimise the risk of data breaches, especially as they are now becoming part of the journalistic lexicon and the PR impact of a reported breach can be hugely significant.

"I would also question the 76% figure, and imagine that the remaining 24% were simply unaware, rather than never having experienced a breach. In today's digital-first world, the heavy reliance on networks and endpoints means it is not a case of if you have been hacked, rather when you will be or have been hacked. However, the risks to data security are not insurmountable; a safe and thorough method of securing your printing infrastructure can greatly minimise any threats."

Brian Young, *Solutions Manager,* **UTAX**: "A raft of high profile data breaches means security is much higher up the agenda at the moment – in many cases it's at the very top – but more can certainly be done to highlight the business case for print security and document workflows. Resellers need to ensure their conversations cover the topic, not least because it provides an opportunity to introduce security measures and additional print features, that can help organisations monitor their data security on an ongoing basis.

"One area that should be of concern is the memory of printers and MFDs – and the transfer of data to and from them via a network. Seen and used every day, they are often taken for granted as they print, scan, email and store – and the keyword here is 'STORE' – because all these machines effectively have a substantial hard disk which, if unsecured, can pose a major data risk. And the latest working processes that are gaining in popularity, such as BYOD and mobile printing, pose even more of a risk."

James Dunne, *Product Business Manager – Office Solutions,* **Sharp Europe**: "From our experience, security is definitely higher on customers' agendas and we're seeing businesses place much more value on a vendor's knowledge of key security issues. Consultative capabilities on these issues can often help you to get a foot in

Andrew Hall,
Marketing Manager, OKI

the door when it comes to new business opportunities.

"Security is now also a core driver (secondary only to cost) for companies seeking IT services, managed print services, or a document management partner, but more still needs to be done by companies obtaining a managed print service to actually introduce and maintain the recommended security policies in their working environment. Most people don't like change, especially when it comes to technology, so you see many organisations who go against the advice and don't adopt the recommended security best practices, simply because of the potential impact that this could have on employees or customers.

"With the forthcoming General Data Protection Regulation (GDPR) set to introduce far more stringent rules to help control, manage and secure an organisation's data, businesses will need to do much more to ensure the data contained within IT services both on and off site, including print, is secure and the processes surrounding IT services are compliant. Plus, businesses above the 250 employee threshold will soon need to appoint a nominated Data Protection Officer."

Nigel Allen, *Marketing Director,* **KYOCERA:** "It's definitely fair to say that there's been a huge rise in awareness around just how vulnerable organisations are to cyber security attacks.

"The recent spate of high profile attacks against UK organisations has only helped data security in particular become an important, board level, issue — mainly because we've seen board awareness of security grow as cyberattacks have been proven to leave long lasting effects on companies' customer trust and bottom line."

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?**

In our survey of 1,000 UK office workers, two thirds reported that their colleagues leave printed pages in the printer tray!

Any data leak can cause huge reputational damage to an organisation

Andrew Hall: "The risks can be a major problem as few users are aware that any data sent to a print device has it stored on the hard drive. If the device is not correctly configured, the data remains accessible even after being printed.

"Correct configuration is required to ensure once a document has been printed it is erased from the hard drive. For example, Smart MFPs meet this requirement, offering customisable tools for individual users that can be accessed with unique ID cards or PIN codes, maintaining document and data security and protecting businesses."

Phil Jones: "Most organisations send sensitive documents to the printer — this could be in a HR or Finance office, where personal information is being printed. If a hacker has access to the network then they can read this information very easily using a network protocol software like Wireshark.

"You can protect data by authenticating at the device before the document prints via Active Directory login and LDAP or by using NFC card readers. Encrypting the document over the network via TLS/ SSL — which is widely used in e-commerce to prevent unlawful access to customers' bank and credit card details - is also a good suggestion.

"The devices you add to a network should offer IP-Sec, IEEE 802.1x and SNMPv3 encryption which will further reduce the possibility of network breaches."

Quentyn Taylor: "Printers tend to be aggregators of sensitive information as the majority of people only print their most critical documents, meaning an unsecured print infrastructure can be a serious security risk. Modern printers are no longer simple devices, but also act as copiers, scanners and fax machines — a fully connected part of a company's network. This means that an unsecured print infrastructure is not only a source of leaks when it is decommissioned, but can also be used as an active exfiltration point due to its fully operational server. These features plus remote access capabilities make it absolutely critical to ensure that the print infrastructure is fully secured."

Brian Young: "Once you understand that printers store data, the risks become obvious. Any data leak can cause huge reputational damage to an organisation,

whether it's an educational establishment, a retailer or financial services company. There are also financial threats: contract information, payment and bank details — on a daily basis, printers handle a wealth of information that could be exploited.

"Every organisation needs to protect its print infrastructure as much as it does its computers, Wi-Fi network, software, apps or any other part of the overall IT systems. A business is only as strong as its weakest link."

James Dunne: "Unsecured MFPs are an easy entry point into SME or large corporate networks for external and internal threats alike. Gaining even limited access to an unsecure printer or MFP, can enable an attacker to explore your network environment and seek out other unsecured targets. Malware such as Mirai has shown us that unsecured printers can even be used for large-scale DDOS attacks on other organisations as well as your own.

"Sensitive information can also be obtained from the print process itself, if not secured correctly, both virtually, through servers and physically, through print-outs. And we know that this is happening in offices across the country — in our survey of 1,000 UK office workers, two thirds reported that their colleagues leave printed pages in the printer tray!

"Security breaches can be costly to the organisation both in terms of data stolen and actions to correct the breach, and it can also mean hours of 'dead time' for businesses in sectors such as legal or finance, where print is mission critical. Work can't be actioned, employees are left twiddling their thumbs, deadlines are missed, and in worst cases, financial penalties are incurred."

Nigel Allen: "Safeguarding company documents is the highest priority for all companies, as information is a company's biggest asset, especially when it comes to intellectual property and research and development materials. For some organisations, particularly in the legal and health sectors, the documents they print (think contracts and patient files), are extremely sensitive.

"In fact, they're some of the most sensitive documents they deal with as an organisation. In leaving a print infrastructure unsecured, you're in a sense leaving these documents to be accessed by anyone. It's no longer not good enough to be 'quite sure' that your data can't go missing — you need absolute knowledge that this will not happen."

...continued

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

Andrew Hall: "Possibly it is just an overlooked area. One assumes once a document is printed, the data is erased. This however is not the case, unless the device is correctly configured and the tools are correctly implemented to ensure the highest security and encryption."

Phil Jones: "I believe this is down to a couple of things, lack of awareness and the presumed high cost of obtaining the capability. Pricing for printers with security features such as TLS/SSL encryption start from under £200 which makes it affordable for any size of business. The security capability of printers should be viewed as importantly as speed, size or running costs."

Quentyn Taylor: "Printers have always been part of the office environment and this familiarity leaves many with a false sense of security when it comes to print infrastructure. When you look at some of the most commonly reported leaks, it appears a prevailing issue is employees picking up an additional piece of paper when collecting print jobs. However, a key reason why many businesses experience inadequate print security is the issue of ownership. There needs to be a department that owns this responsibility, whether that is within facilities or IT, ensuring there are no serious data risks or a lost opportunity that the full integration into IT systems could bring."

Brian Young: "I don't think it's about organisations placing lower value on

A key reason why many businesses experience inadequate print security is the issue of ownership

Quentyn Taylor,
Director of Information Secuirty,
Canon Europe

security – it's just that some of them are less aware or oblivious of the risks. They don't necessarily perceive the copier in the corner as a computer – but their lack of understanding can cause apathy inadvertently.

"As mentioned earlier, this provides an opportunity for resellers to share their knowledge and highlight the risks and protection available when discussing a new print infrastructure solution. It's important to be aware of the threat to data protection posed by MFPs and printers, and even more important to know that solutions exist."

James Dunne: "Many IT departments unfortunately don't have a choice but to cut corners in order to keep costs low, and not surprisingly, investment in security suffers as a result. Cost often kicks security into secondary position when dealing with opportunities, but with the introduction of GDPR (and the financial penalties associated with it) this may not be the case for much longer."

Nigel Allen: "From recent Quocirca research, the percentage of businesses actually securing their MFPs was at 22 per cent. Much of this comes down to a basic lack of education and awareness. There's actually quite a false sense of security

around printing - people underestimate just how much data is processed through their print infrastructure."

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?

Andrew Hall: "Programming an MFP with secure access such as PIN or ID card, can prevent the loss of sensitive information which can be costly and a high risk for any organisation. By enforcing output policies, such as pull-printing, print jobs can only be released following a physical action by a user, therefore avoiding unwanted print and limiting wastage."

Phil Jones: "Many business are unaware of the potential risks. As a manufacturer we are committed to having the highest security on our devices. All the authentication and encryption features mentioned are available on Brother devices.

"When reviewing a print estate, particularly under a managed print services agreement, we would cover security within our discovery phase to establish any

"...some of them are less aware or oblivious of the risks"

Brian Young, *Solutions Manager,* **UTAX**

...continued

current vulnerability and look to resolve that as part of fleet upgrade."

Quentyn Taylor: "Our customers can trust Canon products and services to install appropriate user permissions management and manage the data that matters to their business. The products or services Canon brings to market are appropriately tested by our internal security team against a best practice model that we adopt for our own internal security stature.

"We also operate an Information Security Centre of Excellence to cascade knowledge of our security offerings to internal staff, partners and customers. We supply products and services with appropriate technical documentation, including explanations of the configuration options that can impact on information security risk.

"In addition, Canon contributes to the steps companies should take to respond to the upcoming General Data Protection Regulation (GDPR) by ensuring its products and services build security in 'by design'. We operate a single information security team to advise our customers and protect our own business. We also engage with our customers as a partner to help them appreciate how to transition their risk appetite into actionable policies and adopt an 'inclusive approach' to their data security design.

Brian Young: "We're working hard to build security solutions that fully protect a user from any kind of data breach. For ultimate security, businesses should consider having a closed network and output management software like aQrate, which effectively locks down a system to prevent unauthorised use. For authorisation for BYOD, pull printing etc. users should be supplied with a pin code/proximity card.

"Our security software solutions pack encrypts and overwrites the hard disk randomly to prevent data restoration. This pack comes with three overwrite-erase options. Data can be overwritten once for a speedy solution, three times for extra security or, for the ultimate option, using the 'three passes' method – which is so extreme it's compliant with the United

For ultimate security, businesses should consider having a closed network and output management software like aQrate, which effectively locks down a system to prevent unauthorised use

"VPNs add another layer of security as they extend your own network securely, with firewall protection at both ends"

Nigel Allen,
Marketing Director,
KYOCERA

James Dunne,
*Product Business
Manager –
Office Solutions,*
Sharp Europe

States Department of Defence's data sanitisation standards.

"Training of our reseller network is also of paramount importance. Data security is one of the features of our training and we suggest that resellers work data security into every proposal. Some of our resellers who specialise in a vertical market that is sensitive to security breaches offer data security solutions as standard. We expect that to become much more the norm, regardless of the sector served."

James Dunne: "MFPs are no longer simply printers, photocopiers and scanners and many IT departments do not fully understand the technical capabilities that MFPs now offer – including Java Platforms, web access, FTP, SSH and HDD storage. MFPs can now integrate into modern IT environments and connect to internal services that were not previously associated with the printer. This interconnectivity opens up more functionalities now commonly used by many corporate customers, and brings with it new, more sophisticated security risks for any unsecured processes.

"When you consider that our research revealed that 41 per cent of respondents use their own devices at work and a quarter, store information in the public cloud, despite this not being allowed, these risks are only amplified.

"Vendors and dealers have a responsibility to educate customers on these risks, and to go beyond simply selling devices to provide consultancy, solutions

and services. It's increasingly difficult for smaller organisations to have the resources they need to effectively manage multiple devices, networks and suppliers and this lack of consistency can cost them hours of employee time, lost documents and over-priced, under-used service fees.

"Sharp is well positioned to provide UK businesses with a broad choice of support services to prevent, identify and resolve issues across an entire IT network, and this is something we are continuing to explore for the channel. Our European optimised solutions portfolio also ensures that our customers have the right tools for the job in hand and that the solutions we recommend solve their business challenges whilst being the smallest but most efficient portfolio."

Nigel Allen: "The majority of our devices now have private print as standard, with PIN release. We also use a combination of private cloud and a virtual private network (VPN) for our cloud printing services. VPNs add another layer of security as they extend your own network securely, with firewall protection at both ends. Private cloud, as opposed to the public cloud many popular cloud printing services use, makes cyberattacks significantly more difficult, as your data lives behind a secure firewall."

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View from the top

Three Brother UK directors, including MD Phil Jones, volunteered to job swap with three of the company's apprentices on Friday March 10, a move designed to reinforce Brother UK's belief that recruiting via apprenticeships is beneficial for its business

Jessica Wilbraham   Courtney Green   Jack Whalley

Brother UK, which has been building its apprentice programme for about three years, really got behind the tenth National Apprenticeship Week which took place 6-10 March.

The company is a firm advocate of apprenticeships as a route to recruit new talent in a very structured way that accommodates for the development that is needed, through the academic elements of their apprenticeship. Apprentices coming in to the company are closely mentored and provided with a level of support that means they get a very in-depth understanding of the business across a variety of areas, not just in relation to the department where they serve their apprenticeship.

Jones insists that apprentices help give the diversity he believes is beneficial to Brother UK's operation, through the introduction of younger people with fresh ideas, lots of confidence and energy, and the ability to adapt to the ever changing workplace. "Three years ago we had no apprentices, today we have five and will shortly add a sixth. Three prior apprentices have also secured full-time employment with us. We're big fans, we realise its really positive for our organisation," he said.

Lead from the top
Digital & Social Media Apprentice, Jessica Wilbraham, was invited into the hot seat to get first-hand experience of what it's

like to lead from the top. Jones left her a comprehensive list of tasks to complete, including an interview with *PrintIT Reseller*, as well as some pertinent words of wisdom.

In a letter Jones said: "You are going to experience what it feels like to be Managing Director of Brother UK UK. I've left some work for you to do which is typical of the type of things where I have to spend my time. Analysis, big picture thinking and people issues. You are in an important seat."

Jones cautioned that with the job comes responsibility, citing the fact that an MD is responsible for people's jobs, and part of the role is to ensure good governance whilst keeping the company speedy, nimble and competitive. He also said that the job is often pressurised with interruptions and unexpected deadlines and counselled Jessica to keep her head and prioritise work/actions as much as possible, adding that delegation is key.

Trading places
Speaking to *PrintIT Reseller* before the job swap, Jones explained that the objective was to make the experience as real as possible. "The tasks I set were typical of ones that I regularly have to action during the course of a day. These included reviewing the European Stock Report and commenting on any major issues, examining the European Sales Results and

preparing commentary for submission to Brother Europe about the UK performance, as well as doing an appraisal of January management accounts and commenting on any issues identified."

In turn, Jones was charged with reviewing the social media plan for the following two weeks, and looking at Brother UK's Hootsuite, TweetDeck etc. accounts, suggesting SEO-friendly product/page titles for the website and creating a wireframe for a new scanning solutions page using the Brother UK Styleguide and existing pages and wireframes for inspiration.

Louise Marshall, Director of Infrastructure & Shared Services swapped places with Business Administration Apprentice, Courtney Green, while Keith Howe, Supply Chain & Service Director, left the smooth running of Brother UK's logistics infrastructure to Electronic Engineering Apprentice, Jack Whalley, for the day.

Mentoring programme
In addition to the job swap and as part of a wider mentoring programme it has rolled out across Tameside, Brother UK hosted 50 students from local high schools within the Borough.

Taking time out of his day job – as Digital & Social Media Apprentice – Jones delivered a short inspirational talk to the students, outlining the benefits of apprenticeships and the impact they have on both business and the economy. He explained how he believes that apprenticeships are invaluable in helping to support skills gaps within businesses, as well as providing talented young people with an alternative to going to University in order to progress in their choice of career.

> **Three years ago we had no apprentices, today we have five and will shortly add a sixth**

Phil Jones,
Managing Director,
Brother UK

Brother UK also hosted a mentoring session, designed to help the students identify their life aspirations and where they may see themselves at 25 years old. Gemmer Crozier a past apprentice of Brother UK who has now successfully gained permanent employment, also spoke about her journey as an apprentice and the choices she made via her apprenticeship, and how she has now been given the opportunity to go on to do a Chartered Manager Degree Apprenticeship.

"By offering apprenticeships, we're investing in the future of young people as well as in our business," Jones said. "We are able to draw on natural digital, communication and social skills this generation can offer and in turn they are given the opportunity to earn and learn on the job. Our existing workforce are also encouraged to offer coaching and mentoring support, which we have found creates a stronger sense of wellbeing and inclusion."

He added: "Twenty years ago I walked through these doors not knowing what my future may bring. After a lot of hard work, I made it to be Managing Director of the company, who knows in twenty years' time one of our current apprentices could be sitting in my seat for real!".
www.brother.co.uk

Interview with Jessica Wilbraham, Brother UK MD for a day

What's it like working at Brother UK?
It's amazing, I joined in September last year straight from college and I have learnt so much.

Would you recommend an apprenticeship to your peers and why?
100 per cent! I had originally planned to go to University and then I had a change of heart. I didn't think I was ready and my mum suggested an apprenticeship in an area that I am interested in might be a better option for me, and she was right! I've got the best of both worlds, I'm continuing my education as well as getting work experience.

My sister is 13 and she went to an apprenticeship day at our local college this week, I think it's great that she's got the opportunity to find out more about all of the options available, rather than thinking that University is the only option.

How did you feel stepping into the hot seat this morning?
I felt great – until I actually sat down at Phil's desk!

I wasn't nervous as he had given me a list of things in advance and I did some preparation beforehand – but then he showed me all the reports and figures I had to review!

It made me realise how much responsibility he has. I come in each day and do my job – but Phil is in charge of the entire business – everything that happens within it and for everyone who works here.

What was the best bit of the day?
Having the opportunity to see first-hand how the company works from the MD's seat. I had no idea what's involved and today was a real eye opener.

Having been MD for the day, have your career aspirations changed?
Yes, especially when I heard about how Phil started and where he is today. The apprenticeship is a great platform and maybe my career can take me right to the top of a company too.

> Phil is in charge of the entire business – everything that happens within it and for everyone who works here

The Print Show 2017

The third edition of The Print Show will take place from October 11 to 13 at new venue the International Centre in Telford, known locally as the 'Birthplace of Industry'. Featuring some of the biggest names from across the print industry, visitors will be able to find out more about the latest technology in all areas of the print production process

Epson is the latest major name to confirm its attendance at The Print Show. The digital print heavyweight has secured a 120 sq. m stand at this year's show. The manufacturer had a presence at both the 2015 and 2016 exhibitions through value added reseller Colourbyte, which reported strong interest in Epson technology from visitors.

Phil McMullin, UK Sales Manager Pro Graphics at Epson UK, said that the success of Colourbyte at previous editions of the show was a major factor in the company committing to its own stand for the first time, and also cited the event's new venue in Telford as a key point for the manufacturer.

"We attended the first two shows in a very successful partnership with Epson reseller Colourbyte, but given the new location at the Telford International Centre, and Epson's long-standing manufacturing presence in the town, as our main European ink plant is located there, we decided to maximise the opportunity by attending The Print Show 2017 as Epson," McMullin explained.

He added: "Colourbyte generated a huge number of sales leads from both the previous exhibitions, which they converted into numerous sales of Epson large format printers, media and ink."

Although the event is still more than

Intec Printing Solutions was able to achieve a number of sales off the back of its appearance at previous editions of The Print Show

eight months away, McMullin said Epson already has a good idea of what it would like to achieve over the three days in October, revealing that the company will showcase its full range of SureColor Photo, Textile and Signage printing solutions from 24" to 64" in width.

"We will be demonstrating a wide range of applications, showing how to enter new profitable markets and generate incremental business," McMullin said, adding: "Needless to say, there will be some compelling show deals available for attendees who visit our stand."

Continued support

Global digital print leader Intec Printing Solutions has continued its support of The Print Show by signing up to exhibit at this year's event.

Intec, which has taken one of the largest stands at the event, will be exhibiting for the third consecutive year and already has an idea of what it will showcase in terms of technology at the event.

Visitors can see the new Intec CS3000 digital printer, as well as a new full colour envelope printing system, a new label printing and finishing system, a label and packaging cutting system, the new range of speciality and premium effect, as well as the company's security printing solutions.

Epson's SC-S80600 will be one of a series of SureColor machines that will feature on the manufacturer's stand at The Print Show in October

Ian Melville, Managing Director of Intec, said: "The Print Show is a great place for Intec to meet our UK dealers and also to meet existing and new clients to show off our latest technology. At each of the last two events, we have met some great people and as a result we have sold new Intec printing systems; as a manufacturer that is what it is ultimately all about.

"The bottom line is that we are attending the Print Show in order to invite all of our UK dealers and customers to see the latest technology and products from Intec at a centrally located venue," he added.

High degree of confidence

Finishing specialist Morgana Systems who is also returning for the third consecutive year, has revealed it has a high degree of confidence in the event. The company took one of the larger stands at both the 2015 and 2016 event, and has opted for a similar strategy this year.

Ray Hillhouse, Vice-President offline business at Morgana, was keen to praise the ongoing efforts of the organising team for their commitment to improving The Print Show, adding that Morgana has felt the full benefits of this.

Hillhouse said: "We have enjoyed two very successful events with The Print Show – it has put itself firmly on the exhibition map for the UK's printing industry. All of that means that Morgana need to be there."

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The team from Morgana Systems has seen good sales from the first and second years of the event

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Where do you see the next big opportunity?
It wouldn't be advantageous to share.

What would make your day job easier?
A Personal Assistant.

What's the best bit of business advice you've been given?
You shouldn't wait for your ideal job, you should go and create your ideal job.

If you had had a crystal ball, would you have done anything differently?
No, every decision we make was right for us at the time. Life is about the journey and not the destination.

Describe your most embarrassing moment.
There are too many to list!

What was your first job?
I worked in stock control at a supermarket.

What would be your dream job?
I haven't created it yet…

Fine dining and good wine, or curry and a pint?
Neither.

Money's not an issue, what's your perfect car … and where would you like to drive it?
Morgan Aero 8 and I'd drive it to Monaco and across to the Swiss Alps.

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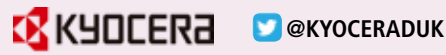
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