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PARTNERSHIPS
IT@Spectrum and The One Point
PAGE 24

MFPS
Neil Sawyer discusses how HP plans to compete in the A3 MFP market
PAGE 38

DATA COLLECTION
PrintFleet's new DCA Pulse
PAGE 44

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Comment

Quocirca says that the new world of managed print services is defined by changing customer ambitions, new priorities and a different set of challenges, and that MPS providers need to expand their skills and solutions for digital workflow automation.

On page 20, Samsung's Mark Ash argues that print vendors should provide programmatic offerings to truly disrupt the market. He talks about the next wave of managed print services and how technologies such as IoT and the cloud have had a significant and positive impact on the print industry.

He contends that with so many businesses undergoing digital transformations, there is a real buzz around how print vendors will disrupt the market and enable resellers to grow revenue, suggesting one way could be through offering print services at a programmatic level.

In this issue (page 22) Michael Amiri, Senior Director of Dealer Services at Continuum, shares his thoughts on what office equipment dealers need to consider when venturing into managed IT services, and why this lucrative market should be approached with careful enthusiasm.

He says that the inception of cloud computing, unprecedented access to web-based solutions and software, and an increasing reliance on outsourcing of core services, are all changing the way SMBs conduct business today – which creates lucrative opportunities for IT services providers, who can leverage their understanding of modern solutions to transcend traditional vendor relationships and act as strategic advisors.

Zerographic Systems, one of the first Xerox concessionaries is the subject of the Dealer Profile this month. 2017 marks the 25th anniversary of the Stafford-headquartered firm which is today one of the OEM's largest European Premier Partners.

The company has a strategic plan to continue the profitable increases in revenue turnover over the next three years and is targeting to achieve £30 million by the end of 2019.

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

Midshire installs first RISO A2 digital duplicator

The UK's first RISO A2 digital duplicator has been installed at Kingston University's campus in London.

RISO launched the world's first A2 digital duplicator in April 2016. Designed to bridge a gap in the market, it allows users to print onto A2, the most common paper size in the printing industry. Prior to the launch of the A2 device, users were limited to just A4 and A3 printing.

Midshire says that the new device will help the Faculty of Art, Design & Architecture remain at the forefront of art and design, by encouraging students to take risks and experiment with the unique printing process offered by duplicators.

Ioannis Belimpasakis, Kingston University's Printmaking & Interim Letterpress and Bookarts Workshop Manager said: "The RISO A2 Digital

Duplicator has been a fantastic investment for the school. It has challenged our way of thinking and our production processes. It's not just a printer, but a tool to be creative, as it shares the same principles as traditional screen printing. Its low running cost is very encouraging, and at 100 sheets per minute its speed is unparalleled."

Belimpasakis added: "The students currently use the RISO to create final year work such as artistic publications, catalogues, concertinas, posters, and leaflets."

www.midshire.co.uk

DSales moves for expansion

DSales (UK) Ltd, the UK distributor for Develop, has moved from its previous HQ in Ripponden to a new home a few miles away in Copley, near Halifax, West Yorkshire. The new premises provide additional space to accommodate DSales' continuing expansion, following a decade of unbroken growth.

The purpose-built DSales Business Hub provides 15,000 square feet of space. The company now has larger offices, a premier showroom, technical training, PDI centre for setting-up and customising machines prior to delivery and a marketing department offering media support and colour workshops/webinars to share knowledge, USPs and applications of new products. There is also a warehouse allowing DSales to hold its own stock of Develop consumables and machines, instead of using third-party warehousing.

The need for larger premises has been driven by DSales' ongoing sales success. The company now has 16 staff including sales account managers, technical specialists, administrators and marketing personnel. DSales also supports a network of over 130 dealerships across the UK and anticipates further expansion in its dealership base.

Managing Director Jonathan Whitworth said: "DSales is now the biggest distributor for Develop systems outside of the German home market with sales of over £13 million annually. Based on our continued success it was essential that we move to premises which can provide room for further growth. Our new Business Hub gives us better control over our machine deliveries, allowing us to be even more responsive to requests from our dealerships. We look forward to another decade of growth in our new home." **www.dsales.eu**

HP to exhibit at The Print Show 2017

Digital print giant HP has become the latest major brand to commit to The Print Show this year, signing up for a 140 sq. m stand.

HP joins Epson, KBA, Morgana, Kluge International, Premier Paper, B & R Moll, Intec, AXYZ International, Vivid Laminating Systems, and Grafityp as leading manufacturing names that have thrown their backing behind the show.

Event Director Chris Davies said: "This will be the first time that HP will have its own stand at a UK commercial print show for many years and their presence at the event once again is testament to the strength, value, and professionalism of the exhibition." **www.theprintshow.co.uk**

Acquisition and strong Q4 drive growth at Commercial Group

Commercial Group hit a record turnover of £50 million in 2016, 19.7 per cent up on the previous year.

A series of major account wins led to a strong final quarter for the Group's office supplies division and the June acquisition of London-based Wiles Greenworld made a six-month contribution to Group turnover.

The company has ambitious growth targets for the next five years and is targeting a turnover in excess of £60 million for 2017.

There are several new developments in the pipeline, including the imminent launches of two divisions – Commercial Creative and Commercial Technology. Commercial Technology will help businesses select IT hardware solutions that best meet their needs, in terms of specification and price. Commercial Creative will involve a re-brand of Wiles Greenworld Systems to provide dedicated colour management support and managed print services for the creative industries.

Commercial Group invests 20 per cent of profits into Commercial Foundations, the social enterprise it established in 2015. Commercial Foundations provides opportunities for disadvantaged people to make a fresh start by helping them develop resilience and 'work readiness' skills. An independent audit shows that in 2016, it generated a social value ROI of £4.86 per £1.

"Operating responsibly has always been fundamental to the Commercial Group ethos," said co-founder Simone Hindmarch-Bye. "As we grow, we have more muscle to effect change, linking profitability and purpose in our own business and helping our clients to do the same."

www.commercial.co.uk

A marathon success

Apogee provided a fully managed fleet of print and document technology at this year's Virgin Money London Marathon. As Official Print Partner, Apogee supported the event organisers across multiple locations in London and also produced the official race results for distribution to the world's press.

www.apogeecorp.com

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Scanners in Education

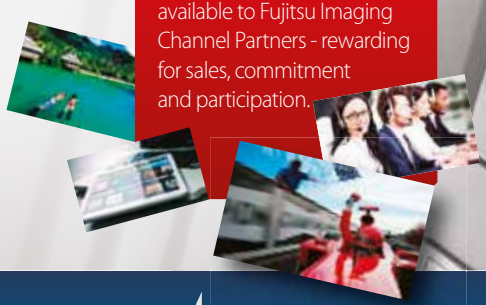
Plus selected models get bonus Rewards Points

By implementing digital working practices including the scanning and digitisation of material a school can very quickly see the benefits bought about from the enhanced collaboration between staff members, pupils and parents as well as supporting SENCO in the use of Information and Communications Technology (ICT) which is laid out in their code of practice.

By deploying scanning solutions alongside other line-of-business applications, public sector organisations gain a strategic hub for managing all content that flows through the enterprise. Key benefits include:

- **Centralised storage with enhanced security for all information.**
- **Business process agility that can lead to productivity gains and cost savings.**
- **Enhanced compliance throughout all departments with all regulatory guidelines.**
- **Faster access to client information, leading to better client engagement, and enhanced access to critical information leading to big data analytics.**
- **A notable ROI from the investment.**

Imaging Rewards is a points-based benefits scheme available to Fujitsu Imaging Channel Partners - rewarding for sales, commitment and participation.



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Colour cashback offer

OKI Europe is offering cashback deals on select A4 high definition colour printers until the end of July. With up to €300 cashback available on a maximum five printers, businesses could save themselves up to €1,500 (RRP).

"OKI's portfolio of colour printers provides businesses superb functionality, enabling them to achieve new levels of cost-effective, professional quality printing in house. This cashback promotion offers advanced print capabilities to any business that wants to make a big impression at a low cost per page," said Tetsuya Kuri Vice President Marketing, OKI Europe Ltd.

The promotion is available on up to five purchases per customer and comprises: €200 cashback on the C612 and the C612 colour printers and €300 cashback on the C712.

www.okieurope.com/promotions

New Develop production print systems

DSales UK has launched the ineo+ 2060 and 2070 colour production print systems aimed at pay-for-print providers and the in-house print room market. Print speeds are up to 61 and 71 pages per minute respectively for colour or black and white output with a maximum input capacity of up to 7,500 sheets.

Managing Director Jonathan Whitworth said: "The significant enhancements offered by these new production print systems ensure that Develop continues to offer the commercial digital print and in-house production sectors cutting edge technology at cost-effective prices."

www.dsales.eu

Toshiba adds Nuance solutions to its portfolio

Toshiba has added Nuance's document solutions AutoStore and Equitrac to its product portfolio. Through the strategic partnership with Nuance, Toshiba extends its range of document solutions to improve workflows, manage output and help businesses operate more efficiently and securely.

"The strategic partnership further enhances Toshiba's solution portfolio," said Jeremy Spencer, Marketing Director at Toshiba TEC UK. "With AutoStore and Equitrac we offer additional enterprise-level products to our customers, which help them manage their documents and workflows with utmost flexibility and efficiency. These new solutions perfectly complement our latest range of MFPs that are designed to support workflow automation and help businesses work more effectively." www.toshibatec.co.uk

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KYOCERA partners with ArtSystems

KYOCERA Document Solutions has furthered its commitment to 3D printing technology by announcing a partnership with ArtSystems, distributors of the MakerBot suite of 3D devices in the UK and Ireland.

The partnership will see KYOCERA join forces with ArtSystems to offer customers MakerBot 3D devices, including the MakerBot Replicator Mini+, the MakerBot Replicator+ and the MakerBot Replicator Z18.

www.kyoceradocumentsolutions.co.uk

Kodak Alaris takes complexity out of information capture

Kodak Alaris is taking the complexity out of information capture with the launch of its Alaris IN2 Ecosystem, a combination of best-in-class scanners, software, services and partnerships, designed to transform data chaos into critical information to drive efficiency.

A series of scanner, software, and service enhancements underpin the launch of the Alaris IN2 Ecosystem, to help organisations extract information from documents to increase productivity, enhance customer experiences and ultimately drive revenue growth.

The Alaris IN2 Ecosystems' unique approach delivers the Right Fit with seamless integration into customer environments, the Right Experience that simplifies information capture, and the Right Results that deliver superior business value and higher ROI. Partner and developer communities play a vital role in the ecosystem through their ability to connect, configure and create new solutions that meet customers' needs, now and into the future.

www.kodakalaris.co.uk/go/IMnews

Canon bolsters print portfolio

Canon has expanded its range of i-SENSYS printers and MFPs with the launch of the i-SENSYS MF730 and i-SENSYS MF630 series and i-SENSYS LBP650 and i-SENSYS LBP610 series.

The new models are compactly designed to support flexible working in home offices, as well as small and medium-sized enterprises. Packed with intelligent features to help streamline document workflows, the new devices ensure maximum efficiency and productivity while reducing the total print cost.

Anil Jagpal, European Marketing Manager said: "The new i-SENSYS devices support the advanced, flexible workflows businesses are looking for with the quality of output and usability synonymous with Canon."

www.canon.co.uk

Tech Data launches trade-in service

Tech Data is targeting the growing area of trade-ins, offering a service that will enable resellers to offer trade-ins on a wide range of mobile products and increase sales by driving adoption of the latest technologies and advancing refresh cycles.

Tech Data Renew provides a competitive, trusted, simple and integrated trade-in service on leading-brand smartphones, tablets and laptops. Proposals can be customised to meet exact needs of the customer and the distie can provide swift and decisive responses to requests for quotations on specific products. All of this is available through a dedicated portal, which can be accessed via Tech Data's e-com platform, InTouch.

Simon Smale, Tech Data's Commercial Director of Services, Europe, says that the service meets a growing need in the channel. "Tech Data sits at the very heart of the market and we are constantly watching and analysing trends. Many businesses and individual users want to make use the very latest technologies, which means they need to refresh devices more frequently. But they also want to make sure they get the very best value from their existing assets.

Simon Smale

"Trade-ins are becoming an important element in the market, especially with premium brands that retain high residual values. The Tech Data Renew service provides resellers with a simple way to facilitate the trade-in of products and enables them to offer creative and attractive propositions to customers on new devices."

www.techdata.co.uk

Azlan refreshes UK & Ireland leadership team

Rob Tomlin

Azlan Technology Solutions, the enterprise business unit of Tech Data, has announced its new senior leadership team for the UK and Ireland. In place with immediate effect, it draws on the inherent strengths of both the Azlan and Technology Solutions management teams.

Rob Tomlin, Managing Director UK and Ireland of Azlan Technology Solutions said: "The talent and calibre of the individuals in the team is second to none. Every one of them brings extensive experience and expertise in their respective fields and, as a team, they will create the vision and strategy to take our business forward into an outstanding leadership position in the enterprise market."

Looking ahead, Tomlin said that in line with the stated European strategy, Azlan Technology Solutions will operate a 'best of both worlds' model that combines the existing vendor-oriented structure of the Azlan business with the specialist business units of Technology Solutions.

"This model will draw on all the capabilities and scale of the combined businesses to deliver vendor focus through dedicated teams, whilst ensuring investment in technologies that will drive future growth for Azlan Technology Solutions and our partners. We've shared the model with a number of our strategic vendors and customers and the feedback has been extremely positive. Now we have the structure in place it is about moving forward and delivering growth for our customers, our vendors and the team," he said. **www.azlan.co.uk**

Storit reports record year

Storit Limited, the holding company of CMS Distribution has announced a record fiscal year with 82% turnover increase over 2015 to £325 million.

Frank Salmon, Founder and CEO, CMS Distribution Ltd said: "We are delighted with the results which showed growth across all areas of the business. Our enterprise business continued to outpace the market, driving strong growth in security, information management, storage and open source technologies, along with our retail channels, which also delivered high growth. As our customers continue to deliver innovation around digital transformation, the business portfolio continues to drive change and open doors to new thriving markets." **www.cmsdistribution.com**

Frank Salmon

Exertis strengthens security portfolio

Exertis has signed a distribution agreement with ESET, a provider of security software for consumers and businesses from antivirus and malware protection to multi-layered security. ESET protects all of the most-used operating systems with the same level of functionality, providing monitoring and detection against threats.

Jason Hill, Exertis Sales Director, Security said: "ESET offers a comprehensive portfolio of threat protection and anti-malware solutions that provide B2B resellers and MSPs with a full range of options for their customers. With increasing cybersecurity threats, ransomware attacks, cloud and mobile security concerns, the growing use of IoT devices and the requirement for GDPR compliancy, adding ESET's extensive range to our security portfolio will be of great benefit to our resellers."

Exertis will be distributing ESET's entire B2B range including: Endpoints and Mobile Security; File, Mail, Gateway and Virtual Servers; Remote Endpoint Administration; Security Packs and Business Solutions. **www.exertis.co.uk**

Ellie Childs

DMSL Head of Sales completes London Marathon

Ellie Childs, who was recently appointed as Head of Sales at specialist broadband and hosted voice distributor DMSL, raised more than £3,500 to raise awareness and money for Action on Addiction by running the London Marathon. She completed the 26.2-mile course in a very credible four hours, 23 minutes and 32 seconds. **www.dmsluk.co.uk**

Apogee awarded UK Cloud Partner of the Year

Apogee has been recognised for the second consecutive year as UK Cloud Partner of the Year by XMedius, a leading global provider of enterprise-grade solutions for Secure File Exchange.

The awards celebrate XMedius' top partners in North America and Europe and recognise outstanding thought leadership, superior customer service and comprehensive expertise in XMediusFAX solutions.

Gary Downey, Group Marketing Director at Apogee said: "I am delighted that Apogee's expertise in cloud solutions has been recognised for a second year by XMedius. Our specialist in-house Professional Services team continues to grow and provides innovative solutions that help our clients improve their document processes and infrastructure." **www.apogeecorp.com**

(l to r) Gary Baker, Regional Sales Manager at XMedius presents Gary Downey, Apogee's Group Marketing Director with the UK Cloud Partner of the Year Award.

PCM Inc. to enter UK and Europe

Technology solutions provider PCM, Inc. has announced its entry into the UK and Europe through a wholly-owned subsidiary, PCM Technology Solutions UK, LTD.

PCM UK has appointed Donavan Hutchinson as its Managing Director, is driving towards considerable scale and expects to employ approximately 90 co-workers by the end of 2017.

Frank Khulusi, Chairman and CEO of PCM, Inc. said: "Our expansion into the UK marks a major milestone for PCM as we introduce our world-class technology solutions and capabilities to new markets around the world. PCM UK will be our hub for the UK and the rest of Europe."

PCM UK is now hiring for positions in sales, vendor management, purchasing, marketing, IT and finance as well as a variety of other business roles. **www.pcm.com**

CURA acquires Electroversal

Cura Technical has acquired Electroversal for an undisclosed sum. Under the terms of this acquisition, Cura has acquired the whole shareholding, along with Electroversal OEM warranty and services.

Cura Technical Managing Director Jason Williams said: "This acquisition provides us with the scale and reach to be a leading player in the UK market for managed services to our channel partners. Electroversal has a long-standing experience and strengths that complement Cura's offering and strategy, its substantial logistics and strong service network will increase Cura's coverage and capacity to support channel clients across the UK & Ireland." **www.curatechnical.com**

Cloud Distribution advances security portfolio

Value-added distributor Cloud Distribution, a specialist in security, networking and storage has signed CrowdStrike, the leader in cloud-delivered endpoint protection. The company's marquee solution, CrowdStrike Falcon sets a new standard in endpoint security by being the first and only platform to unify next-generation antivirus (AV), endpoint detection and response (EDR) and managed hunting – all delivered through the cloud via a single lightweight agent.

CrowdStrike has been recently positioned by Gartner, Inc. in the Visionaries quadrant of the 2017 Gartner Magic Quadrant for Endpoint Protection Platforms (EPP) where it demonstrated a proven ability to replace legacy AV solutions and protect against known and unknown threats without the use of signatures. **www.cloud-distribution.com**

Synaxon national conference 2017

Synaxon UK has announced that BT will be supporting DMSL at the group's 2017 National Conference, which takes place at Heathrow in June.

DMSL, which is also a Synaxon supplier partner, is a major sponsor of the channel services group's conference, which is expected to attract close to 500 delegates from member and supplier companies from across the UK IT industry. DMSL will be using the occasion to talk to resellers about its plans to drive partner engagement and business development for BT's super-fast broadband and hosted voice offerings for UK SMEs. **www.synaxon.co.uk**

Steve Harris

Nuvias launches UC Practice

Nuvias has announced the EMEA launch of its Unified Communications (UC) Practice. The Practice is based on the UC capabilities and services provided by SIPHON Networks, which became part of the Nuvias Group in October 2016.

SIPHON is already established in the UK and Benelux. The UC practice will be rolled out across EMEA over the coming months, through Nuvias regional branches, starting with Germany. More Nuvias staff are being added throughout EMEA to support vendor and reseller partners.

Existing UC vendors and new vendors are expected to take advantage of Nuvias' growing UC capability across EMEA to increase sales in the region. Likewise, it is anticipated that both existing and new Nuvias reseller/integrator channel partners across EMEA will take up the opportunity to enter this thriving market or expand their UC business.

Steve Harris, EVP Unified Communications, Nuvias; and Managing Director SIPHON said: "This is a very exciting time in UC across EMEA, with really significant opportunities for the IT channel to move into the lucrative UC market and conquer the legacy competition. We believe that, as part of Nuvias, we are the right solutions and technology enabler to provide the service, support and technical know-how our channel partners want to help them make the most of this market opportunity."

SIPHON was named the 24th fastest growing technology company in the UK, as part of Deloitte's prestigious UK Technology Fast 50 rankings, achieving 723% growth in the four years prior to the award. **www.siphonnetworks.com**

Vision named finalist

Vision has been announced a finalist in the 'Best New Business Win' category for the CRN Sales & Marketing Awards 2017, following one of many recent new client wins so far in 2017.

The category winners will be announced on 29 June at The Brewery, London. **www.visionplc.co.uk**

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ZenOffice sponsors Captain Manchester

ZenOffice is sponsoring the Forever Manchester charity's super hero Captain Manchester. ZenOffice has supported the charity for the last three years and felt the time was right to enhance its partnership.

ZenOffice Managing Director Bruce Davie said: "Having supported Forever Manchester for the last three years as a corporate partner, we wanted to get more involved and make a bigger commitment to supporting local communities. We believe there is a synergy between our brands and a commitment to working across Greater Manchester."

Nick Massey, Chief Executive of Forever Manchester added: "Captain Manchester is an important part of Forever Manchester going forward. He represents what we're about as a charity and we're delighted to work with ZenOffice to support key messages that everyone can be kind and make a difference in their local communities."

www.zenoffice.com

Vantage achieves record first quarter

Specialist service management software provider Vantage, has continued to see unprecedented demand for Vantage Online which has resulted in a record start to 2017.

Vantage's initial focus was on the migration of existing clients, many of which were pre-registered. Existing users of legacy software Service Accent were heavily involved in the scoping, planning and testing of the new system from its inception – something that has been instrumental in Vantage's success.

This success has carried across to a record first quarter in 2017, with five new business clients ordering Vantage Online in January, seven in February and nine in March. In addition, 26 existing clients have ordered and booked their migrations in the first quarter of 2017, with implementations scheduled to take place before the end of the year.

This unprecedented demand has resulted in Vantage bringing on board two further implementation project managers, alongside two additional helpdesk support staff. Three additional developers are also in the process of being recruited to ensure that the business is able to further enhance its solutions to meet and exceed clients' ongoing requirements.

www.vantagecomputing.co.uk

Exertis creates dedicated consumer business unit

Exertis has created a dedicated Consumer Business Unit (CBU) to continue to drive growth in a key area of its UK business that contributes significant revenue and profit for the company. The unit will be under the responsibility of Liam La Cumbre in the newly created role of Consumer Commercial Director and long-serving Mike Buley as Consumer Sales Director. Both will report to Paul Bryan, Exertis Managing Director.

Operating across its Basingstoke and Harlow offices, the CBU will have over 250 employees with fully aligned purchasing, commercial and marketing functions. It combines several successful areas of the business: gaming, where Exertis is the number one UK distributor; Smart Tech where it is the leader in this new but increasingly important market; gadgets, accessories and premium audio from its specialist Exertis Unlimited division and a wide range of market leading brands in consumer IT and accessories. **www.exertis.co.uk**

New European distribution partnership

Hyperconverged infrastructure vendor Syneto, and storage solutions value-add distributor Hammer, have entered into a Europe-wide distribution agreement.

The agreement follows the recent launch of Syneto's HYPER Series 3000. Featuring built-in instant disaster recovery capabilities and consisting of three hybrid and one all-flash model, these systems will significantly broaden Hammer's portfolio and ability to provide top-tier performance and agility to SMBs at the right price point.

www.syneto.eu • www.hammer-europe.com

Midshire donates printer to charity

Midshire has donated a Lexmark printer to Joey's Legacy Boxer Rescue in a show of support for their important charity work.

Entirely run by dedicated volunteers, the organisation which was founded in 2009, rehomes boxer dogs, bulldogs, pugs and mastiffs. Midshire has provided the charity with a Lexmark XS748DE device that can help them with all of their print needs.

Founder and Chair of Joey's Legacy Boxer Rescue, Nicky Heeley said: "Every dog we rehome has its own folder of paperwork, from relinquishment forms and assessment forms, to vet records, we also post out a lot of adoption contracts, which amounts to a lot of printing.

"The Lexmark machine that Midshire have given us will allow us to actually save on our ink and paper spend, as we now have scanning to email capability which is very helpful when every penny counts.

"We also do a lot of promoting for our dogs at fundraising events, so the new machine will help massively in being able to print our own posters and flyers, whereas we previously outsourced this service." **www.midshire.co.uk**

VOW's product conveyor gains momentum

Since launching in January this year, VOW's product conveyor is gaining momentum. As part of the new product strategy, the conveyor process breaks the rigidity of the traditional merchandise and annual catalogue cycle to offer resellers VOW's newest products in a timely manner.

Under the new dynamic product strategy, resellers can benefit from products being launched at any time during the year. Launches will be fully supported with a clear route to market through back office systems, reseller price files and the OP-Dealer ecommerce platform, right through to eye-catching reseller and end user marketing materials.

www.voweurope.com

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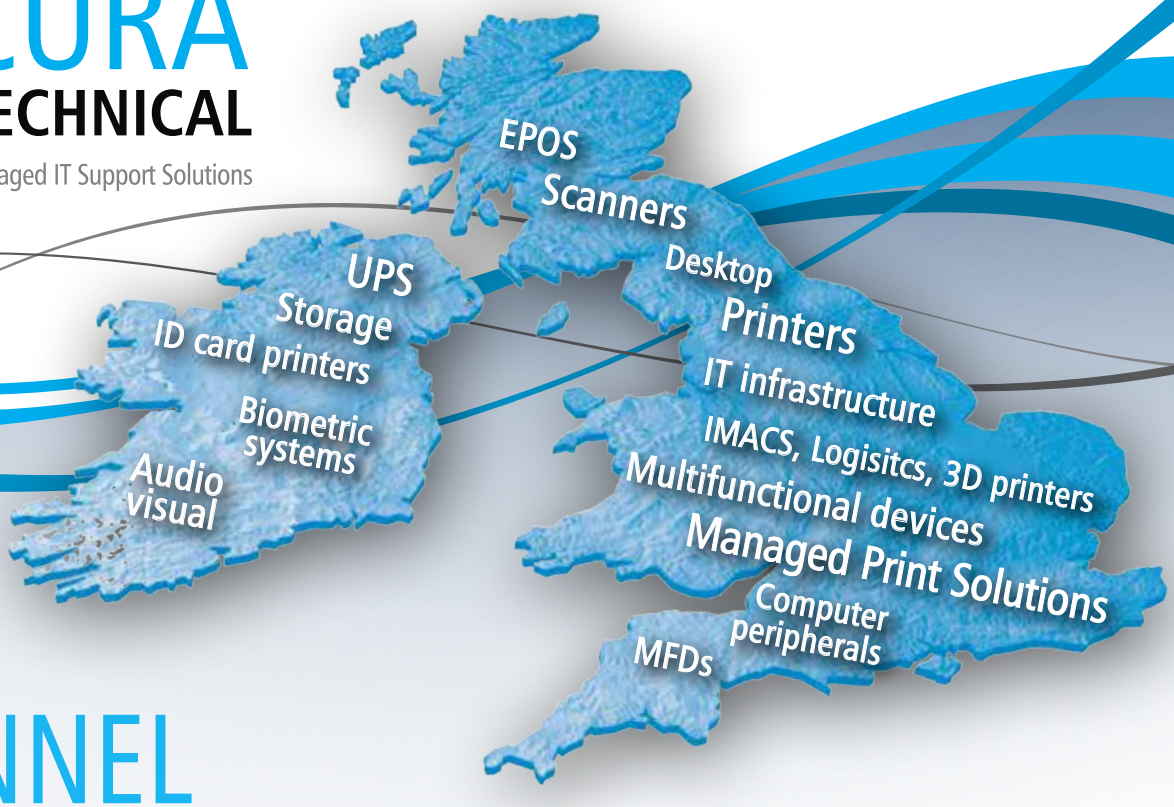

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PrintFleet releases next generation Data Collection Agent

DCA Pulse, a completely redesigned data collection agent (DCA) brings together years of experience in device data collection, customer feedback and the company's core commitment to provide the most accurate, timely, reliable data in the industry.

Greg MacLellan, Director, Software Architecture, PrintFleet said: "DCA Pulse is a complete re-think in nearly all aspects of our data collection process, and is based on the extensive experience the PrintFleet team has working with data collection on hundreds of thousands of different networks and configurations

"In addition to addressing some of the long-standing challenges customers had with previous generation DCAs, the new design gives us a platform to handle increasingly complex print environments and provide many new features and capabilities," he added.

www.printfleet.com

Award win for Certus Solutions

Oracle has recognised Certus Solutions, implementer of Oracle Cloud Services for Finance, Procurement, HR and Payroll with its 2017 UK & Ireland Partner of the Year Award in HCM Cloud.

UK & Ireland Partner of the Year Awards encourage innovation by Oracle Partner Network (OPN) members, who use Oracle's products and technology to create value for customers. Certus Solutions, a Platinum level member of OPN, won the award for demonstrating excellence not only in implementation successes but their dedicated commitment to the Oracle Cloud Applications Strategy.

New customer management solution

ECi Software Solutions has released its e-automate software v17.1. E-automate is the premier solution for office technology dealers and field service providers, delivering cloud-based ERP software to more than 1,500 dealers around the world.

Version 17.1, the second in a series of updates focusing on specific areas of the software is e-automate's Customer Relationship Management (CRM) release. The primary enhancements are the addition of item usage calculations and item yield warnings on sales transactions. Both are designed to help improve supplies management. This release also strengthens contact management through the addition of duplicate contact warnings and identifications, inactive contact history and multiple job titles for a single contact. Upgraded options to show or hide items on sales transactions, picking lists and packing lists provide more flexibility and efficiency for customer invoicing and shipment processing.

www.ECiSolutions.com

In brief

Exertis extends connect range

Exertis has extended its Connect range of cables, connectors and accessories. As well as the existing range of high quality AV, IT, and networking options it has now included power cables, patch panels and a whole host of accessories. **www.exertis.co.uk**

Leaders Index Report

Photizo Group has published the Leaders Index Report. The report provides benchmark and best practice information for channel partners around the world who are leaders in managed print services (MPS).

The Leaders Index for MPS Channel Partners is a collection of select, independent MPS partners from around the world that are regarded as the gold standard in managed print and document services. **www.photizogroup.com**

VOW focus on product marketing

VOW has announced new investment and an enhanced focus in its product marketing functions with the appointment of Helen Wade as Group Product Marketing Director and the subsequent formation of a dedicated product marketing team.

Wade joins the wholesaler from Fellowes and has worked to amass significant knowledge across retail, contract and wholesale channels.

www.voweurope.com

Helen Wade

Kofax named leader in ECM Transactional Content Services

Kofax has been named a 'Leader' in The Forrester Wave Enterprise Content Management Transactional Content Services, Q2 2017 report.

The company was recognised for allowing customers to address a broad set of process and content rich applications built on Kofax Perceptive Content, and for the integration between the Kofax TotalAgility platform and its case management and content management products, allowing customers to adapt and refine processes.

Reynolds C. Bish, Chief Executive Officer of Kofax said: "We believe being positioned as a leader in the Forrester Wave for ECM Transactional Content Services report and as a strong performer in the ECM Business Content Services report underscores our commitment to providing customers with innovative solutions that allow their businesses to run in a more efficient manner. Receiving this recognition emphasises that value and demonstrates how our solutions enable customers to increase responsiveness, grow revenues and reduce operating costs." **www.kofax.com**

New levels of on-device support convenience

The new Xeretec Support Application Suite utilises the Xerox Extensible Interface Platform on MFPs, providing immediate, on-device, next generation support for users of Xerox A3 iSeries firmware devices.

The apps were developed by Xeretec's four-strong team of in-house developers, who specialise in creating and engineering software based solutions that optimise the print experience for end users. Their experience with Xerox-related devices, ensures that the apps are fully compatible with them and work seamlessly and reliably with existing on-device hardware and software. In addition to the Xeretec Support Application Suite, the team has also developed Xeretec Vision, a dynamic analytical platform which analyses user and document analytics. It combines analytics with powerful "what if" scenarios that enable Xeretec Vision to easily identify inefficiencies and provide solutions for a more effective MPS.

www.xeretec.co.uk

Kaspersky Lab introduces new partner programme

With its new dedicated MSP Programme, the global cybersecurity company is looking to help managed service providers (MSPs), expand their managed service offerings and grow their business

Kaspersky Lab's new partner programme is aimed at MSPs that already offer security services or would like to add them to their current portfolio. The company says the programme helps MSPs address the growing demand for IT security services and enables them to attract new customers in the SMB markets, while satisfying existing customers looking to outsource all IT functions, including security, to a trusted third-party.

The specialised program is designed for partners that want to enhance and grow their reputation and expertise, achieve maximum margin at minimum risk and ensure that their customers' data and infrastructure are kept safe. Kaspersky Lab's offering includes products and technologies that will enable MSP partners to provide new security services to their customers, such as remote security monitoring, managed security, virtualisation security and mobile device security and management.

MSPs who participate in the programme will enjoy special privileges and benefits including:

- Exclusive access to volume-based pricing with a separate MSP price list
- Monthly licensing
- Product and security training and certification
- Standard and premium technical support (five premium support incidents are included depending on the total number of customer nodes)
- Extended sales and marketing materials

Michael Canavan, *SVP, B2B Sales,* Kaspersky Lab North America

Cloud and on-premises models

MSP partners will have the opportunity to choose between cloud and on-premises models to provide greater flexibility of IT security services for their customers.

Kaspersky Endpoint Security Cloud, suitable for smaller MSP businesses, allows partners to manage customer infrastructure from the cloud using a multi-tenant cloud console. Kaspersky Endpoint Security for Business Basic and Kaspersky Security for Virtualisation add the ability to use a multi-tenant on-premises solution managed by Kaspersky Security Center – scaling to the largest MSP environments.

Kaspersky Security for Mail Server and Managed Service Agreement are also part of the MSP offering. Managed service providers can offer clients of any size a full range of services to protect all types of corporate devices and appliances.

"In January, we touched on our commitment to focus on MSPs this year and now we are excited to reveal what we have to offer our valued partners," said Michael Canavan, SVP, B2B sales, Kaspersky Lab North America. "Kaspersky Lab's MSP Programme was launched to provide more opportunity to partners – especially those that are VARs who are looking for ways to grow their business and migrate to managed service offerings in cybersecurity. Our programme provides the necessary training, resources and access to cutting-edge security solutions to make it possible for MSP partners to completely secure the customer infrastructure."

Kaspersky Lab was recently recognised and awarded the MSPWorld Cup for "Best MSP Solution" at MSPWorld 2017 Conference & Expo in New Orleans, LA. At the event, the company discussed current trends and challenges with managed service providers in partnership with the MSPAlliance.

"We welcome the introduction of Kaspersky Lab's new MSP-dedicated partner program," said Charles R. Weaver, CEO and co-founder of the MSPAlliance. "The rising importance of cyber security throughout the world is one of the biggest challenges facing managed services providers today. We look forward to Kaspersky Labs' active participation in promoting managed security services and hope that its expertise will contribute to the development of the market."

The first phase of the MSP partner programme is available in North America and Europe. Partners who want to join need to meet several requirements, including being a provider of managed services, purchasing licenses from a distributor affiliated with Kaspersky Lab and providing first line support to customers.

Additionally, MSP partners can streamline their order processes with Kaspersky Lab's new support for Tech Data's marketplace StreamOne.

2017 marks Kaspersky Lab's 20th anniversary and it is also the sixth year it has been named a "Leader" in Gartner's Magic Quadrant.

www.kaspersky.com

Kaspersky Lab is a global cybersecurity company founded in 1997. Kaspersky Lab's deep threat intelligence and security expertise is constantly transforming into security solutions and services to protect businesses, critical infrastructure, governments and consumers around the globe. The company's comprehensive security portfolio includes leading endpoint protection and a number of specialised security solutions and services to fight sophisticated and evolving digital threats. Over 400 million users are protected by Kaspersky Lab technologies and it helps 270,000 corporate clients protect what matters most to them.

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techdata.co.uk

Data Direct – the industry's best kept secret

Data Direct is marking its 25th year in business with a concerted bid to boost its profile, engage with more dealerships and expand the business across the UK and beyond

The UK's largest dealer only distributor of OEM and compatible toner and parts is geared for growth. Business Development Director Neville Haywood said that the company has a strategy in place that will see the business double within the next five years.

"For 25 years we have been the industry's best kept secret," he stated. "But we're proactively setting out to change that. We currently transact with around 600 dealerships and we're now looking to expand our reach UK-wide and further afield."

Data Direct's innovative thinking and customer-centred approach is designed to deliver time and cost efficiencies to its channel customers, reducing the amount of time they spend on back-office operations.

Haywood added: "As a 100 per cent trade-only distributor we understand the channel and its requirements. We promise to deliver the best product, the best quality, the best support, the best warranty and the best service, every time."

The business was established in 1992 by Patrick Winterbotham. Haywood said that the company originally sold OEM toners and its business model was simple and effective. "In the early days, we simply sold and shipped toners direct to dealers, who held their own stocks and managed the fulfilment to end-users themselves," he explained.

Knowledge and experience

The company enjoyed sustained growth year on year, and in 2008 made a strategic decision to expand its offer and transform how it did business.

"We invested heavily in people at that point and hired a number of heavy hitters to bring unparalleled levels of knowledge and experience into the business," Haywood explained.

Key hires included Sales Director Marianne Chamberlain, who joined the firm from VOW with a brief to develop and grow the sales team and channel opportunities.

> We promise to deliver the best product, the best quality, the best support, the best warranty and the best service, every time

Data Direct also appointed Mark Appleton who had many years of experience in the compatible toners sector. He was formerly Managing Director at Parts Dept. and had also worked at PPC Supplies for some 15 years. As European Compatible Sales Director, Appleton was charged with finding the best quality compatible consumables in the world for Data Direct.

Another industry veteran Richard Fennell, who brought almost four decades' experience to Data Direct, joined around the same time, with responsibility for developing and maintaining relationships with toner and cartridge manufacturers worldwide.

"Up until 2008, we had only ever sold OEM supplies," Haywood said. "However, having made the decision to offer compatibles alongside our OEM range, we

Neville Haywood, *Business Developement Director,* Data Direct

brought in industry experts to ensure that we would deliver world-class products."

The company ended FY2016 with a turnover of £22 million in revenues from OEM and compatible toner and parts sales.

Value-add services

In 2011, Haywood joined the team and has played a key part in transforming the business from one that simply sold products into a services-based business.

Under his leadership, the company has developed a suite of value-add services from fulfilment bespoke packaging, fleet management and service management, which can be tailored exactly to meet the requirements of its customers' businesses ensuring improved service and cash flow, and increased sales and profit.

These include:

- **PixPax:** Consumables can be delivered direct to end-users through Data Direct's PixPax, reducing stock holding, improving efficiency and increasing sales for dealers. Data Direct currently processes some 700 PixPax orders per day.
- **PIPS (Profit in Printer Supplies):** Helps dealers increase revenue, reduce billing costs, get more prospects and sell products. This scalable software offers everything from simple print auditing, through to complete back office software integration and fulfilment via PixPax, across multiple vendors. The intuitive interface runs in Windows and enables resellers to set up schedules which are automated and viewed on a simple dashboard, providing information via a single pane of glass.
- **BridgeIT:** Speeds up the toner replenishment process whilst enabling resellers to benefit from Data Direct's greater buying power to reduce the cost of toner – both OEM and compatibles. As the name suggests the software 'bridges' the gap between the dealer's service management system whether that's Vantage, Purpose or any other and Data Direct's system. Furthermore, purchase order numbers and delivery notes are automatically generated, reducing the cost and time for dealers to conduct business.
- **Data Direct App Library:** This app enables dealers to instantly access and download parts and service manuals for any product. There are currently over 8,000 product manuals available at the moment.
- **Reduce, reuse, recycle:** Data Direct offers its SIMPLY GREEN and SIMPLY RECYCLE recycling schemes which includes a toner collection programme, end-of-life machine recycling as well as custom solutions.
- **Simply Maintenance:** Data Direct customers can leverage the benefits of Data Direct's complete nationwide service offer that includes PDI and installation, training and full leasing facilities.

We hold up to £2 million of stock at any one time, we carry all OEM lines as well as the best compatibles on the market

Patrick Winterbotham, *Founder,* Data Direct

Marianne Chamberlain, *Sales Director,* Data Direct

At your service

Data Direct is based in Finchamstead and has recently extended its warehousing to 20,000 sq. ft. "We hold up to £2 million of stock at any one time, we carry all OEM lines as well as the best compatibles on the market and it's all ready to be shipped next-day to either the dealer or direct to the end-user," Haywood said.

Importantly all direct deliveries appear to have come from the reseller. "We incorporate the dealers' logo on the packaging and as the delivery notes are automatically generated, these too feature the resellers' branding," Haywood added.

The company has continued to invest in people, six new recruits have joined the team in the last 18 months. "It's firmly our policy to offer unique solutions which enable our customers to become more successful, and we recruit and retain the best people in the industry to ensure we deliver on that promise," Haywood said.

"And the fact we are now being approached by people who have worked for our competitors is testament to the fact that we're making huge in-roads into delivering the very best service at the very best price," he said in conclusion.

www.data-direct.co.uk

The next wave of Managed Print Services

Print vendors should provide programmatic offerings to truly disrupt the market, says Mark Ash, Head of Print and Director Business Enterprise Team at Samsung

Mark Ash, *Head of Print and Director Business Enterprise Team,* Samsung

New technologies, such as IoT and the cloud, have had a significant and positive impact on the print industry. And with so many businesses undergoing digital transformations, there is a real buzz around how print vendors will disrupt the market and enable resellers to grow revenue. One way could be through offering print services at a programmatic level.

Traditionally, vendors package up various components of their print offering, and sell them onto the reseller as a 'click'. But the challenge is that this approach favours the vendor, and doesn't allow resellers to benefit.

What resellers need is the ability to configure their costs, margins and track profitability on a contractual basis right down to the device. Giving resellers access to system capabilities will provide them with more autonomy over their offering and enable them to broaden their service reach and win larger deals with the assurance of a standard service level wherever their customer is located.

The Print and MPS platform

In a bid to lead this next wave of Managed Print Services, manufacturers should take a programmatic look at print and offer resellers the capabilities that vendors have.

One way to do this could be to develop an advanced cloud platform, which can provide a transparent view of all key printing data for the reseller and their customer, and can support the processing of toner orders and maintenance requests.

This would provide the reseller with a completely integrated back-office and supply chain solution covering every aspect of the MPS process, from contract development to delivery, installation and ongoing contract management.

These solutions can also be designed to simplify what is an often complicated process. Reseller customer feedback often mentions that reseller solutions need to 'work as they do' and not require expert level bespoke training. This simplification would eliminate the need for multiple logins to applications and databases, and increase productivity by removing inefficient duplicate data entry that wastes back-office resources.

All of the benefits, none of the risk

To help resellers grow profitable revenue, any disruptive MPS offering should give the reseller all of the benefits of a vendor, with none of the risk.

For example, fixing toner prices for periods of time is a good place to start, as it allows them to predict profit without any unexpected vendor led price increases. Usage of toner can also automatically be calculated to ensure reliable profitability, as it provides resellers the data needed to accurately bill at agreed intervals with all the evidence required to get payment quickly.

> To help resellers grow profitable revenue, any disruptive MPS offering should give the reseller all of the benefits of a vendor, with none of the risk

What's more, flexibility should be offered on a device by device basis. Resellers should be able to choose whether to include services provided by their vendor, or whether to maintain it themselves, giving them more autonomy and control over their margins.

By offering this flexibility to mix and match 'with' and 'without service' within a single contract, resellers can enable their service teams to learn and expand without having to make significant investments in training as their business grows.

The user experience

IoT technology and the cloud can be leveraged to enable remote fixing, in order to create a better user experience that ultimately keeps the customer content with their managed print service.

One way to do this could be to develop a monitoring technology, such as the Samsung SMART UX, which provides resellers with full device visibility. An easily implemented and cheap solution, this can reduce the service costs for the reseller. These solutions result in happier customers that are satisfied when devices are fixed quickly through remote diagnostics.

This Android based technology enables a manufacturer to take advantage of the latest developments in mobile and cloud support. It also means customisation for resellers, businesses, or their clients is quick and easy and gives unique value, with access to over 12+ Million android developers.

Fit to print

Put simply, giving resellers the capabilities of a vendor offering delivers quicker sales, outstanding service and ongoing profitability. By providing resellers with all the benefits of an independent MPS solution with no investment or upfront on boarding costs, it enables them to transform their entire business model, and in turn the print needs of their customers.

www.samsung.com

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Managed IT services: the opportunity for office equipment dealers

Michael Amiri, Senior Director of Dealer Services at Continuum, shares his thoughts on what office equipment dealers need to consider when venturing into managed IT services, and why this lucrative market should be approached with careful enthusiasm

Michael Amiri
Senior Director of Dealer Services
Continuum

The technology needs of small and medium sized businesses (SMBs) are evolving. The inception of cloud computing, unprecedented access to web-based solutions and software, and an increasing reliance on outsourcing of core services, are all changing the way SMBs conduct business today.

This creates lucrative opportunities for IT services providers, who can leverage their understanding of modern solutions to transcend traditional vendor relationships and act as strategic advisors. Providers today are thriving by not only identifying and deploying the best available solutions for particular business needs, but by also providing proactive support, maintenance and troubleshooting for these offerings – eliminating the need for small businesses to invest in internal IT departments.

Throughout this change, at least some constants remain – the power of relationships, the need for effective sales strategies and the value of one-stop shopping for SMBs. Business owners value mutually-beneficial relationships, solution expertise and quality service. It's in these areas that one specific vertical is extremely well-suited for entry into the managed IT and network services market – office equipment dealerships.

Dealers are uniquely positioned to step into this booming space, they're sales experts, they have well-established customer relationships and, they've already got a foot in the door. The key to successfully integrating these new services into an existing portfolio lies in forming the right partnerships, getting buy-in from the top down and shifting certain aspects of the business to support a managed IT services model.

Customer service and relationships

Managed IT services are all about providing customers with peace of mind and insurance for critical systems and data, and as system failure and unplanned downtime becomes increasingly intolerable, the importance of trust in these deals cannot be understated.

The channel understands customer service and is adept at forging and building great relationships. Those dealers that already have happy customers purchasing print hardware, software, supplies and other office equipment solutions, are a step ahead of an outside competitor who has no established reputation or rapport with those businesses.

Customers also already understand the value of outsourcing and leveraging outside experts for technical support, maintenance, sales and other services. It's not cost-effective for the average SMB to hire in-house service engineers for printers and MFPs, and the same is true for IT.

It's a matter of convenience as well; why pay multiple vendors at the end of every month when one provider can handle it all? Business owners, particularly SMBs, value one-stop-shopping and simplicity, and the ability to purchase office equipment alongside technology hardware

and services is an appealing prospect.

Already viewed as trusted advisors

SMBs are more than capable of making direct purchases from vendors, both with office equipment and information technology. They look to service providers or dealers for the added expertise being brought to the table, and for their ability to effectively troubleshoot and support those solutions post-implementation. The same message that resellers have successfully leveraged in the office equipment space can easily carry over into managed IT services – the technology and sales processes may be a bit different, but the underlying concepts are the same.

What's more, managed IT services present constant opportunities to upsell, cross-sell and upgrade existing deals by bringing new devices under management, taking on project work and upgrading between service tiers or packages. IT providers are also well-positioned to regularly meet with existing customers to discuss business goals and objectives to identify future sales opportunities and continually align technology solutions with the direction the business is headed in.

Dealers are sales experts

The best technology services offering isn't worth much if you can't sell it, and laundry lists of features and tech specs are unlikely to convince the average business owner that an IT offering is worth the price of admission.

The good news for dealerships is that they've got some of the best salespeople in business today and they've got the workforce and existing customer base needed to find success in managed IT services. Not all hardware reps need to become IT experts, but with the right kind of sales enablement they can become experts at finding quality IT opportunities within their given sales geographies. To facilitate a successful IT sales process, a few key hires will need to be made; most notably the Virtual Chief Information Officer or vCIO. This key team member will become the IT subject matter expert to assist hardware reps with vetting and closing managed IT services' opportunities.

With the right training and the ability to identify the top 10 or 20 per cent of current customers who are a good fit for outsourced IT, dealers can jumpstart their transition into this growing market and bring in impressive new revenue streams without having to capture any new prospects or invest heavily in upfront marketing programmes.

Dealerships are looking for opportunities to bring in new revenue streams and set themselves up for continued growth for the foreseeable future. Managed IT services present dealers with an unprecedented opportunity to expand the scope of their services and take greater ownership over their customers' network and infrastructure and, in doing so, exponentially increase the value they're bringing to the table and further cement existing account relationships.

Innovative dealers that manage both print and IT relationships for their clients become vastly more relevant to those customers. And when you are really relevant to your customers, you become quite difficult to replace.

The key to successfully integrating these new technology offerings into the business lies in finding a partner who understands the imaging channel and can provide the tools, expertise and technical personnel needed to bridge the gap between office equipment and IT – empowering office equipment dealers to quickly step into this booming market without requiring significant capital investment. Continuum's IT management platform and dealer-focused support team can help dealerships accelerate this transition by providing a robust, scalable outsourced IT model that combines powerful software with human resources which allow dealers to realise 60 per cent margins or greater.

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Technology companies' HQ becomes business destination

An innovative partnership forged in 2014, between technology company, IT@Spectrum and unified communications and IT support specialists, The One Point, is paying dividends

At the beginning of this year, the two firms moved into new purpose-built offices at the Bridgehead business park close to the iconic Humber Bridge and motorway connections. The new building is a showcase for innovation, mobilisation and digitisation, with technical excellence, sales and engineering support, all under one roof.

The sister businesses created a state-of-the-art working environment at the offices branded The View, where their key teams work together seamlessly to offer a compelling package of IT managed services to a combined client base of more than 1,200 organisations.

In just three months, more than 500 people have taken up the partner businesses' open invitation to visit the new headquarters and 'come and see' how to harness technology to drive growth, establishing the offices as a business destination.

A wide range of customers, business organisations and other groups have come along to the offices which have been purpose-designed to encourage collaboration and enable clients to experience a 'living showroom' where they can see print and office automation systems in action.

The offices have hosted meetings by the Humber Local Enterprise Partnership; For Entrepreneurs Only, the East Yorkshire business network for local owner/managers; and the Bondholders marketing organisation which promotes the Humber, among many others.

Ken Sturdy, Managing Director, IT@Spectrum said: "We've opened our doors and welcomed in lots of people. We're showing the latest technology in action and we're practising what we preach."

He added: "It's been a revolving door – every single day people are coming in to visit us and make use of the facilities in a variety of ways. We always say this place is open to our customers, potential customers, suppliers and friends and that's a lot of people. Our messages is 'come and see – you're very welcome and you might well learn something'."

Events calendar

The ad-hoc visits have now developed into an ever-growing calendar of meetings, training sessions, networking opportunities and business development events at The View.

The events calendar features quarterly 'Tech Talks' focused on helping businesses to utilise technology to drive growth. The first of the Tech Talks series will take place at The View during Humber Business Week and will help companies to organise and utilise profitably the vast amount of data generated within their businesses.

Martin Lauer, Managing Director, The One Point, said: "We've been delighted with the response to our invitation to pay us a visit, find out what we do and how we do it, and make use of the facilities here.

"We've now developed that engagement into an extensive calendar of one-off, monthly and quarterly events. The View has effectively become a business destination, with some of the region's most influential organisations routinely making use of our offices," he added.

> It's been a revolving door – every single day people are coming in to visit us and make use of the facilities in a variety of ways

A compelling package

The View has been purpose-designed to cement the strategic partnership between IT@Spectrum and The One Point, with key teams working together seamlessly to offer a compelling package of office technology services.

The offices also enable formal and informal meetings with customers and prospective customers, or companies and other groups that simply want to see the latest technology being used to deliver efficiency and productivity.

"The feedback has been really positive," Lauer said. "So many people want to come and look around, see what we're doing and use the space and the technology we have here."

"One of the best things is that they get to meet our teams," he added. "They get to see we have happy, highly professional and capable people, proud of what they do and there is no veil of secrecy. They can go and sit with the people in finance and with our support and sales teams. They don't just get shepherded into the boardroom, they have an access-all-areas pass."

Sarah Downing, Head of Marketing at the Bondholders which used The View for its latest Board meeting, said: "It was a pleasure to use The View. The offices are really impressive, the facilities are excellent and the location is so convenient.

"It's a really positive move by IT@Spectrum and The One Point to make their offices available to so many visitors and reflects the forward-thinking approach they take to developing links with businesses across the region and the community general," she added.

Businesses and other organisations can visit and use The View free of charge and without obligation. The invitation includes free use of audio visual equipment and video conferencing, with refreshments also available.

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

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[1]Cost-per-page (CPP) claim compares the majority of multi-pass colour laser printers < €200 excluding VAT, as of Feb 2014 based on market share as reported by Q4 2013 IDC. CPP for laser supplies are based on published specifications of the manufacturers' highest capacity cartridges. HP Officejet Pro CPP based on HP 934XL/935XL ink cartridges estimated street price, published yield and continuous printing. Actual prices may vary. Actual yields may vary based on images printed and other factors. See hp.com/go/learnaboutsupplies.

Creating clarity around achieving GDPR compliance

According to NTT Security, complacency could be the downfall to organisations effectively achieving Global Data Protection Regulation (GDPR) compliance

NTT Security, the specialised security company of NTT Group, says that businesses are falling into traps of complacency when it comes to preparing for the upcoming GDPR. Rob Bickmore, Principal Security Consultant at NTT Security said: "Complacency could well become an organisation's new enemy."

The company asserts that businesses are still unsure on the actions needed to ensure full compliance ahead of the 25 May 2018 deadline. It warns that some have proactively implemented programmes, yet found that gaps still exist, leaving them vulnerable to fines of up to €20 million or four per cent or annual global turnover – whichever is higher.

The company has launched a comprehensive portfolio of GDPR services in the UK for organisations looking for clarity about their current readiness. "Businesses know that GDPR is fast approaching, but there is uncertainty as to what specifically is required and where the focus needs to be," Bickmore said. "Our comprehensive range of GDPR services fills the gaps and translates GDPR into a language that everyone, from the top down, will understand and be able to act upon."

According to NTT Security, common complacency traps include a number of misconceptions:

- ISO27001 is enough to cover GDPR. Implementation of controls aligned to this certification is a great start, but they are only part of the bigger picture.

> It's been a revolving door – every single day people are coming in to visit us and make use of the facilities in a variety of ways

- The same exercise has already been done when planning for PCI DSS. Any controls implemented for PCI DSS will need to be extended to include Personal Identifiable Information (PII), which even then is only part of the GDPR requirements.
- The organisation's GDPR programme is being handled by the legal or IT team. GDPR compliance is actually everyone's responsibility. It should not be left to one team – legal, IT, HR and other business functions must all be involved with visible support from the executive level.
- It is not the organisation's problem because they have outsourced all data processing to a third party. Processors are indeed liable for protecting PII under the GDPR, but the responsibility is still on the data controller to ensure processors implement 'technical and organisational measures' to protect the information.

www.nttsecurity.com

Sustainability vs. headline cost

This month's panel share their thoughts as to whether sustainable procurement remains high on the business agenda, or if the focus has shifted towards the headline cost and TCO?

PITR: **As the economic uncertainty around Brexit continues, how is it impacting on your business?**

Mark Smyth, *Chief Operating Officer,* **Vision:** "We have experienced a number of increases from vendors and our supply chain generally, and we are continuously analysing the impact on margins.

"The real challenge is when and if we pass on these increases to clients, and in some cases, we simply have no choice, as the impact is quite considerable."

Julian Stafford, *Managing Director,* **Midshire Business Systems Northern:** "We have just enjoyed our best ever quarter in terms of both turnover and profit, so in reality the uncertainty over Brexit would appear to have had little or no impact.

"However we have, like all businesses, seen price increases due to movements in exchange rates. I'm sure once the negotiations start with the EU there will be further movements on the currency markets that may hit us in the short term.

"I believe as a business community we have to remain focused on doing what we are good at and not get side tracked by possible negatives. The country, led by the media, is very good at talking us into a downturn. The future in my opinion is very bright, I'm confident the economy will go from strength to strength."

Scott Walker, *MPS Business Development Manager,* **ZenOffice:** "In my opinion, I don't think it's had as big an impact as it possibly could have. We're on the verge of our most successful month ever and are involved in some very large opportunities.

"If anything, given we're a service provider, our customers are approaching us to help them reduce their spend. Offering managed print services/document solutions is one area they seem to be exploring."

Sam Elphick, *Sales Director,* **Lex Business Equipment:** "Aside from the expected price increases we have incurred from the core manufacturers whom we purchase our hardware from at the start of the year, there has not been too much disruption to the business.

"We continue with optimism that Brexit will not have too harsh an effect on us, but we are at the peril of currency fluctuations – which in turn can impact the cost pricing of consumables for hardware."

Julian Stafford,
Managing Director,
Midshire Business Systems Northern

Sam Elphick
Sales Director
Lex Business Equipment

I'm sure once the negotiations start with the EU there will be further movements on the currency markets that may hit us in the short term

Matt Goodall, *Service Director,* **Office Evolution:** "Any uncertainty around Brexit has been around now for almost 12 months. The announcement of a general election is bound to concern people more and bring the way that our exit from the EU is handled into sharper focus. As with any uncertainty, people will either hold off from making a decision or seek a shorter term view for any decisions being made, enabling them the freedom to change if the economy does."

Jeremy Spencer, *Marketing Director,* **Toshiba TEC UK:** "So far, Brexit has not had a material impact on our business. However, like many brands in the industry, we are part of a global business and rely on cross-border supply chain. As such we are following negotiations around leaving the European Union closely and are keen to see a settlement that ensures the industry remains competitive and responsive to customer needs."

Continued...

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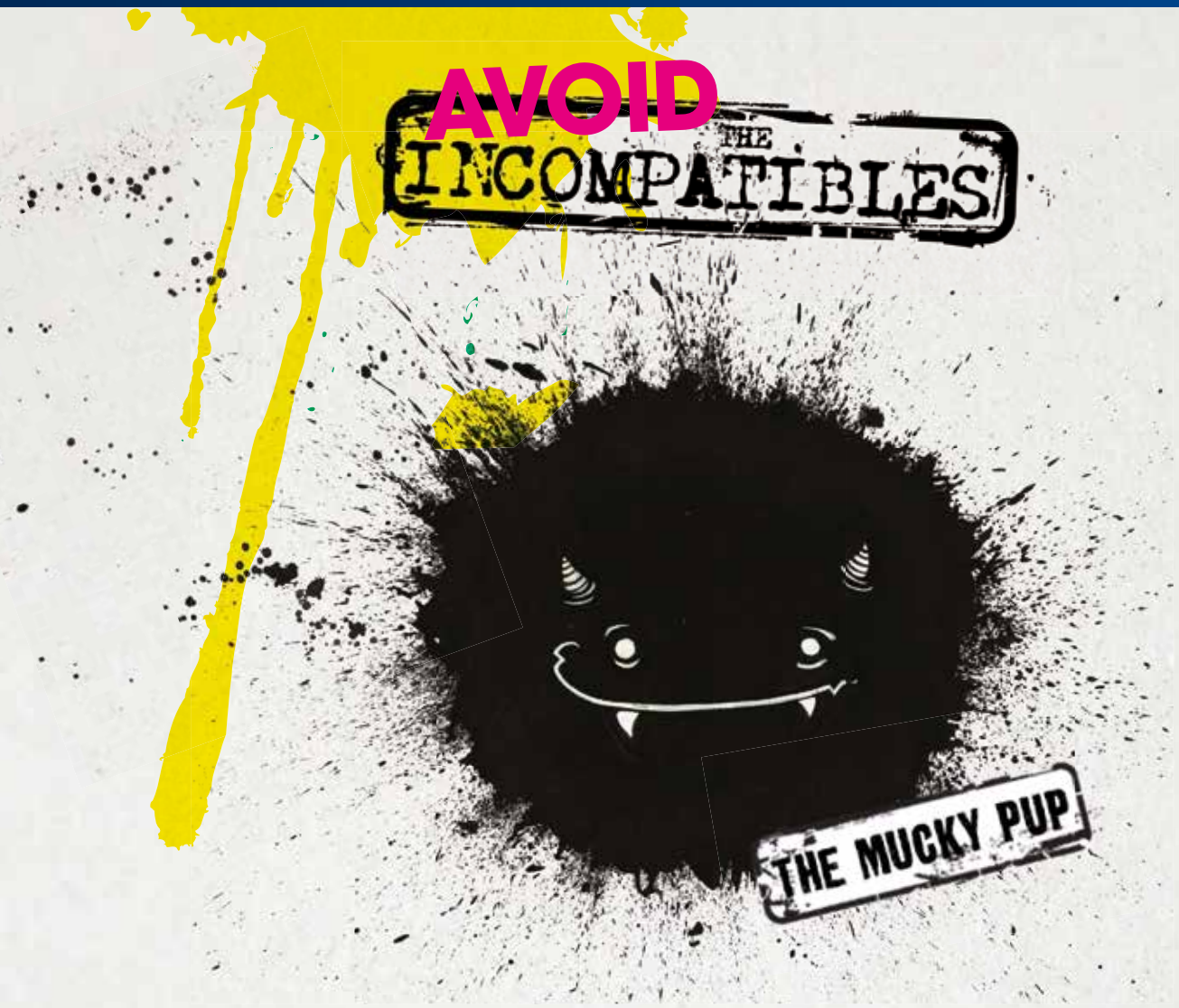

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...continued

PITR: Given the state of the economy, are businesses putting green procurement strategies on the back burner?

Mark Smyth: "We are seeing clients remain reasonably committed to their CSR and green policies and in some cases, they will pay for services that help with their environmental strategy, however that number of clients is very low.

"We have some client sectors specifically, that expect as part of our managed services to be provided with all the tools to help meet their CSR and green credentials at no additional cost and we must then consider the overall contractual running costs and ensure this is fully considered."

Julian Stafford: "Green initiatives are here to stay. Given that most green strategies are very cost effective in the long term, I don't see any reason for the growth of environmentally sensitive purchases to diminish.

"Midshire has always looked at the long term, we invest as if we were going to be here in 20 years and it's a policy that has stood us in good stead."

Scott Walker: "I think it will always form part of the decision-making process, however, I personally think that it's dropped down the list of priorities in terms of how they move forward with their chosen provider.

"Most contacts I have the pleasure of working with are relying on us to help them paint an image of how the world of managed print will looking in three to five years' time. Being able to provide devices which tick all the 'green' boxes as such is standard with companies like Xerox. You've only got to look at their awards for providing green technology to see it's more standard now than it ever has been."

Scott Walker,
MPS Business Development Manager,
ZenOffice

Mark Smyth,
Operations Director,
Vision

Sam Elphick: "The toner recycling service which we offer to our clients was as popular as ever last year, and this has continued into 2017. As a result, I can confidently say that businesses are still striving to be as 'green' as possible.

"Especially when dealing with larger organisations and most definitely with the public sector, more often than not the decision-maker is keen to understand the energy saving function of the printing hardware we are quoting. The main brand of colour MFP we supply is Develop – which oozes energy saving functions, including motion detection power-up, and auto-power down in line with business hours."

Matt Goodall: "I think that the green policies that organisations have committed to will continue to form the grounding for many companies. However, cost will become a greater influence in the buying decisions and as long as the green objectives can be met whilst making the required cost targets, then green strategies will still form the basis of any decisions."

Jeremy Spencer: "For most organisations, environmental considerations not only remain an integral part of buying document solutions, but have been woven into the very fabric of the procurement process. Indeed, we find that Toshiba TEC's pioneering Carbon Zero scheme acts as a key differentiator when it comes to procurement, as it allows organisations to access the best products, at the best price, but with a clear conscience when it comes to sustainability and the environment."

> As long as the green objectives can be met whilst making the required cost targets, then green strategies will still form the basis of any decisions

PITR: Is cost now king?

Mark Smyth: "Cost is certainly a big driver still, and on average we are seeing most tenders weighting their scoring with pricing at 40 per cent and above of the overall tender score. That said, we have had some rather refreshing experiences more recently, where we have certainly not been the lowest price of all bidders and gone in to win based on quality.

"Tendering for business in our market remains fiercely competitive and we are often tendering as part of some of the government frameworks where pricing and discount levels are already in place.

"When we win on quality and Vision's not the lowest price and bid, it really does make it very rewarding. So much hard work and resource goes into the bid and tender process with the constant objective of potentially winning a new client or retaining an existing client, so for all our teams involved it is so satisfying when it's not all about price and more about the quality of services you deliver! Price does often appear to be everything and it's gratifying to know there are some clients, despite the current economic uncertainty that value partnerships and high quality service."

Julian Stafford: "Cost is very much king for lots of reasons, not just for the economy. The growth of the internet, with prices for every commodity at your fingertips, is the main one. Everyone seems to be offering all types of products and offering services they have no qualification for.

"It's very hard for a customer to ascertain who can deliver the initial or ongoing expertise and service they require. I have often told customers that 'I could supply them a Jumbo Jet but I would struggle to keep it in the air'. Fortunately having a proven track record of delivering service of the highest quality for over 25 years does mean people want the added value offered by specialists like Midshire."

Scott Walker: "Cost is probably one of the biggest factors in choosing a managed print provider, but I'm not convinced it's 'king'.

"More and more organisations have been 'stung' by poor service, poor account management and hazy terms and conditions on their contracts. The one message we're hearing from our customers is that they want an honest, transparent and pro-active service with reliable equipment, high first time fix rates and low total cost of ownership.

"Cost is certainly going to make the top three in terms of how a customer will choose a supplier, but I genuinely believe our customers are looking at the hidden

Jeremy Spencer,
Marketing Director,
Toshiba TEC UK

"There is increasing interest in those of our software and solutions that help end users optimise workflows"

costs (down time, fix rates etc.) as part of their decision-making process."

Sam Elphick: "More recently, it does seem that firms are looking for the best possible value from us as a reseller – so in essence I would agree that cost is king. It always has been to some extent but I would say even more so now.

"I think it is important though for businesses to understand that in some circumstances, and across most sectors by cutting cost, you also run the risk of cutting quality and service. And in turn this can sometimes negatively impact a business."

Matt Goodall: "For many companies, cost has always been king, until that is, they get burnt and experience poor service or unacceptable downtime. All companies are seeking to reduce overheads, however, you cannot cut everything to the bone without sacrificing something, whether it be quality, service, response or product.

"The key now is to ensure that your business offering meets or exceeds the customers' expectations, and set service as king! We are seeing that in many companies, service vs. cost is the key objective rather than just cost alone."

Jeremy Spencer: "Clearly, competitive pricing is important, but it would be short sighted for the industry to focus on cost alone. Customers want to partner with organisations that truly understand their needs, have an expert grasp of the technology, and provide excellent levels of service.

"That being said, there is increasing interest in those of our software and solutions that help end users optimise workflows to improve efficiency and save time and money. These have a real impact on cost across the customer's business and clearly appeal to those for whom financial considerations are key."

It's gratifying to know there are some clients, despite the current economic uncertainty that value partnerships and high quality service

Matt Goodall,
Service Director,
Office Evolution

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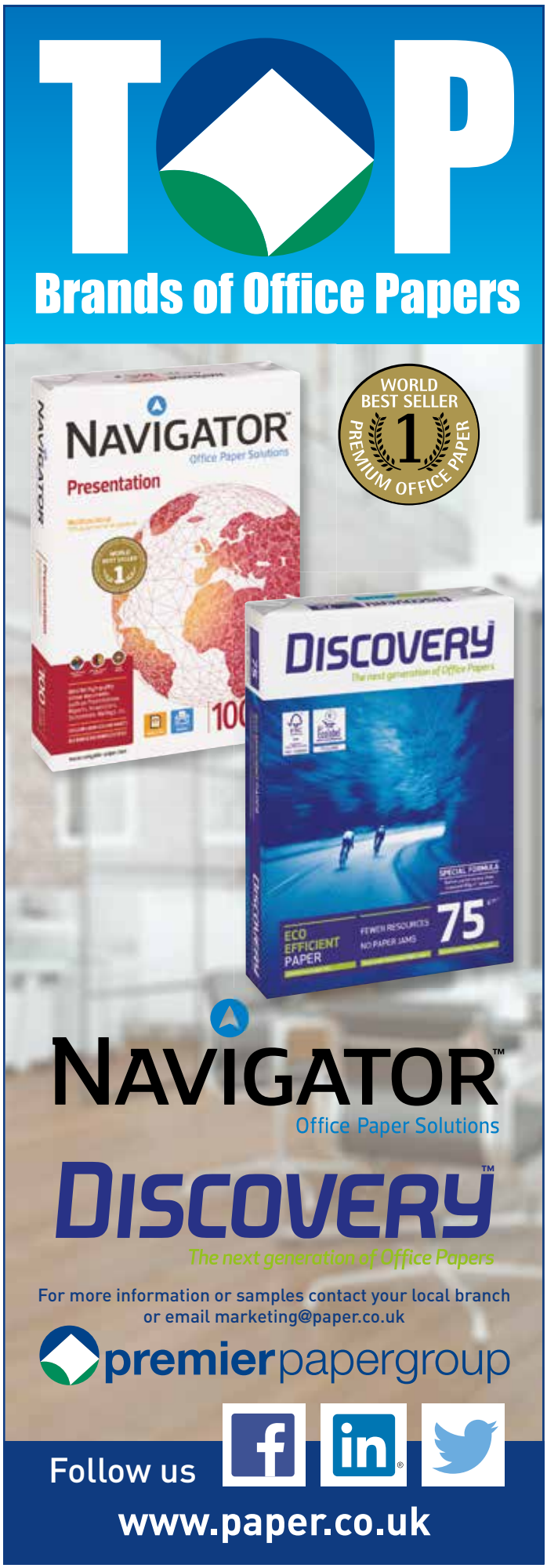

Q&A

With Danny Molhoek, General Manager North West Europe, Lexmark

Between Apex Consortium's acquisition of Lexmark and its subsequent sale of Lexmark's enterprise software business (Kofax, Readsoft and Perceptive Software) to Thomas Bravo, *PrintIT Reseller* caught up with Danny Molhoek, General Manager North West Europe, to discuss what impact Apex is having on Lexmark in the UK.

***PITR:* What does the Apex acquisition mean for your resellers and your customers? What impact has it had so far?**

Danny Molhoek (DM): When the acquisition by the consortium led by Apex Technology was completed, we were in the middle of Q4. It was business as usual; we have customers to serve, partners to help, deals to close, so we just continued with that. I have to say it was the same in Q1 as well. We are a UK organisation, within the larger EMEA organisation, and all these things are between the US and China. We just kept on doing what we're doing, so there were not many changes there.

But what was very clear from the guidance we got from our new CEO, David Reeder, was that he wanted Lexmark to grow over the next couple of years to become a large manufacturer in the printing industry. That is our aim, and I can tell you, without being able to share any numbers, that we're off to a very good start in the UK.

We spoke a lot to our partners in the December and January time-frame, because they obviously had many questions about what the acquisition means for them, and the message we gave to all our partners is that the channel has historically been extremely important to us, it is extremely important to us today and it will continue to be so tomorrow.

The partners we spoke to in that period were all very excited, very enthusiastic. They see what we're doing, they like it, they understand.

What we hope is that Apex Technology will give the wider Lexmark organisation a lot of additional capabilities going forward. One of the things that we see as a big opportunity, from a worldwide point of view, is the Chinese market. The Chinese market is huge and historically Lexmark has not been a big player in that market, at least not to the level that we would have liked.

Danny Molhoek

We believe that being part of the Apex Consortium will enable us to do much more business than we're doing today, and this will have a positive effect on the wider Lexmark organisation because we will have to increase our manufacturing capabilities, and one of the things that Apex is known for is its broad manufacturing capabilities. And in the next 12-18 months, will we see some additional lines being announced into the market place, some different types of product, so in general it is all good.

The motivation at our office is also extremely high, due to the fact that we have had a very good start to the year. The acquisition has helped us tremendously because it gives lot of confidence to our partners and our end users that we're in the game to stay; we are here to stay, we want to grow, we want to win, and that's the message we have been sending out.

> What we hope is that Apex Technology will give the wider Lexmark organisation a lot of additional capabilities going forward

***PITR:* You mentioned some of the new product lines you'll be introducing over the next 12-18 months, will they feature Apex technology?**

DM: With the capabilities Lexmark has, the R&D that it has done over the last 20-25 years, we've taken the lead on a lot of things. I can't really tell you whether the products are going to be 100% Lexmark and 0% Apex or 90/10 or 80/20, but what I do know is that our R&D departments in Lexington are working around the clock. I'm pretty sure there's going to be some kind of influences from Apex as well, because if you're part of a larger consortium that has some other and maybe better capabilities, why not use that opportunity. But the roadmap we're working on is the roadmap we had before within Lexmark. The one thing we are seeing, however, is that everything is going quicker than we originally anticipated, which could be due to the manufacturing capabilities that are now part of Lexmark.

***PITR:* Your strategy in the past was very much based upon acquisition of software solutions providers. Is that going to change?**

DM: I don't believe we're going to acquire any additional software companies in the short or near term. We have gained a lot of knowledge and a lot of capabilities with our software products, but we also see that there are some excellent companies out there providing some very good products. Sometimes it's better to have this knowledge in-house; sometimes it's better to join a partnership. Software is absolutely a key item going forward, but I don't expect us to acquire new companies in the short or near term.

***PITR:* You've got a lot to absorb already.**

DM: Well, it's been an interesting few years. And it's been a very steep learning curve for us here at Lexmark, where software has been a key part of our strategy for the last 20 years. From when we announced Markvision, we've always been developing those kind of tools and products. What we have done over

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the past few years is to strengthen that proposition with software that you can't develop from scratch. In certain cases you need to work together with other companies and in others it makes sense to buy these companies. In the last couple of years, the tendency has been more towards acquisition; I think the tendency today is to look for partnerships.

***PITR:* In the UK specifically, what are your big growth areas?**

DM: Lexmark has always been vertically organised. We've always been very strong in the retail area; we've always been very focused on banking and manufacturing; and where we see a growth area for us going forward is in government and healthcare. From the acquisitions we've done in the past, we have developed some very good solutions, particularly in the healthcare space, so we've also been very busy over the last two years making sure that Lexmark is on government frameworks. That's really working out for us at the moment.

We are also interested in the SMB space, and we have given our partners the ability to download certain software solutions that they can bring into the SMB space at the right price.

I'm not trying to be the cheapest in the marketplace; I know I can deliver certain value. There is a lot of demand in the government space and the healthcare space to tie things together, to print less, to look at security, all the usual things. We have great products, great solutions and great partners as well.

***PITR:* Is the proportion of your revenue that comes from hardware going down?**

DM: We're currently putting a lot of investment into our partners to try to get hardware out there, so hardware is growing rapidly. Having said that, I don't really see a decline on the software side, because almost all the revenue that we make today is contractual business.

It depends a little bit on the type of deal or the customer requirements. A few months ago I did some analysis because I was very interested in how the pie split up. It is an extreme example, but in a worldwide deployment for a bank, 65% of the contract value related to software and 35% to hardware, consumables and break-fix services. This is not standard for the market, but as far as I can see, in every single deal there is an element of services and a lot of these services consist of software. So, I think that is growing within the marketplace and I don't see it going down.

Of course, 65% is very high. Not every customer is ready for that, because at the end of the day these kinds of service come with a price.

We have given our partners the ability to download certain software solutions that they can bring into the SMB space at the right price

***PITR:* Overall though, the transition appears to be happening quite slowly.**

DM: I think it's slower than a lot of people expected 10 years ago. Fifteen years ago the product was used to print, but today Lexmark and some competitors deliver so many value adds with those boxes that you don't just use that box for print; you use it for many other things. It's still an output device, but it's also part of an IT infrastructure and part of a process.

A simple example is expenses. In the old days, I did my expenses in an Excel spreadsheet with all my receipts stapled to it. Today, we have apps on our devices; you go over to a device, you identify yourself with the same card you use to enter the building; you push the expenses app; you start throwing your invoices on there and all this cool stuff happens automatically; it is routed through the IT infrastructure and ends up with my boss who, with a little bit of luck, will approve my claim. This is a very simple thing. The opportunities we have to simplify processes and get rid of paper are endless.

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HP broadens its appeal

As HP introduces its new range of A3 MFPs for MPS resellers, *PITR* caught up with Neil Sawyer to find out more about the company's plans

At the beginning of May, HP introduced the new range of A3 MFPs that it first announced last September. Available to HP managed print services providers, the range includes 13 A3 Laserjets and three A3 Pagewide MFPs with print speeds of up to 80 pages per minute (general office mode).

In total, there are 54 SKUs, giving qualified channel partners the ability to offer higher levels of customisation with industry-leading security and longer device uptime via HP's Smart Device Services (SDS) technology.

A cloud-based, proprietary service optimisation platform, SDS adds advanced diagnostics, device-specific troubleshooting and remote remediation capabilities to the MPS tool sets used by HP resellers.

***PITR:* What has HP been doing to prepare for the launch of its new A3 MFPs?**

Neil Sawyer: Our print business is very buoyant at the moment, particularly within the commercial printing space – the laser and the ink space. If we look at the UK and Ireland, a lot of our focus over the past year or two has been around managed print services, because we feel that that's where the opportunity resides for the 3,500 partners we work with today.

The good thing about HP is that the vast proportion – 80-87% – of our total business is fulfilled through the channel. We're a very channel-friendly business and that will be our strategy when we go to market with our A3 products as well. A lot of the new partnerships we're developing are as a result of our investment in A3 technology.

My main job over the last six months has been to ready our markets for the introduction of the A3 product on May 1. We have on-boarded approximately 25 partners in the UK and Ireland who will make up the main route to market for us when we sell A3. Approximately 10 of them are totally new to HP; the balance are partners we've traded with for the last 15-20 years.

We've also been investing in people and processes, making sure that the partners we work with have the right amount of people to help them on key managed print service (MPS) projects. Some of these partners are quite new to the HP brand, so it's important that we equip them properly, as well as working with our main – in fact our only – distributor in the UK and Ireland. From day one, Westcoast will act as a handler and an order management guide for all of our partners for A3.

The final point I'll make in terms of our business and new partner opportunities is that HP comes from a very, very strong pedigree in print. We've got a very good and healthy market share, particularly in A4 office printing. Our customers are very familiar with our product, particularly as we are also the leaders in the UK and Ireland for business computing, both laptops and desktops.

Beyond the world of A3 and managed print services, we've got an amazing product portfolio of devices, technology and solutions, so we can help our reseller partners unlock new markets. A good example is what we've been doing with two of our partners, Landscape Printing and Softcat; using their knowledge of managed print services to sell PCs and other types of product with the same billing and contractual terms that a partner would have traditionally used to sell MPS.

On top of that, we've got 3D printing coming into the market place. HP are pioneers of enterprise-grade 3D printing, and we've got wide format and graphics printing, which are complementary products to a lot of our new products.

***PITR:* What for you are some of the key growth areas for HP?**

Sawyer: We have a very clear strategy. Our main business is what we call our Core Strategy – that is what we do every day with all of our partners, whether for transactional printing or managed print service solutions. That's our core business.

Where we feel we really want to grow is with the introduction of a wider A3 portfolio and, of course, the acquisition of the Samsung printing business. That's where we see growth with our print resellers in particular – we call that our growth strategy.

Our future strategy with those partners is looking beyond what the market demands today to what we know they'll be demanding in the future. A good example would be the investment we've been putting into 3D printing; we genuinely believe that is a game-changer for the future.

Whether with our core, our growth or our future strategy, HP has got a very sustainable partnership with our resellers. We don't stand still and we always help them grow in areas that perhaps they hadn't explored in the past.

***PITR:* What are the challenges facing channel partners today and what is HP doing to counter them?**

Sawyer: My observation is that channel partners have a lot of new programs and ideas thrown at them from many different vendors and many different service providers. It's difficult to digest all of that and compare all those programs, so one of the things HP is doing is making our programs and the way in which we work

with our partners a lot simpler.

A very good example is how we work with partners on end customer bids and tender responses. We put a lot of investment into our pricing systems, particularly for printing, where our pricing and discount structure is now standardised.

This helps partners produce consistent price lists for their business; they know that they will get a structured discount and a consistent discount according to the types of product and volumes that they're going to purchase. We call that the HP integrated quoting tool, and that's just one very small example of how we have become simpler to do business with and clearer in terms of the margin and return that partners are going to get for their customers.

One of the things we've really worked hard on over the last year is making sure there's some consistency and a lot faster response around pricing requests or discount requests from our resellers. Typically, we can now provide a response to any tender support or discount request within the hour. About 80% of those requests are right first time, so in the vast majority of cases resellers don't have to escalate them. That makes a huge difference when you're dealing with a business the size of HP, particularly with the amount of printing technology that we fulfil on a daily basis.

***PITR:* What do you see as key areas of differentiation between HP and its competitors?**

Sawyer: We have a very strong pedigree of being consistent, predictable and transparent in how we work with our channel, and we offer a broad range of very, very cost-competitive devices. We've put a lot of investment into our laser portfolio and into what we call our PageWide ink technology, which is really disruptive and allows our partners to take a very competitive proposition to their end customers and say something different to them based on the technology that we've got.

The other big area we are looking into, which HP really prides itself on, is security. From laptops through to A3 devices, we feel that we've got one of the best, if not the best, security proposition in the world. The HP security video featuring Christian Slater explains a little more about our vision and the reason why security in business is so important

***PITR:* What training have you provided your new resellers?**

Sawyer: We've spent the last few months training our partners on all of our new portfolio. We invest about $1 billion globally into print technology, so it's important we train them in what we do. Over the next 4-6 weeks, we are visiting every one of our channel partners across every one of their sales locations and training their sales people on the reasons why a customer should purchase HP technology in collaboration with their offering as a service delivery partner.

***PITR:* What do you think will be the big trends in 2017?**

Sawyer: We work with 20,000 corporate customers in the UK. While things like managed print services and contract-based sales used to be very much focused on the top 200 or 300 businesses, we now ask all our customers about their interest in managed print. More and more businesses, no matter how big or small, are interested in taking the capital expenditure of print away and focusing more on an operational expenditure model. In addition, there's a lot of legislation coming in, particularly around data and client confidentiality, which we are responding to with a better, more comprehensive offering around security.

Commercial diversifies

Businesses services company the Commercial Group is launching a new Technology division headed up by Amanda Harrington. *PITR* asked her how it differs from Commercial's existing IT services business.

Amanda Harrington

"Commercial Technology's purpose is to sell hardware and technology, to sell the box. Whereas IT services sell cyber security, disaster recovery and business continuity planning i.e. more intelligent hardware integration, the Technology division will be selling laptops, PCs, printers, day-to-day products that our customers are currently buying from a different source.

"Our technology division will work in collaboration with IT services. When I talk to IT managers about their plans for the next 18 months, whether they will need new PC servers or any other kit and what they're doing with their old kit, there's bound to be an opportunity for our IT services division. For example, if the client is opening a new office and needs a helpdesk, I would call our IT services team and set up a meeting.

"Commercial has sold technology products before, what I class as low hanging fruit – the ones and the twos and the bits and the bobs. The difference with us is that we're here to help the client choose what's fit for purpose and works best with the software programs running in the background. Once we understand the customer's IT requirements, we work closely with vendors and partners. If my team doesn't have all the answers, our partners certainly will.

"We're launching the Technology division in the summer but have already helped a few clients while setting it up. One customer in broadcasting wanted a document scanning solution for four locations. I spoke to different vendors, we identified the customers needs, we made sure they had seed units to test before purchasing, we sent people out to help install them and six weeks later they purchased the goods. We're not just there to take the order.

"We will go out and meet clients face to face and will also be selling 10,000 lines through our online portal where customers can also buy stationery, print and web to print. Unlike online retailers we help customers make the right IT procurement decisions and prevent them wasting time and money on the wrong equipment."

www.commercial.co.uk

Look and learn

We are on the cusp of a new wave in enterprise content management in which automatic content analysis and machine learning provide better access to stored data. James Goulding speaks to Greg Milliken about what the future holds and why M-Files is viewed as 'an innovator'

Greg Milliken

For decades, document and then content management systems have been promising an end to document chaos. Yet, according to a recent survey by M-Files Corporation, 95% of UK organisations still face challenges when trying to find, access and edit documents.

- 63% sometimes have difficulty finding information
- 64% find that documents are often saved in incorrect folders or systems
- Half of workers complain about 'version creep', with multiple versions of documents saved in different places
- Four in 10 encounter problems caused by the incorrect naming of documents
- 29% have problems accessing documents from different devices
- 63% say they have had to recreate documents that already existed because they were unable to find them.

Clearly, there has been progress in content management – flexible working, digitisation, mobility and the cloud attest to that. Even so, a list from 10, 20 or 30 years ago might have looked very similar. So, why do these problems persist?

Information silos

One reason, claims Greg Milliken, vice president of marketing at M-Files Corporation, is the proliferation of information silos, including network folders, Sharepoint, traditional ECM systems like Opentext and Documentum, emerging file sharing systems like Box and Dropbox and core business systems like CRM and ERP systems. Research by AIIM shows that less than 40% of the ECM systems in use are integrated with another core business system.

"There's a lot of fragmentation out there. Even a small to medium-sized business might have Sharepoint and some file shares and maybe Salesforce. Just that presents challenges. Even with these systems, it is difficult to find stuff. A given system might be great at finding what's in it, but what if something you need that's related to that customer is off in the file share or in Sharepoint? How do you get to it when you're in Salesforce or any other flavour of CRM or ERP?" he said.

> What we mean by 'dark data' is when somebody creates something that they store in some folder and nobody ever finds again. It goes dark

This, says, Milliken creates the problem of 'dark data'.

"What we mean by 'dark data' is when somebody creates something that they store in some folder and nobody ever finds again. It goes dark. Being able to overcome that so you can always find the most relevant and valuable information when you need it is what's driving interest from companies – finding and harnessing what they have, eliminating duplications and unifying access anytime, anywhere," he said.

What customers don't need, he says, is another repository. "The message we hear is 'Don't come in here and tell us that you can just give us another system that is going to fix everything, because that's how we got multiple silos to begin with.' We think what's needed is the ability to get more value out of existing assets through integration."

Ease of use

Central to this is improved ease of use. "Traditionally, ECM systems have been really complicated, they've required lots of services and customisation, which have created barriers to the idea of unified access to information and ensured that legacy systems retain their position – every company we talk to still uses network folders, for example. Users have resisted ECM systems not only because they're complex to implement but also because they can be complicated to use. People will even resist using a tool like Sharepoint, which is in almost every company, saying 'I'm not going to put it up in Sharepoint until I'm done with it' or 'If I put it up there and change a copy here things will get out of sync'. Day to day challenges like that have been heavily influenced by the architectures of these systems: they've been static and they've been heavy around services, so hard to adapt, which has held back adoption."

Milliken added: "The rise of Box and Dropbox is an immediate indicator that usability has been lacking. Granted, they don't do a whole lot – they're just a folder structure up in the cloud – but they're simple and they're easy. So we think that's a fundamental part of the future."

Stumbling blocks

The other two really big stumbling blocks with traditional ECM are the need to migrate data from a file share or legacy system to the new system and the need to train up and overcome the resistance of people who might have been perfectly happy with the old system.

"If you could truly integrate and unify information you would lessen the need to migrate data and maybe eliminate it entirely. You might ultimately want to migrate the data, because you want to get rid of a legacy system and you don't want to pay for two systems, but the idea that the first step doesn't have to be migration, which is often expensive, is a really key point," explained Milliken.

"Then, once you've chosen to use a new system and you begin to migrate your data, you have to train up all those people who are happy with the old system in how to use the new system. That's very often even bigger than the migration problem and where a new project gets derailed because people are resistant to change and just aren't going to shift.

"What we think's really interesting is that innovation in companies usually comes from smaller groups – someone in legal decides they need to handle their contracts better, someone in HR wants a better system for managing employee information, someone in accounting has to deal with invoice processing and accounts payable in a different way. Enabling one small group to innovate on a process without forcing everyone else in the company to change enables faster innovation and productivity.

"We think the future will encompass

the idea that one can do that innovation while the content remains in other systems, undisturbed. This is the idea that one group could utilise that data in a wholly different way to how others are using the same data in another system, allowing different groups to be doing that simultaneously based on their needs, without incurring all of that migration and change management on a large scale."

Metadata layer

M-files eliminates many of the problems highlighted above through a metadata layer. Most ECM systems use a location-based paradigm for storing documents – the idea that you put something in a folder to classify it, a 'customer' folder or a 'project' folder or a 'contracts waiting for review' folder.

Milliken points out that systems of this nature are flawed because the organisation of folders and files is so subjective. "Do you have marketing, sales, administration, and then under those North America, Europe and Asia? Or do you have North America and then marketing and sales under that? It's a very subjective choice and each company really does things differently, each individual even. Then, you've got to teach people that subjective thing and that's what we believe leads to imprecision and dark data. If I think this should be in the customer folder but somebody else thinks it should be in the project folder, where is it? And what if it's in different systems? Then, what about if it needs to be in more than one place, if it needs to be in both the project folder and the customer folder?"

How, then, do you address potential resistance around tagging things with metadata?

Milliken says that this is where context and M-Files' metadata-driven approach brings benefits. By adding tags, in this case 'customer' and 'project', the document can show up in more than one place. "We often use the analogy of the iPhone. When you put music on your iPhone, it shows up by genre or artist or album or date, but it is still only one piece of music," he said.

If over time, the document becomes associated with another project or customer you just add their name as a tag. It is completely dynamic and completely objective.

No silver bullet

Milliken admits that M-files' approach is not a silver bullet. There are still aspects of it that people might find fault with, such as the need to add metadata.

"The area where there might be some overhead is adding the metadata. How does the metadata get defined? You could argue that some people might think 'I don't want to tag the things', which is why in the past they would just put things into a network shared drive without going into the ECM system – because they could just throw it in there. Then you don't remember where you put it and nobody else can find it."

How, then, do you address potential resistance around tagging things with metadata?

Traditionally creating the metadata has been done by manually tagging a document or using semi-automated methods like scanning and OCRing content and identifying a part number within a document or reading a barcode and classifying it on that basis.

continued...

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Milliken says that in the future this will be done automatically, using analytics and emerging technologies like natural language processing and machine learning. He describes this as the Holy Grail and says that with tools like IBM Watson and Alchemy from HP systems it is now within reach.

Repository neutral

M-Files is not alone in this thinking. Analysts like Gartner and Forrester also recognise that changing customer requirements and advances in technology have created the need for a more dynamic, flexible content management platform offering:

❶ **Access to content wherever it might reside:** A system will have its own repository but must also be repository-neutral and able to connect to external repositories via connectors.

❷ **On premises, cloud and hybrid deployment:** In the past, a system tended to be either on premise or cloud-based. As the popularity of the cloud increases, users should be able to switch between the two. "When you're archiving content, you could move from a cloud-based implementation to an on premise one where storage might be less expensive. Or, a highly regulated business that's very concerned about its compliance might want to retain data on premise but share and collaborate with partners and vendors via a cloud-based repository," explained Milliken.

❸ **Intelligent metadata layer and federated access across multiple sources:** "This," explained Milliken, "is the idea of getting access to content based on context rather than just what repository it resides in. When we talk about repositories we don't just mean content repositories but other business systems like CRM and ERP as well. If I'm in the CRM and I'm working on a given customer, it's obviously important to find documents and other information related to that customer. That's where you begin to see the opportunity to span outside of one system. It won't be where content is stored that's important but how it's contextually relevant to you."

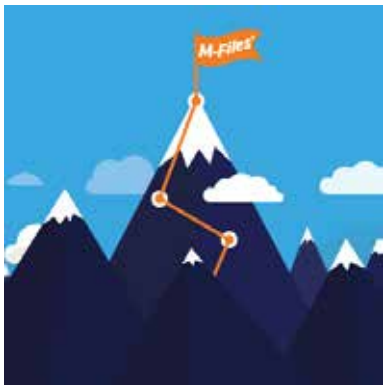
> When we talk about repositories we don't just mean content repositories but other business systems like CRM and ERP as well

❹ **Automatic tagging and content analysis:** Advances in analytics, machine learning and natural language processing mean that tagging and content classification can be done automatically rather than manually or semi-automatically through barcodes and OCR. Milliken points out that with natural language processing, things can be inferred about a document that may not be directly stated in the content. For example, certain characteristics might associate it with a particular project, even if the relationship is never stated. Machine learning might also lead to improved results. It might decide 'Everybody else on the sales team is using this document, maybe you'd be interested in it too' or 'If you're searching for these kinds of things with the term agreement, maybe we should tag this with agreement too, rather than just contract'.

A visionary

Gartner predicts that by 2020, 20% of ECM vendors will be morphing their systems to provide these capabilities. M-Files, the only visionary in Gartner's *2016 Magic Quadrant for ECM* (Enterprise Content Management) is already well down this road.

"Where we think we've got a big head start is that we have done this metadata thing from the outset and have been honing it through thousands of customer deployments. For us, it's always been a question not of where but what. In the past, we were thinking more about data within M-Files, but now we are extending that to connectors so that we can be repository-neutral. It's a very natural extension. Now it's not just unstructured content – documents, contracts, proposals, presentations, invoices, whatever it might be – it's the structured data too, the customers in the CRM and the vendors and



projects in the ERP.

"Unifying these two environments will lead to better user adoption because people can find what they need right when they're in the CRM. We call it a 360-degree view. It really doesn't matter where you start, you will find what you need. If you're looking at a document and you see it's related to a certain customer and then you look at that customer and you see that that customer's now related to a bunch of other documents, that leads you to information that you might not have found with a search. You're creating a unified, really intelligent environment in which information finds you almost as much as you find it."

M-files' new solution, when it is launched later this year, will take this to another level.

"All we had to do was generalise our metadata-driven approach to be repository-neutral, open up the architecture to plug in the analytics and boom," said Milliken.

"Imagine you have a fileshare with a ton of files. You now automatically start scanning this fileshare with intelligent analytics, something like IBM Watson, and suddenly you infer the customer relationships for those documents and you tag all those documents with a customer. You're not just putting a text string in, you're literally linking it to the object in the CRM. At that point, just by adding that context you've dramatically changed the relevance of that information and that is absolutely within reach," he said.

Partner recruitment

Over the last few years, M-Files has grown consistently at more than 50% per annum. Today, it has 7,000 customers and 400,000 users worldwide and close to 500 partners who are responsible for almost two thirds of the company's revenue. Following investment of 6 million euros in 2013 and a further 33 million in 2015, M-files is now significantly expanding its sales and marketing capability, including the recruitment of new partners. To find out more, please visit **www.m-files.com.**

M-Files PARTNER PROGRAM

Finger on the Pulse

PrintFleet's new generation DCA brings new opportunities to resellers

On April 24-25, the PrintFleet *Connecting the Data* roadshow hit London's South Bank. With presentations from Perform IT and Samsung and an informative roundtable discussion, vendors, distributors and resellers learnt how PrintFleet solutions can help deliver MPS more efficiently and cost-effectively.

Top billing went to PrintFleet's new DCA Pulse data collection agent. The product of three years' development, this new generation DCA addresses the shortcomings of existing solutions and seeks to overcome hurdles created by the vendors themselves.

DCA Pulse is a core component of the PrintFleet solution, working in conjunction with PrintFleet Central and PrintFleet Optimizer to collect, manage and report on organisations' printer usage.

PrintFleet CTO Gordon Reilly said that in redesigning the DCA concept, PrintFleet was reducing service delivery costs for resellers, facilitating the transition from device monitoring to device management and moving from historical to predictive data.

He pointed out that PrintFleet DCAs used to be 'monolithic'; you installed the software and then any change required an update and a new DCA installation. Pulse is much more flexible.

"DCA Pulse still has the scan engine on the customer site, but it is tuned into back-end pieces that are dynamically produced through a central cloud repository. If the firmware is updated or a new device comes out, we can update files in the central cloud architecture. These are then pulled down to the DCA in real-time so you are always working with the latest information," he said.

"Also, rather than an interrogative approach of asking a series of questions to a device regardless of the device, Pulse identifies the make and model of a device and then goes back to the central piece and pulls down information relevant for each make and model in the system."

Model Definition Files

These so-called Model Definition Files are created from manufacturer specifications and provide DCA Pulse with the manufacturer and model information needed to collect data on meters, supplies and device attributes.

Compiling this data has always been a challenge due to the wide variation in the way data points are labelled by manufacturers, which can also change by region. Now, when PrintFleet compiles Model Definition Files, it categorises each type of data with a standard definition model so that it can map and compare data using a standard nomenclature.

Reilly said the use of MDFs also lets PrintFleet manage a broader range of devices than just A4 and A3 machines, such as wide format printers. Having the ability to specify information that's important to different form factors, for example to provide more information about supplies and errors and less on page counts, opens the door to managing new types of device.

"With Pulse and the creation of Model Definition Files we have a significantly better method for managing the diversity of the device population out there," he said.

Time-savers

DCA Pulse also boasts enhancement designed to save time and streamline data collection, including:

- **Differential Transmission;** this reduces processing time by only sending data that has changed or values that have been updated to PrintFleet Optimizer; and
- **Custom Scan Intervals,** which let you set independent scan intervals for device discovery, meters, supplies, errors and attributes.

"Before data collection was done in one sweep and it would do everything, but with Pulse you can set different scan cycles. You don't have to read the meter every hour – you can set it to do it once a day or twice a day. You may want to scan supplies info more frequently than print data, say, and read device errors and alerts even more quickly," explained Reilly. "With Pulse, you can scan on a cycle of minutes so the information is more current and you can break data collection into individual pieces, which has a major effect on business issues – if you control frequency you can control the quality and precision of the data collected."

Reilly pointed out that with Pulse, results are delivered more quickly too. "With the old method, the scan would run to completion and then you would get the results. With Pulse, scans run independently and as soon as the scan is done you get the results. You don't have to wait for all to finish before you get the results of the one you want."

PRINT IT RESELLER
EDITOR'S CHOICE AWARD
PRINTFLEET : DCA Pulse

With Pulse and the creation of Model Definition Files we have a significantly better method for managing the diversity of the device population out there

Cross-platform

Other developments lower maintenance and deployment costs. For example, while the DCA has historically been Windows-only, DCA Pulse is compatible with Linux, Ubuntu, Debian, MacOSX and Raspberry Pi. A low-cost, plug and play computer about the size of a mobile phone, the Raspberry Pi lets you do a very low cost DCA deployment in small and medium-sized businesses.

Remote configuration reduces the number of engineer visits required, as does a Heartbeat function that enables PrintFleet Central to see that the DCA Pulse is still operating, even if there has been a firewall change that affects its ability to communicate.

PrintFleet Optimizer

In addition, PrintFleet has made a number of changes to the reporting function in PrintFleet Optimizer, notably an Estimated Days to Empty (EDTE) feature, which converts toner level percentage figures into days remaining before the toner runs out.

PrintFleet urged resellers not to overlook the sales value of Optimizer reports that can identify managed vs unmanaged machines; volume by brand; age of devices; power consumption per device, per month; inactive devices with less than 200 pages per month; new devices detected in last 30 days; and toner and ink coverage per device.

The ability to combine different reports into one executive document with branding on the first and last pages is too good a sales opportunity to miss.

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Zerographic Systems celebrates 25th anniversary

Zerographic Systems was one of the first Xerox concessionaries – fast forward 25 years, and it's now one of the OEM's largest European Premier Partners

In common with many other dealer principals, Zerographic CEO Kevin Corbett, had been working in the industry for a number of years, before making the decision to go it alone and create something new.

Corbett had first-hand knowledge of Xerox, family members had worked for the company and it was a brand that he knew and respected. Having already created a credible footprint in the professional print market, he approached Xerox and was appointed one of the first UK-based concessionaries, a move designed to support his goal to build a business by providing market-leading office printers and MFPs, managed print services, and production print systems.

Acquisitions expand reach

The company is headquartered in Stafford, but has spread its geographical reach as a result of several acquisitions. In 2005 it purchased Wakefield-based Xerox concessionaire, Document Systems, retaining the offices and key personnel to establish a local sales team serving businesses across Yorkshire.

A second acquisition of Weston-Super-Mare-based Muro Digital in 2011, enabled the firm to expand into the South West.

This Somerset branch houses a sales team, engineers, technical support team, warehousing and a distribution centre for RISO, Xerox and finishing products. There is also a dedicated telesales team whose focus is on a range of niche binding equipment. "Muro Digital always sold that kit and there is some real expertise there, so we took the opportunity to retain that and expand the business by diversifying into that sector," Operations Director Mike Sandell explained.

The firm's specialisms sit within document workflow solutions, managed print services and production print systems. An established Xerox Premier Partner, it has helped organisations small and large, drive down document and print related costs and manages print fleets ranging from one to 1,000 plus devices on behalf of its customers. 80 per cent of customers have been with the company which has been named Xerox's concessionaire of the year many times, for five years or more, with some, since day one.

"With three sales operations strategically sited across the country, we have a big geographical reach," Sandell said. "We don't have a footprint in central London but from Weston-Super-Mare we support customers in the South West, into Devon and Cornwall and across to South Wales. Our Stafford HQ covers the Midlands and North West, and our Yorkshire office serves clients across the county and beyond," he added.

Plan for growth

The company has enjoyed consistent year on year growth over the last four years and is geared to realise significant increases in revenue and profitable performance over the coming three years. Turnover today is around £18 million and the company has a target to achieve £30 million by the end of 2019.

Zerographic Systems has a strategic plan to continue the profitable increases in revenue turnover over the next three years. It intends to further expand and build on its effective sales coverage through a recruitment drive, as well as via relevant tactical business acquisitions.

It has recently made two key appointments to its management team, Sandell came on board as Operations Director six months ago and more recently, Mike Holyoake joined as Group Sales Director. Holyoake has for the past 27 years, held a number of senior management positions across sales and business operations for the OEM. The last five years saw him leading the UK & Netherlands as the Country General Manager within Xerox's European Graphic Communications division, taking the business to significant profit and double-digit return on sales performance, whilst expanding its solutions portfolio presence in the technology market.

> We are actively recruiting experienced sales personnel to expand our commercial and key accounts teams

Boosting headcount

"We have achieved a great deal through organic growth," Sandell said. "And we're now proactively looking to really ramp that up. We are actively recruiting experienced sales personnel to expand our commercial and key accounts teams and further down the line, we will be boosting numbers within our graphics arts and production print sales team."

Headcount across all three branches totals 58. The first stage of recruitment which is already underway and which Sandell hopes will be complete by end of Q2, will see numbers increase by up to ten heads. "This first stage is designed to strengthen the teams already in place whilst phase two will be all about setting up entirely new specialist sales teams," he added.

Complementing its Xerox offer, Zerographic is also a Riso reseller. "We've been successful with Riso in the South West and we're now looking a massively expand this side of the business and to replicate that success in the Midlands and North – it's another revenue stream and will play a key part in meeting our growth objectives," Sandell said in conclusion.

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View from the channel

Nick Rose, Sales Manager, Midshire Business Systems Northern

We've always found that maintaining a focus on ourselves helps to keep our eye on the ball

Q: What are your customers most interested in?
A: Data security is definitely on the agenda for organisations in every sector at the moment. I'm finding that there is a lack of awareness of the potential risks, and in so many instances, end-users don't even realise that they have a problem to solve. We're also seeing that the need for cloud connectivity is becoming more and more important.

Q: Do clients have the same understanding of industry terms such as BYOD, MPS or MDS, as we do?
A: Personally I try not to use too many buzz terms, as it's best not to assume a level of knowledge. MPS is now a fairly well known term, however some end-users still don't know what an MFD/MFP is. To them it's still a copier...

Q: Where are you seeing most traction at the moment, are there any verticals that are particularly strong?
A: At Midshire we work across all sectors, including education, and we're performing strongly in all of these areas. Legal firms in particular seem to be keen to modernise the way that they handle documents, and I think that this is leading to lots of investment in print management software that will integrate with case management.

Q: When selling MFPs, what are the most popular software solutions you provide and why?
A: Print management is by far the most popular software solution that we provide. A package such as PaperCut, which factors in cost management, waste reduction, reporting, follow-me and user accounting is a great value purchase for a business of any size or type. We're also finding that OCR scanning has become more prevalent, as it's become more accessible and affordable.

Q: Where do you get information on the latest products and solutions, and do you feel that the OEMs are doing enough to educate their channel partners?
A: Our partners are always proactive when it comes to training and updating our teams on advancements within the industry. We ensure that we're constantly refreshing our knowledge on all aspects, and are supported very well by the manufacturers that we work with.

Q: Is your patch particularly competitive – is it national or local competition that you face?
A: It feels as though the industry is more competitive than ever. The big are getting bigger, and there are more new dealerships popping up that are keen to grow as quickly as possible. We've always found that maintaining a focus on ourselves helps to keep our eye on the ball. We take all levels of competition seriously enough, but spend more time ensuring that we're getting our bit right.

Q: How do you spend your week – time on phone, face to face meetings with customers etc.?
A: I'm sure every Sales Manager would agree that no two weeks are ever the same. It's about ensuring that there's a focus on driving sales forward across the business, whilst making sure that as much time as possible is spent interacting with customers. It's important not to lose sight that putting talented sales people in front of as many end-users as possible is the best way to ensure that we continue to enjoy short- and long-term success.

Q: What would make your job easier?
A: Hungrier and more enthusiastic young people, that are determined for a successful career in sales. That's what we need to continue our growth. Another hour in the day would also be great.

www.midshire.co.uk

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60 seconds with…

Jeremy Spencer, *Marketing Director,* Toshiba TEC UK

What's currently having the greatest impact on your business?
Workflow automation continues to deliver positive results for business, both in terms of efficiencies and accuracy. The development of apps and solutions with the emergence of artificial intelligence ensures that workflow is getting pretty exciting.

Where do you see the next big opportunity?
July 10th – All will be revealed soon!

What would make your day job easier?
Knowing yesterday what I know today. I guess you could call that hindsight?!

What's the best bit of business advice you've been given?
To quote Albert Einstein *"If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions."*

If you had had a crystal ball, would you have done anything differently?
With regards to day to day business decisions, there are always things that "could have gone better" but overall nothing that really stands out. On a personal level, maybe purchasing shares in Apple or Facebook back in the days!

Describe your most embarrassing moment.
When attending Cebit some years ago, I was staying with a German family. On arrival they welcomed me and we smiled. I thanked them, put my bags in my bedroom and headed off into the night for some Cebit hospitality. On arrival back at the house in the early hours, and a little "under the weather" I realised that I did not know the layout of the house and which room was the bathroom – all doors in the house were now closed. Then started a game of bathroom Russian roulette. You can guess what happened next…

What was your first job?
After university, I worked as an Architectural Designer. I loved that job, working in a really creative environment knowing that what we were working on would be seen for years to come. I always smile as I pass the Hoover Building on the A40 in London as I was lucky enough to work on the restoration project in the 1990s.

What would be your dream job?
Really, I already have it! But if you pushed for another one I would say Marketing Director at Sunseeker yachts.

Fine dining and good wine, or curry and a pint?
Love a steak at Santa Maria del Sur in Battersea or Goodman's with a glass or two of an intense Argentine Malbec.

Money's not an issue, what's your perfect car… and where would you like to drive it?
Definitely a 1961 Ferrari GT250 California and the Italian Alps. Maybe with a little Matt Monro on the stereo, although in THAT film it was a Lamborghini.

Favourite holiday destination.
A difficult one… Maldives for the complete switch-off and pure indulgence, but Cornwall always holds a special place in my heart.

How do you like to spend your spare time?
Sounds a little boring but trying to hone my building and DIY skills. I hope to find an old barn in Cornwall that needs some TLC as a long term project.

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