## PRINTIPRESELLER

www.printitreseller.uk

JUNE/JULY 2015



#### **PRINTERS**

Steven Swift reports from the HP Discover partner event in Las Vegas

**PAGE 18** 



#### **MPS**

Lexmark targets IT resellers with no risk, entry-level MPS

**PAGE 31** 



#### **SCANNERS**

Fujitsu goes back to basics with new SP Series scanners

**PAGE 38** 





The new Ricoh A4 black & white MFP and printer ranges are compact and designed to be easy to use and easy to manage.

They offer a high quality output at full speed - all for a very attractive price. Of course, it's not just about printing, with MFP models that scan, copy, and fax within this series, you'll have the functionality you need where you need it to maximise office productivity.



#### Black and White LED printer

The new SP 3600DN is a 30 ppm device, perfect for small work-group of 2-5 people and print environments of 3000-5000 page per month



#### SP 3610SF

#### Black and White LED Multifunction printer

The new SP 3600 & SP 3610SF are 30 ppm device, perfect for a work-group of 2-5 people and print environments of 3000-5000 prints a month



#### SP 4510DN

#### Black and White LED printer

The new SP 4510DN is a 40 ppm device, perfect for a work-group of 5-10 people and print environments of 5000-10000 prints a month



#### SP 4510SF

#### Black and White LED Multifunction printer

The new SP 4510SF is a 40 ppm device, perfect for a work-group of 5-10 people and print environments of 3000-5000 prints per month

#### Place your order today! Via our authorised distributors.



exertis

Tel: 01282 776776 (North) 01256 707070 (South)



Tel: 0208 296 700



Tel: 0208 6865949

## PRINTTRESELLER



#### 06 Bulletin

What's new in print, printing and the channel

#### 12 BNP Paribas Column

Andy Milsom looks at what the election result might mean for resellers

#### 14 Opinion

Canon's Mark Robinson on resellers and the



#### 16 Cover Story

Why MPS providers are turning to VOW's fulfilment service



Printronix introduces barcode printers



#### 18 HP Discover

Steven Swift reports from the HP partner event in Las Vegas

#### 22 Finance

What to look for in a finance partner

#### **26 Print Services**

**Exaprint introduces** customisable mock-ups to drive sales



#### 29 Industrial Printers

its next generation of

#### **31 MPS**

Lexmark launches entry-level MPS for IT resellers



#### 35 Scanners

High growth areas in document scanning

#### 38 Digital Archiving

Fujitsu goes back to basics with SP Series scanners

#### 40 Vox Pop

The productivity crisis and what you can do



#### **48 Dealer Profile**

Copy Print Services prepares for expansion with move to new

#### 50 60 seconds with...

...Jonathan Whitworth, MD of DSales UK



#### Comment

Congratulations! If you're reading this magazine you are not emailing. Because we spend so much time reading and replying to email, it is often highlighted as a reason for the UK's low productivity levels. Businesses of all types have adopted various measures to reduce the amount of time staff spend on email, from applying message quotas to banning email at weekends. But, as we find out in this month's Vox Pop, often these just serve to show how useful email really is. Undoubtedly, there are things we could all do to improve our message management and, clearly, there are good reasons to pick up the phone more often, but to demonise email is misguided.

Before restricting employees' email usage, employers would be well advised to look at what they are reading their email on. As anyone who has recently got a new PC or a second screen or a smarter phone or a mobile printing app can attest, the benefits of working with the latest technology are immense. Yet, as Canon's Mark Robinson explains on page 14, many small businesses continue to work with old technology. Sometimes, this is for financial reasons – a big factor in today's debt-averse business climate. Often, however, it is due to lack of awareness or knowledge and it is here that resellers can really help – by staying in regular contact with customers and by keeping them informed of new technologies that can improve productivity or reduce the cost of doing business.

Scanning, which we look at on page 35, is a classic case of a technology that has multiple benefits. According to Klaus Schulz of Fujitsu subsidiary PFU (EMEA) Ltd, it is also an example of technology's tendency to over-complication. As manufacturers respond to feedback from existing users, they add more and more functionality to each iteration of a product so that someone coming to a technology for the first time is likely to be overwhelmed and put off. Scanning, he suggest, may have reached that

point. With its new SP Series, Fujitsu is effectively re-setting the clock. By removing unnecessary complexity, it is putting the needs of beginners before those of advanced users - and giving resellers a new way to approach late adopters.

James Goulding, Editor 07803 087228 james@printitreseller.uk

#### Register online

To receive your regular FREE printed copy of PrintIT Reseller Magazine simply fill in our online registration form at www.printitreseller.uk/register

Join us : Follow us @PrintITReseller

Read PrintIT Reseller online. on tablets and smart phones www.printitreseller.uk



**Editor: James Goulding** 

07803 087228 · james@printitreseller.uk **Advertising Director: Ethan White** 01732 759725 · ethan@printitreseller.uk **Publishing Director: Neil Trim** 01732 759725 · neil@printitreseller.uk

Group Sales Manager: Martin Jenner-Hall 07824 552116 · martin@printitreseller.uk Social Media and Web Editor: John Peters 07711 204011 · john@printitreseller.uk

PRINT.IT Reseller is published by Kingswood Media Ltd., Amherst House, 22 London Road, Sevenoaks TN13 2BT • Tel: 01732 759725 Email: neil@printitreseller.uk www.printitreseller.uk

No part of PRINT.IT Reseller can be reproduced without prior written permission of the publisher. © 2015 Kingswood Media Ltd. · Design: Sandtiger Media www.sandtiger.co.uk

Kingswood Media









## THE UK'S LARGEST DOCUMENT MANAGEMENT AND SOLUTIONS PARTNER ONLY NETWORK

WANT TO JOIN THE GROWING PARTNER NETWORK OF A COMPANY THAT PUTS YOU AND YOUR CUSTOMERS FIRST?

'Partnership' – the basis of our co-operation with our dealers.

For more information call **01793 786 000** or email **sales@utax.co.uk** 

www.utax.co.uk



in UTAX-UK-LIMITED













## BULLETIN

## Only one's a winner

Conference bags handed out to delegates at the Cannes Lions 2015 festival of creativity held on June 21-27 contained individually printed notebooks created to demonstrate the BrandOpus concept

Celebrating ears **Northamber delivers More Choice** and Better Support Knowledgeable product teams, flexible trade credit and our professional support services too! Proof you can teach an old dog new tricks! Call Northamber today! Proud to have been supporting resellers & retailers for 35 years est. June 1980 Total Distribution™ ©Northamber 2015 E and O.E. 8th June '15. For more details visit www.northamber.com or call us on 020 8296 7066.

of Eachness – the art of creating visual distinctiveness that makes brands memorable. Using the Mosaic application of HP SmartStream Designer and six base patterns, BrandOpus and HP produced 12,000 individual notebooks each with its own edition number, one of which was linked to a prize of a hamper and free use of the HP SmartStream Designer Mosaic application for a single consumer campaign. The notebooks were printed on an HP Indigo 10000 Digital Press.



### Midshire recognised for information security

BSI has awarded Midshire Business Systems ISO/IEC 27001:2013 certification for its ISMS Information Security Management System.

Midshire completed the second stage of ISO 27001 in February 2015, when detailed audits confirmed that it had successfully established its data security in line with ISO 27001 requirements.

Midshire started the accreditation process in November 2014, when it moved to new office and warehouse facilities in West Bromwich.

Highlights of its strategy to protect client and business data include:

- Risk assessments for all information assets;
- A Clear Desk Policy to remove confidential paperwork from desks and workstations every night;
- A Clear Screen Policy to protect data visible at workstations:
- Threat detection and monitoring software for email, networks and infrastructure; and
- Full control of hardware and data destruction including issuance of waste transfer notes and disposal certificates.

Sales Director Kevin Tunley said: "ISO 27001 means that when our customers entrust us with their data they can be assured that we are a responsible supplier. The accreditation will open doors for Midshire to tender for contracts for the larger organisations and government bodies that require this standard as a minimum requirement."

Midshire is already ISO 9001, ISO 14001 and OHSAS 18001 certified.



### Tech Data helps MSPs deliver cloud services

Tech Data Corporation has launched a cloud-based end-to-end provisioning, billing and marketing engine for managed service providers (MSPs).

TD Cloud, powered by the StreamOne platform, is a dedicated business unit that helps resellers and MSPs make the transition to cloud- and subscription-based models.

A key component is the Tech Data Cloud Solutions Store, a one-stop-shop that enables resellers and MSPs to administer and control the entire cloud services delivery process. The app store-like environment facilitates quick and efficient provisioning and ongoing management of Infrastructure-as-a-Service (laaS) and Software-as-a-Service (SaaS) from trusted technology providers.

Michael Urban, senior vice president of Broadline, CE, Services & Procurement at Tech Data Europe, said: "As we complete the phased roll-out of the Tech Data Cloud Solutions Store, our partners in Europe will have simplified access to the very best cloud services from trusted providers, enabling them to manage business processes and billing smoothly."

He added: "Tech Data can help our partners reinvent their businesses in the cloud era and, with StreamOne, provide the essential business processes to facilitate that transformation. Our experienced cloud and managed services consultants within our new Europe-wide cloud business unit will provide the professional expertise and support that enable both broadline and enterprise-focused resellers to feel confident offering cloud-based services to their customers."

The Tech Data Cloud Solutions Store is highly scalable and can be used to manage multiple revenue models and billing cycles, including pre-pay subscriptions, licensing and renewals and consumption-based usage.

Tech Data recently added full support for Microsoft's Cloud Solution Provider program through the Solutions Store, making it easier for solution providers and MSPs to provide Microsoft cloud products and services such as Office 365 and Azure.

Tech Data Europe recently became the first company to win the Microsoft Distribution Partner of the Year Award for two consecutive years.

## Germany wins as Epson extends partnership with Manchester United

In May, Epson celebrated the launch of its Workforce Pro RIPS (Replaceable Ink Pack System) business inkjet printer range by staging the Epson World Cup at Old Trafford stadium, home of Manchester United.

The event took place on the same weekend that Epson and Manchester United announced an extension of their existing global partnership to the end of the 2017/18 season. As the club's Official Office Equipment Supplier, Epson will continue to supply printing and imaging equipment to Manchester United and benefit from stadium advertising rights and hospitality.

The two-day Epson World Cup involved 12 teams of Epson resellers from 15 countries, with matches taking place at Manchester United's Aon Training Complex and Old Trafford itself. The UK and Ireland team included representatives from RIPS resellers ASL, Bytek, In-Doc, Ingram Micro UK Ltd, Misco UK Ltd, Printware and Scan DB.

True to form, the Epson World Cup was won by Germany – on penalties, though this time against Italy. www.epson.co.uk



#### A fix in time

The benefits of remote diagnostics are highlighted in new service statistics from managed print service provider Balreed. In the first five months of this year, its Remote Managed Service technicians fixed up to 30% of client faults remotely within an hour of their discovery. In other instances, they identified problems before they occurred and delivered replacement parts to avoid printer downtime.



#### **Running for kids**

DCI/Jet Tec general manager Tammy Studholme recently took part in the Virgin Money London Marathon, completing the 26.2 mile course in 5 hours and 38 minutes. Tammy hopes to raise more than £10,000 for the NSPCC via www.justgiving. com/dci. To join Team NSPCC for the Virgin Money London Marathon in 2016 visit

www.nspcc.org.uk/londonmarathon



### Commercial makes a stand

Cheltenham-based office services firm Commercial Group has made a commitment to combat climate change ahead of the UN Climate Change Conference in Paris this December.

As part of The Road to Paris 2015, convened by CDP and We Mean Business, over 110 organisations have signed up to a range of environmental measures such as a 100% reduction in greenhouse gas emissions or the procurement of all power from renewable sources.

Commercial, the first Carbon Neutral company in its sector, has joined major corporations like H&M, Ikea, Marks & Spencer, Mars and SAP in making a commitment to use 100% renewable electricity.

In 2012, Commercial installed a solar array on its warehouse roof. This generates sufficient energy to power the entire office and warehouse, with all remaining electricity purchased from 100% renewable sources, such as the Westmill community-owned solar farm near Shrivenham, Wiltshire.

#### **Diary Date: Managed Services**

Changing patterns of IT procurement and their implications for channel providers will be the key talking points at The Managed Services & Hosting Summit 2015, taking place at 155 Bishopsgate, London on 17 September 2015. Organised by IT Europa and Angel Business Communications, the convention will examine the changing face of managed services in the cloud era, when, according to research company Saugatuck Technology, the traditional on-premise IT profile will decline from 41% of organisations in 2015 to 12% in 2019. www.mshsummit.com





#### PerformIT joins forces with gap intelligence in US



MPS sales automation software specialist PerformIT has joined forces with gap intelligence to sell an upgraded version of its MPS sales tool in the US market.

SalesDrive powered by gap intelligence' provides everything needed to assess, analyse and propose managed print engagements, helping sales people to shorten sales cycles, improve productivity and generate more revenue.

Key features include:

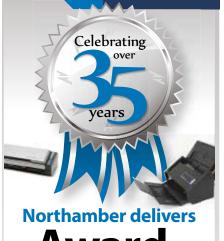
- Unlimited access to the gap intelligence database;
- Unlimited project management;
- Current and future state floor plan visualisation;
- Green IT calculation;

■ iOS application for state-of-the-art transportability.

Perform IT CEO Armin Alt said: "SalesDrive is the gold standard for MPS sales automation software. Powered by gap intelligence's industry leading product data, sales professionals will have a powerful tool to close more deals and grow their businesses."

Other gap intelligence sales enablement tools includes gapTCO for assessing the total cost savings of printer/copier devices; gapCompare for side-by-side product analysis; and gAPI for seamless integration of decades worth of data.

www.gapintelligence.com/salesdrive www.performIT.net



## **Award**winning Scanning Expertise

...and up to £30 end-user cashback on selected Fujitsu ScanSnap scanners



Proud to have been supporting resellers & retailers for 35 years



©Northamber 2015 E and O.E. 8th June '15. For more details visit www.northamber.com or call us on 020 8296 7066.



#### Sharp enhances cloud collaboration

Sharp has released a new version of its Cloud Portal Office (CPO) secure document sharing and collaboration solution.

CPO v1.3 has a number of enhancements including the ability to share files securely with non-subscribers using time-limited links; email notifications informing colleagues that a document has been shared and is available for viewing; and mobile access to files on smartphones, tablets and laptops, with the ability to select which documents to sync to which devices.

Jason Cort, Sharp's European director of product planning and marketing, said: "With many high profile information attacks in recent years, security remains a major priority for businesses today. CPO is a robust and secure cloud collaboration solution specifically for businesses, putting them firmly back in control of documents throughout their lifecycle, while giving employees the flexibility they need to work together wherever they are." www.sharp.co.uk

#### New website for ASL

Independent document reseller Automated Systems Group Ltd (ASL) has launched a new website featuring comprehensive product details from major manufacturers including Kyocera, Ricoh, Lexmark and Epson, as well as information on Managed **Document Solutions.** 

Mark Garius, Managing Director of ASL Group Ltd, said: "The new ASL website has been designed with user experience in mind and developed to ensure the site is compatible with today's browsers and mobile devices. We also have an array of case studies that provide a detailed overview of ASL's capabilities across a wide range of sectors beyond the traditional business service industries to include education, manufacturing and construction."

In addition, the new website allows users to engage with ASL across an array of social media platforms including Facebook, Twitter, LinkedIn and

www.asl-group.co.uk



#### Double celebration for Beta

Beta Distribution is celebrating after receiving two industry awards. It was named 'Distributor of the Year' at the annual Synaxon conference at Staverton Park, Daventry and, on the same evening, received the 'One to Watch' Award at the annual Storage Awards, or Storries, at the Connaught Rooms, London.

The awards follow Beta Distribution's appointment as a distributor for Overland, Falconstor and Exablox and its introduction of new services, such as NAS configuration.

Managing Director Steve Soper said: "It's clearly very pleasing to receive awards that are voted for by the industry. Our reputation in storage products and services will continue to grow and these awards are recognition of what we've already achieved."



(l-r) Richard Brewin (Balreed), Frazer Richardson (Rotherham Utd), Neil Woitas (Balreed)

#### **Balreed to sponsor** Rotherham United

Balreed is the new sponsor of the Rotherham United 2015/2016 away shirt. Last season it sponsored the back of the home and away shorts and put its name to the AESSEAL New York Stadium scoreboard.

Rotherham United Commercial Director Steve Coakley said: "We are thrilled to continue to develop a very successful collaboration between Rotherham United Football Club and Balreed. Since our move into the AESSEAL New York Stadium, our partnership has flourished and the sponsorship of the away shirt for the forthcoming Sky Bet Championship is a fantastic deal for both parties."

Richard Brewin, Director of Balreed, added: "Like Rotherham United, we grew rapidly last year and opened a number of new offices. We now have a large team in the north and we are looking forward to continuing to raise our profiles together through this partnership."

www.balreed.com

#### Market leader

Nuance Communications is named as the market leading 'global device and print management independent software vendor' in a new report by IDC, Worldwide and U.S. ISV Device and Print Management Market Shares, 2014: Large Players Remain Strong. Nuance's Equitrac, SafeCom and Output Manager print management solutions enable organisations to control, manage and monitor their entire print environment to reduce costs, bolster security and improve ease-of-use. www.nuance.co.uk

#### Canon offers free 3-year warranties

Canon is offering free 3-year warranties on 29 of its most popular scanners and printers, instead of the usual 12-month guarantee.

The special promotion, which runs until August 31 2015, reflects the importance of scanners and printers to customers' operations and gives them peace of mind that they will be able to function normally if something goes wrong with a device.

Warranty extensions are being offered on select imageFORMULA scanners and MAXIFY, i-SENSYS and imageRUNNER printers. Depending on the model in guestion, they include:

- on-site repair by a Canon authorised technician;
- on-site exchange, with a replacement machine delivered by courier; or
- return to base, with the device being repaired at a Canon-approved repair facility and then shipped back to the customer when in working order.

www.canon.co.uk/officewarrantypromotion

#### New acquisition for Xeretec

Xeretec has acquired the managed print and printer supply business of First Choice **Business Systems Ltd, a Kent-based Xerox** concessionaire and supplier of print solutions for both the office and print production environments.



Steve Hawkins, managing director of Xeretec, said: "Exceptional service delivery combined with pioneering solutions, are some of the values shared between First Choice and Xeretec. The

acquisition will further increase our presence as well as our ability to serve even more businesses nationwide."

Donna Marley, director and general manager of Channels Group, Xerox U.K, added: "Xeretec's business continues to evolve at a pace, helping to create new opportunities to bring Xerox solutions to even more customers nationwide. The acquisition of First Choice Business Systems Limited, a respected reseller, should serve to further fuel Xeretec's success and that of its customers and employees."

#### World's first A2 digital duplicator

Riso has launched the world's first A2 digital duplicator. With print speeds of 100pm regardless of paper size, the new A2 device will enable commercial printers to carry out economical 4 x A4 multi-up printing of flyers, leaflets and short-run newspapers. The RISO A2 is capable of printing as soon as it is powered up and has a make-ready time of just 60 seconds. It is available with a choice of 21 standard colours, with the option to order custom inks to match corporate colours. Print quality is up to 600 dpi.







#### KYOCERA expands 3D print portfolio

KYOCERA Document Solutions UK has deepened its strategic partnership with 3D Systems and entered the professional 3D print market with the launch of the ProJet 4500 professional 3D printer.

Product Marketing Manager Trevor Maloney said: "Following the announcement of our strategic partnership with 3D Systems earlier this year, we're delighted to have expanded the product range on offer to our partners and end users. As 3D printing becomes a more affordable technology, we're excited to offer solutions for all use types through one of the most comprehensive 3D portfolios in the UK."

The ProJet 4500 (see photo) is a photo-realistic full colour plastic 3D printer ideal for producing finished 3D models for the purposes of concept design or product verification in R&D, universities and small production facilities.

www.

kyoceradocumentsolutions. co.uk Danwood has partnered with KYOCERA Document Solutions UK to bring 3D printing to schools across the UK. The agreement will see Danwood offering the CubePro range from 3D Systems plus full support services as part of its education solutions portfolio, alongside centralised printing rooms, digitised records, online resources and printing apps.



#### **Exertis enters 3D market**

B2B and retail distributor Exertis has announced the availability of the Big Builder Dual. The 3D printer manufactured by Netherlands-based Builder 3D is claimed to be the only one that can print two materials or colours through a single extruder nozzle.

Jamie Brothwell, Print General Manager at Exertis, said: "Exertis has been at the distribution heart of some of the most significant technological developments, playing a key role in bringing them to market via its reseller partners. 3D print has been a market of interest for some time. However, it was important that when selecting a 3D print partner we delivered a compelling proposition to the channel. We believe that in Builder 3D, backed by Dynamism Europe, we have that partner. Its experienced UK-based support team, the ability to print in dual colour and a range of printers mean Builder 3D is the 3D print brand for us to back."

www.exertis.com

#### Going Digital - Opportunities in digitisation

#### HR departments still over-reliant on paper

Human resources (HR) applications, such as employee on-boarding, are popular candidates for digitisation. Yet, many HR departments are still reliant on paperbased processes.

According to the 2015 HR Service Delivery and Technology Survey by global professional services company Towers Watson, nearly a third of companies still use manual or paper methods to manage bonuses, and 39% still use paper-based systems to process new joiners.

This represents a significant opportunity for resellers, with nine out of 10 respondents in the EMEA region planning to spend as much or more on HR technology this year as they did in 2014. More than one in ten (12%) plan to increase their investment by more than 20%. Overall, more than one third of respondents in EMEA plan to replace their core HR management system.

Tim Richard, EMEA leader of Towers Watson's HR Service Delivery practice, said: "Upgrading and consolidating technology is becoming a major priority for HR. While in the past, companies have mostly invested in separate technology for talent, compensation and performance management, there has been a dramatic shift to investing in an overarching IT system with the functionality to take care of all of these areas. Many organisations are now looking at cloud-based solutions to replace traditional HR platforms."

He added: "That said, while many HR organisations are embracing change and capitalising on the opportunities presented by new technologies, the extent to which legacy paper

#### Ready for take-off

KLM (Royal Dutch Airlines), now part of the AIR FRANCE Group, is the latest airline to equip pilots and cabin crew with iPads in an attempt to reduce the large amounts of paper needed to administer flight schedules and passenger lists.

systems prevail is startling. I expect that as more positive case studies of tech adoption are shared with peers, confidence will naturally grow and the use of paper systems will significantly decline during the next few years."

The survey highlights growing interest in the use of mobile technologies for HR purposes, with almost two-thirds of companies already using such applications or planning to introduce them in the next 12-18 months, and in self-service HR portals, which 90% of organisations have in place or are developing.

#### E-invoices to hit 42 billion in 2015

As the latest Billentis Report shows that 42 billion paperless invoices will be issued in 2015, Ricoh is advising businesses to accelerate their adoption of electronic billing and invoicing and achieve savings of 50-80%.

As well as reducing the cost of producing, mailing and handling paper invoices, e-invoicing helps rectify inaccurate data, a major reason for exception handling — personal interaction during the invoicing process — and payment delays.

According to Billentis, ROI is often achieved within 6 months.



More than 100,000 public bodies within the EU must enable their systems and processes to receive and process invoices electronically by 2018 at the latest.

http://www.billentis.com

#### **Automated workflow**

Meeting demand for automation tools that can redesign and automate manual tasks, such as data entry, Xerox has launched a new portfolio of Robotic Process Automation (RPA) services packaged for faster deployment and scalability.

Offered as part of the Xerox ClearSight line, the new solutions are:

- Xerox ClearSight Automated Intelligence, which mimics human actions by automatically routing or processing data based on specific rules; and
- Xerox ClearSight Case Management, which controls business process workflows and what the user sees on their screen. When handling a call, the application knows where to retrieve the correct information while recording/logging information for future calls.

www.xerox.co.uk



#### Reliable media handling

From very thin to thick papers, plastic cards, and even passports, Canon's highly versatile scanners ensure smooth, reliable feeding, with features like multi-feed detection using ultrasonic technology.

#### Advanced image processing

Create optimal images for archiving or further data extraction, with a wide range of image processing features, including moiré and background colour removal, text enhancement and colour drop out.

#### High quality image

Improve text readability and OCR accuracy, with the advanced CMOS Contact Image Sensor, which has multiple lenses that allow it to produce high quality, sharp images with little distortion.

#### Save on energy and space

Enjoy compact and lightweight scanner design with lower power consumption thanks to a shorter reflective path between the document and the sensor as well as the use of the LED light source.











DR-G1100 (A3)







## P1 launches zero emissions supplies fulfilment service

Training and performance improvement specialist Performance 1st (P1) has launched a zero emissions logistics solution for office products and business supplies distributors.

Working with environmental logistics company Gnewt Cargo, owner of the largest 100% electric commercial fleet in the world, P1 is offering a zero emissions end user fulfilment service in addition to a range of business generation services.

Verticle Alliance will initially be offered in London before a UK roll-out in 2016.

P1 has signed a long-term agreement to act as exclusive agents for Gnewt Cargo throughout the UK.

www.performance1st.co.uk



### Callprint expands west of London

Callprint has strengthened its presence west of London with the acquisition of Premier Reprographics in Uxbridge. Premier Reprographics will retain its existing business premises and staff as part of Callprint Group.

Callprint Chairman Alan Cheek said: "Premier Reprographics is an important acquisition for us and we look forward to working with the team to increase our presence in this area."

www.callprint.co.uk

### DSales expands channel team

DSales (UK) Ltd has expanded its dealer management team with the appointment of James Hosking as Dealer Sales Manager responsible for managing dealer partner relationships in the Midlands and Southwest of England. James has over 18 years' experience in the document imaging industry, with nine years in a dealer sales manager role.

www.dsales.eu



#### New non-exec for Xaar

Cambridge-based inkjet printing technology group Xaar plc has appointed Margaret Rice-Jones as a Non-Executive Director. She is currently Chair of Skyscanner Ltd, where she also chairs the Remuneration and Audit committees, and is a Non-Executive Director of Openet Telecom Ltd. Rice-Jones has over 25 years' experience in senior leadership positions in multi-national companies and has also held Non-Executive Director roles with established PLCs and VC-backed e-commerce businesses, including Board positions on FTSE 100 and 250 companies.

www.xaar.com

#### ...in brief

#### **HP** papers

The Premier Paper Group has been made a UK distributor for International Paper's leading flagship paper brand HP Everyday Papers. Premier Business Papers Director Matthew Fisher said:

"We can now offer the HPEDP brand to all of our customers across the UK. I am excited at the challenge of driving forward sales of this market leading brand."

www.paper.co.uk



#### **Green star**

Antalis has launched an easy to understand environmental classification system to help customers quickly identify eco-responsible papers. The Antalis Green Star System (GSS) gives papers a star rating of 0-5 depending on their environmental credentials. www.antalis.co.uk

#### **Prize TV**

In May, Midlands photocopier supplier Oyster Communications held a two-day customer event at Broseley Hall to mark the addition of Epson WorkForce Pro RIPS printers to its product portfolio. A prize draw for a 39-inch Sharp TV was won by Kim Vickress from Teme Valley Tractors in Knighton.

## Post-election: what, if anything, will change?



by Andy Milsom, Head of Partner Training and Development, BNP Paribas Leasing Solutions

So now we know. After months of uncertainty we have a new government. I guess the question for all of us in business is what, if anything, will change?

The early signs would point to few, if

any, significant fiscal changes for small businesses. There has been no suggestion that current rates of Corporation or Capital Gains Tax (including entrepreneur's tax relief) will change, although the intention to rule-out any increases in personal tax rates or VAT will leave the government few options if it needs to raise money, as well as cut spending, to reduce the budget deficit.

I do believe, however, that in order to balance the budget within the timescale set, we will see an acceleration of private sector involvement in public services. If this prediction proves correct, IT resellers would be well advised to look for business opportunities that might arise from 'new players' in what was the exclusive domain of the public sector.

Also, keep an eye out for opportunities that might arise from the devolution of authority to the English cities. Manchester has already been promised significant new powers over spending and other cities will certainly follow. It has always been much easier for resellers to deal with local government than central government on the basis that they have a greater degree of buying autonomy and are more likely to recognise quality of service, as well as price, in any buying decision. Currently 75% of all government spending is by central government; as this reduces, new business opportunities will be available to resellers who keep their eyes and ears open.

www.bnpparibas.co.uk

#### Demo centre

Azlan, Tech Data's specialist enterprise infrastructure, data centre, software, services and cloud business unit, has opened a new Business Solutions Centre (BSC) in Heathrow where resellers can learn about and demonstrate advanced enterprise solutions. The BSC also provides access to mobile and client solutions offered by Tech Data Mobile and audio-visual solutions from Mayerick.

www.azlan.co.uk

## GROW WITH FRAMA

The benefits of making the **SMARTER** choice

#### Is your business seeking additional revenue streams?

**Expand your portfolio of office equipment products** by joining the Frama Partner Network!

> FRAMA Partner Network

- High quality, Swiss made franking products
- Become a single solutions provider
- Generate a new, ongoing revenue stream
- Add value to any sales proposition
- Dedicated Frama Account Manager
- Flexible maintenance arrangement
- Product training & Marketing support

Don't delay, contact us TODAY and start growing your business with Frama UK!

FRAMA products give your customers access to following features as standard. When you think franking, think FRAMA - The SMARTER choice!













## Navigating digital transformation

Mark Robinson, Market Business Developer at Canon, shares his thoughts on how resellers can tap into demand in the SMB market

Technology is an area of expertise that has become increasingly crucial for smaller firms. Digital transformation has affected most aspects of modern life, especially from a business perspective. From daily admin processes and workflows to optimising content, small businesses need to make optimal use of the technologies available to remain competitive in their markets.

While larger businesses are able to devote human and capital resources to keep up with the fast pace of change in technology, many SMBs do not have dedicated expertise and do not see improving systems and software as a high priority.

Inexperienced small business owners need the expert advice of resellers, who can translate technical jargon and help source tailored solutions to meet each firm's specific needs.

#### Understanding the skills gap

The reasons for delaying technology upgrades are varied, with cost, need, lack of technical resources or little knowledge about a new product or technology amongst those most likely to be cited. For many SMB and SOHO owners, sourcing IT is just another task on an ever-growing to-do list.

According to a report by ICM on behalf of Canon, more than one third of SMB and SOHO owners in the UK say they lacked IT software skills when they started their businesses. Another 33% say they needed more knowledge of IT hardware.

It might be unsurprising that technical awareness is low amongst entrepreneurial business owners, but the skills gap could lead to long-term problems. Modern businesses, whatever their size or sector, run on technology, and their reliance on IT is only likely to increase. The added value

that resellers provide through integrating, advising, consulting, training and implementing IT systems can often be the difference that enables customers to get the most out of their technology purchases.

The ICM study shows that small business owners believe they already spend too much time on IT-related tasks. Thankfully, the challenge of IT management is not intractable. Rather than seeing technology-led change as a barrier, smart small business owners view digital transformation as a way to reduce the amount of time they spend on technology and a means to improve productivity. This presents a huge window of opportunity for resellers.

#### Overcoming the transformation challenge

Some SMB and SOHO owners might be concerned that, unlike larger businesses, they do not have access to a sophisticated technology infrastructure. Ten years ago, a lack of in-house resources might have prevented a smaller firm from scaling up and meeting new demand quickly.

Now, however, SMBs and SOHOs can call upon cloud services to expand their IT resources in line with changing business needs, and, unlike larger businesses encumbered by legacy IT systems, smaller firms will often have the opportunity to build their technology strategy from the ground up. Rather than having to worry about managing an in-house storage system and a set of business applications, SMB owners can go to the cloud and procure the services they need on-demand.

In light of these challenges, and the onset of cloud services, dealers must be able to work with small businesses to provide support across five key areas:

Clarity: Providers will need to create services that are precise, with payment structures that are easy to understand.



Smart small business owners view digital transformation as a way to reduce the amount of time they spend on technology

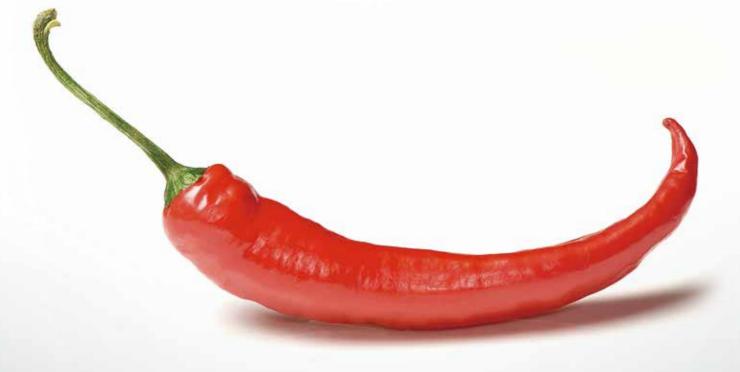
- **Simplicity:** SMBs want to spend less time on IT management concerns, not
- Security: Passing control shouldn't mean a loss of assurance; great partners put information integrity at the top of their priority list.
- **Reliability:** External service provision is only as good as the service level agreements that suppliers are able to guarantee.
- **Sustainability:** Long-term partnerships are great, but if circumstances change, SMBs will need to be able to remove their data safely and simply.

Small business owners who find a partner able to cover these five areas will be in a great position. Rather than worrying about a shortage of in-house IT skills, small firms will be able to work with their partner to transform business operations for the better, and resellers will be able to create valuable, long-term partnerships and increase both customer satisfaction and sales.

www.canon.co.uk



## **Spice Up Your Business**



#### A Wide Range of Multi Function Lasers

Heat things up in your office with high performance and reliability.















The DP-MR310 has received RLL awards













## VOW

## Reducing costs and increasing efficiencies

Business product resellers, manufacturers and MPS providers seeking to lower costs and improve operational efficiencies are turning to VOW's Fulfilment service.

By holding companies' stock in its distribution centres and delivering it directly to end users, VOW frees its customers up from this operational aspect, enabling them to focus their efforts on areas such as business development, customer contact, sales and marketing.

VOW's Fulfilment service is part of a vast infrastructure that stocks over 24,000 SKUs and makes more than 9,000 daily deliveries on a next day delivery basis. Whether a reseller wants something delivered next day either in bulk or in singles, VOW can remove this from their workload and enable them to concentrate on other tasks.

The service is run by National Accounts Sales Manager Paul Kirk and Business Development Manager Peter Fielding.

Peter Fielding: "We are building relationships with customers across the

Paul Kirk, National Accounts Sales Manager & Peter Fielding, Business Development Manager



business product spectrum, from sole traders through to large organisations and major manufacturers. We work with organisations to show how outsourcing their fulfilment can deliver serious cost savings and accelerate business growth.

"From smaller companies who find the logistics side of their business challenging, to those who prefer to hand over the day to day delivery aspect of their business to someone else, we can help. By freeing up these customers to focus on their own development, rather than on stocking and

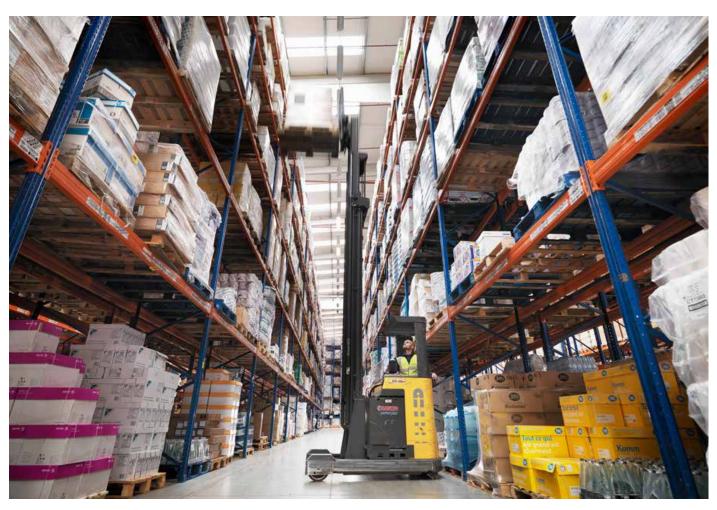
delivery issues, we enable them to work 'on' their business, rather than 'in' it.

"We achieve this by working in consultation and running a strategic review with the customer to look at their supply chain and decide jointly where costs can be reduced. From lowering warehouse overheads and freeing up storage space to giving customers the benefits of our economies of scale, VOW offers a bespoke solution.

VOW is also able to support Original Equipment Manufacturers, helping them achieve cost savings. Traditionally many manufacturers keep stock in Europe and have to fulfil small orders directly to the UK from their European warehouses, which can be a costly process. By utilising the Fulfilment service they are able to keep stock at VOW's warehouses, for it to then be delivered more cost effectively, next day, to their end users, in whatever quantity is required, small or large.

VOW can support these businesses with its advantages of strong buying power and the contacts to facilitate their needs, thanks to its direct relationships with global brands such as Brother, Canon, Epson, Imation, Kyocera, OKI, Samsung, Sony and Xerox among others.





Paul Kirk, National Accounts Sales Manager: "A business may win a contract but prefer to give the day to day demands of fulfilling the order to us. This could be delivering toners to shops around the UK or the regular supply of consumables to an end user on multiple sites.

"We support businesses providing MPS services, providing consumables to their end users. Any business that is responsible for putting a fleet of machines into an end user's premises may want to engage with us for consumables fulfilment support.

"It's often the case that a reseller

or other provider can support the MPS customer on servicing and breakdowns, but finds the supply of consumables difficult to manage and inefficient to deliver in cost terms. Because VOW offers a national service and has huge stock holdings, this isn't the case for us and we can easily support.

"With over 600,000 square ft of state of the art warehousing, capable of picking up to 65,000 lines per night for next day delivery, we pride ourselves on being slick, efficient and cost effective. De-duplicating work, creating cost benefits, providing experienced account and inventory

management, and developing MI suites to keep our customers in control is what we do.

"Fulfilment suits VOW down to the ground because it's at the core of what we do. Whatever the size of the customer and the demands of their end users we have a solution and will work proactively to ensure success for all parties."

For more details please contact VOW on 0844 980 8220 or email peter.fielding@voweurope.com

Capable of picking up to 65,000 lines per night for next day delivery, we pride ourselves on being slick, efficient and cost effective



## Together for the last time

Steven Swift, co-founder of IDeAs, a European network of consultants specialising in MPS, reports from the last HP Discover partner event before the company splits in two.

This year, HP combined its premier partner/customer event and industry analyst/press briefing into a single HP Discover event in Las Vegas – fittingly, perhaps, as this will be the last time that HP meets the world in its present form, as a single company.

This was a truly huge event, with over 10,000 attendees. Yet the organisation appeared flawless, and presentations and meetings ran like clockwork, all in the massive indoor bubble of the Venetian/Palazzo complex in Las Vegas, with its miles of corridors, meeting facilities, restaurants, casinos and shops, complete with a recreation of Venice with artificial lagoon and sky. There was no need to venture outside throughout the four days of the event, and one was left with the impression that this is what life might be like in a colony on the surface of Mars.

HP CEO Meg Whitman explained the thinking behind HP's separation into two companies, principally the desire to create more focus and agility, and confirmed the timetable for the split, with HP Enterprise and HP Inc. due to start operating separately from August 1, prior to legal separation from the start of the new fiscal year on November 1. Together, she and Dion Weisler, Executive Vice President of Printing & Personal Systems (PPS), set out the vision, strategy and senior management structures of the two new companies.

#### **Split personalities**

Hewlett Packard Enterprise will have a new identity and green logo, and will focus on the 'New Style of IT' for the Idea Economy – with four main themes:

- Transforming to a Hybrid Infrastructure;
- Protecting the Digital Enterprise;
- Empowering a data-driven organisation; and
- Enabling workplace productivity.
   HP Inc. will retain the blue HP logo and identity, reflecting the need to leverage the brand heritage for its consumer business,



and its focus on the workspace, rather than back office infrastructure.

The process involved in separating into two companies has of course been complex, and HP appears to have gone about it with all the thoroughness one would expect, given its engineering heritage. Although the two new companies will operate as separate entities, it has been recognised up-front that they will still have many partners and customers in common, and that the Channel will play a key role delivering the synergy to keep these together. There will be a joint programme for partners who work with both companies, run somewhat along the lines of the major airline alliances, with partners earning points according to their level of co-operation with each company.

#### Sense of excitement

Going into this event, one might have thought the logic behind HP's split was to position Hewlett Packard Enterprise as an exciting new service-led business driving future growth, and HP Inc. as the duller hardware business, to be hived off with lower growth prospects. However, that would be grossly unfair to the HP Inc. management team, led by Dion Weisler, who created a real sense of excitement and commitment to future growth potential. Interestingly, given all the indications that the PPS Division was being

Pockets of growth: HP Instant Ink

Meg Whitman, CEO. HP



led mainly by people with a PC rather than a printer background, the main focus of future growth potential identified at this event appeared to be in the print business.

Against the general market view that print is in decline, HP believes it can generate increased revenue by targeting 'pockets of growth', leveraging its brand strength and being selective about where it plays.

Thus, although home printing volumes are declining, HP believes it can achieve growth by reinvigorating the market with a combination of:

- Innovative new products, including new form factors that make printers more acceptable throughout the home;
- A truly easy-to-use mobile printing solution, to address the demand for printing on the go from mobile media; and
- New services, such as Instant Ink, which has been very successful in the markets where it has been introduced, showing extremely high customer retention levels.

#### **Superior economics**

In business printing, HP believes there is still some market growth, but they are targeting what they have identified as

Continued...





We believe in helping develop the skills and capability of our dealer channel, to ensure our customers receive a consistent and professional experience with Toshiba products and service.

Our success is based not only on our passion for innovation, but also our investment in customer intimacy, together with the unmatched support we provide to deliver excellence as standard.

If you are interested in working with us, we are looking to expand our dealer channel in specific geographical areas. Contact us to discuss the shared benefits.

Find out more: www.toshibatec.co.uk/about-us/join-us
E: info@toshibatec.co.uk | T: 0843 2244944



#### ...continued

specific pockets of opportunity.

The first is a challenge they have publicly set themselves to achieve a market share in A3 printers (where HP's presence is currently almost negligible) comparable to the dominant position that they have in A4 printers. To achieve this, HP dropped a very strong hint (actually showing an A3 printhead at the event) that they will be launching A3 versions of the highly successful PageWide Office Jet Pro X inkjet products and, in doing so, disrupt the market with superior economics, as they have already done in the A4 market.

However, HP will not focus solely on Ink in the business market. They recognise that some customers continue to prefer laser and will therefore go to market with a balanced portfolio, including the new Jet Intelligence products, with the recently announced soft shell toner technology, which makes it possible for new laser printers to be significantly smaller, faster and more energy efficient. Initial results for both new technologies are very promising, and if HP can achieve anything like its A4 market share in A3, it will grow its total business very significantly.

#### More engaging

Next was a clear recognition of the trend towards contractual sales and MPS and a strong commitment both to grow HP's share and revenue in this sector and to 'move up the stack' with more valueadded solutions. HP acknowledged that they were currently only second in the MPS sector (behind Xerox). However, they have set themselves the target to be No. 1 within a relatively short time-frame. The new products will help with this, but HP knows that in addition to selling large MPS contracts to its direct Enterprise clients, it needs to engage its channel partners much more effectively in selling and delivering HP MPS solutions to smaller Enterprise and SMB clients.

The third pocket of growth in business printing is in the MPS-related area of document solutions. Although smaller than the first two opportunities, this one has much the fastest growth. To help maximise the opportunity to increase sales, HP announced that some of the Autonomy assets relating to content management





will reside in HP Inc., rather than in Hewlett Packard Enterprise. In addition, HP demonstrated a number of interesting vertical market workflow solutions, integrating PC and printer solutions with content management and process-related software.

#### Ten times the size

As if that were not enough, HP identified two further opportunities for huge growth, beyond consumer and office printing. These are:

• Graphics, which is ten times the size of office printing and still dominated by traditional analogue printing presses. Here, HP has a big opportunity to grow market share, riding on the trend towards digital print and exploiting its wide array ink-jet printing across a range of formats and applications as diverse as books, packaging and car wraps.

2 3D printing, where HP has leveraged PageWide inkjet printing technology in its new HP Multi Jet Fusion concept. The products will be in prototype by 2016 and ready for launch by 2017. The concept promises better, faster, stronger, more cost-effective 3D printing. If HP can deliver on this, in a market which is still in its early stages and highly fragmented, then the growth potential could be truly transformative for the company.

#### **IDeAs Comment**

Many of the strategies and new product ideas presented by the new HP Inc. were very exciting and held out the prospect of major growth potential. As ever, with HP, the key issue will be whether the execution and delivery can live up to the dream. For example, in the area of MPS, HP will need to pay special attention to ensuring continuity and support for its channel partners, if it is to achieve its growth

Baby brother: HP hinted it would be launching an A3 version of its Officejet Pro X business inkjets

The third pocket of growth in business printing is in the MPSrelated area of document solutions ambition. This implies real attention to detail — not just looking at the big picture — and being willing to seek outside help where needed.

One final observation. While the restructuring and split into two companies appears to have released significant new energy, ideas and commitment, was it really necessary to divide the company to achieve this? Could it have been done within a more autonomous PPS Division under an integrated HP structure? Or is there another logic driving the split?





Steven Swift is co-founder of IDeAs, a European network of consultants advising and helping companies make the change to a service-based business model in the Printing and Imaging industry.

IDeAs works with many of the leading names in the industry, including OEMs, channel partners, software and supplies companies, and also leads IMPSGA — an alliance of independent MPS providers across Europe.

Steven has over 20 years experience in the Printing and Imaging industry, and has been involved with the development of MPS since its earliest days. He has seen this from several different perspectives, including senior roles at leading manufacturer Ricoh, consultancy with MPS software provider NewField IT, and industry analysis with Photizo Group. Steven's most recent experience at IDeAs has included a lot of work helping the channel to adapt to the new service-based business model. http://document-advisors.com

#### Northamber bring you

## **A Compact Document Scanner** for Busy Workgroups

and customer-facing environments

imageFORMULA **DR-C240** 

the simple way to scan passports

The imageFORMULA DR-C240 is an ultra-compact and powerful desktop scanner featuring a robust design and reliable paper handling for capturing multiple document sizes and formats, including passports.

ORDER: CASC240

#### Reliable media handling

From very thin to thick papers, plastic cards, and even passports, Canon's highly versatile scanners ensure smooth, reliable feeding, with features like multi-feed detection using ultrasonic technology.

#### Advanced image processing

Create optimal images for archiving or further data extraction, with a wide range of image processing features, including moiré and background colour removal, text enhancement and colour drop out.

#### High quality image

Improve text readability and OCR accuracy, with the advanced CMOS Contact Image Sensor, which has multiple lenses that allow it to produce high quality, sharp images with little distortion.

#### Save on energy and space

Enjoy compact and lightweight scanner design with lower power consumption thanks to a shorter reflective path between the document and the sensor as well as the use of the LED light source.





Call the scanning experts today on **020 8287 3000** 



t: 020 8287 3000 w: northamber.com

Northamber is proud to have been supporting resellers & retailers for 35 years



## Financing the deal

Print IT Reseller asks leading finance providers about the financing options available to resellers and finds out how an improving economy is changing the lending climate



#### How has the climate changed?

Jo Harris, Head of Sales, Vendor Finance, Siemens Financial Services: "Business sentiment has improved as the UK economy has gained strength. Rising business confidence has led to new investment, which is reflected in the growth of the asset finance market.

"According to the Finance & Leasing Association (FLA), in 2014 the asset finance market exhibited its strongest annual rate of growth since the onset of the financial crisis. The positive trend has continued into 2015. IT equipment finance was up by 53% year-on-year in the first quarter, with March showing the highest monthly total of new business (£3.1 billion) since September 2008."

Andy Milsom, Head of Partner Training and Development, BNP Paribas Leasing Solutions: "We must start by recognising that the first port of call for a business needing debt finance has traditionally been the bank. Therefore any change in the way banks operate has a significant effect on the money available for businesses to invest.

"There are two changes which are relevant: firstly the cost of loans and secondly the availability of funds. In both cases, the banks, which are now operating within a very much more regulated

environment, are finding it difficult to satisfy current market demand."

#### Is finance still hard to get?

Jo Harris: "According to the latest Bank of England *Trends in Lending* report, the annual rate of growth in the stock of lending to SMEs remained negative in the three months to February — notwithstanding higher gross lending to SMEs by all UK monetary financial institutions (MFIs) in 2014. The more stringent post-crisis banking regulatory environment means that credit remains difficult for businesses, especially for SMEs."

Andy Milsom: "The regulatory requirement of most significance is that all new bank loans are matched by higher capital reserves. This makes lending expensive and banks much more selective in deciding to whom they should lend. A further regulatory instruction is that a much higher degree of due diligence be applied to every new loan. This is resulting in higher costs for the banks and, given that the same cost applies irrespective of transaction size, banks are likely to become reluctant to take on small value loans, such as those that might be required for investment in IT assets.

Rising business confidence has led to new investment, which is reflected in the growth of asset finance.



Andy Milsom, Head of Partner Training and Development, BNP Paribas Leasing Solutions

"As the banks slowly withdraw from some of their traditional activities, alternatives are starting to appear (e.g. peer-to-peer lenders) or reassert themselves (e.g. specialist leasing companies), so finance remains available but not necessarily from the traditional source."

## What advice would you give to resellers looking to finance deals for their customers?

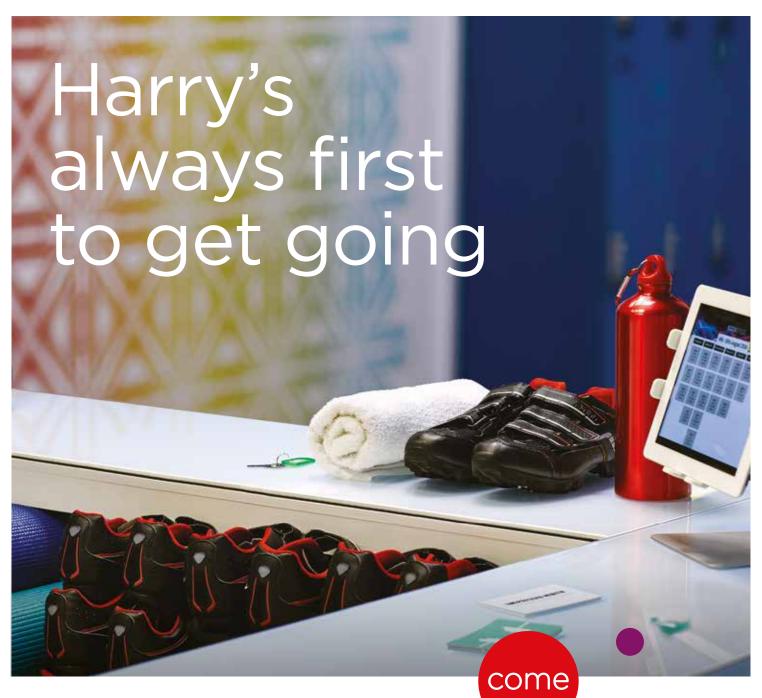
Jo Harris: "It is important that resellers work closely with a finance partner that understands the market dynamics, technology applications and their development path. Finance providers specialising in the sector are intimately acquainted with the pace of technology development and are therefore better placed to understand the benefits and business risk involved with the technology. They will also be well positioned to predict and help mitigate the underlying risk of technology obsolescence through flexible finance solutions and take an informed and specialist approach to underwriting.

"Key to success is for resellers to work closely with their chosen finance provider and to take time to explore the optimum way of working together – how best to serve the reseller's customers' needs, common interests and goals – in order to develop a mutual strategy that can serve both parties."

Andy Milsom: "Resellers need to be aware of the regulatory environment under which finance companies operate. In particular, a much greater emphasis is now placed on treating customers fairly, with the regulators insisting that procedures are implemented and followed to ensure compliance. This means that in every case, both the customer and the deal itself will come under more scrutiny than would be required for credit purposes alone.

"It is now more important than ever to submit proposals where the information

continued...



Meet Harry. He's the energetic one.

When you're working in a high-performance environment, you need the right support. Harry's the fastest worker we know.

With a speedy seven-second first print out, you'll be on track.

He calls it high-speed printing. We call him an office all-star.

Canon MAXIFY printers. What will you call yours? www.canon.co.uk/MAXIFYprinters











#### ...continued

about the deal and the customer is full and accurate. Getting it right first time will mean a quick and hassle-free transaction."

#### How can a finance partner help resellers to secure funds?

Jo Harris: "It is imperative that a finance partner makes continual efforts to understand each reseller's business developments, new products and solutions, as well as business challenges. With the right insights and acquired knowledge, the finance partner can then develop financing solutions that facilitate the reseller's business growth while meeting the needs of its customers.

"Simple paperwork and speed of financing decisions can often mean the difference between closing a sale and losing the customer to a competitor. Accordingly, an effective finance partner will provide a simple, quick and effective credit decision tool, with which resellers can assess a customer's eligibility for finance. A finance partner should also be able to demonstrate presence, a consistent commitment to the market and a reputation for being a reliable partner for the resellers they work with."

**Andy Milsom:** "Specialist leasing companies have the funds available to support investment in IT and it's extremely important that resellers make their customers aware of this leasing option."

## How do you work with the channel? What support do you provide?

Jo Harris: "At SFS, we take a long-term view to building relationships with resellers. We have field sales support specialists across the country who command excellent knowledge about business processes. We also take a proactive approach in helping resellers better embed finance into their customer proposition through the provision of training and support. Such initiatives allow us to provide all-round service and a fast response to resellers' needs, whilst also remaining fully up-to-date with evolving market dynamics.

"Technologically-led processes will become a key driving force in increasing business efficiency and effectiveness. We have therefore enhanced our services with Siesmart, an online multi-language, multi-currency finance application tool for resellers that offer integrated finance.

Continued...



#### Bringing in the compliance experts

When Knaresborough-based reseller Clarity Office Solutions (Pennine) Ltd opted to bring in a compliance expert, Consumer Credit Compliance (CCC), more than 20 other franchises in the group opted to engage the services of the same provider.

After realising that applying for an FCA (Finance Conduct Authority) 'permission' — a legal requirement for all companies offering credit — was a complex and time consuming process, Clarity Office Solutions approached CCC for expert support.

CCC, based at Harrogate's Windsor House, handles in excess of 400 compulsory permission application submissions for businesses nationwide.

Bernard Henry, Managing Director of Clarity Office Solutions, said: "When we received notification that we had to apply for our FCA permission I initially expected the process to be easy.

"How wrong I was. After a few hours of getting nowhere, I knew I needed to seek expert help. That's when I turned to the CCC team. They did everything for me and, thanks to them, we have our permission, which is great news for us and for our customers too."

He added: "My actions have now been copied by more than 20 other offices in the group, who

have all turned to CCC to ensure they get their permissions in time."

After taking over regulation of the consumer credit industry, the FCA instigated a new permission scheme and introduced a raft of new rules that companies operating in the consumer credit industry have to adhere to. Now, any company that fails to submit an application within a pre-determined timescale is unable to offer any form of credit to customers.

Consumer Credit Compliance Co-director lan Beardmore said: "Every business that offers its clients credit must eventually have a new permission, even if they have been offering it for many years.

"It is not a two-minute job but is a complex and lengthy process. There are literally tens of thousands of companies in the same boat as Clarity Office Solutions that require an FCA permission and don't have the time or the expertise to complete the task in the allotted timescale."

Beardmore started the business 18 months ago with IT specialist David Petty and now employs a 16-strong team to help cope with soaring demand for its specialist services.

www.consumercreditcompliance.co.uk, www.clarity-pennine.co.uk

#### **Borrowing decreasing amongst SMEs**

The latest quarterly Finance Monitor from BRDC Continental states that more SMEs have made a profit (79% of SMEs interviewed in Q1 2015, up from 69% in the equivalent quarter of 2013), more have a 'minimal' or 'low' risk rating and fewer have injected personal funds into the business.

The report also shows that borrowing is on the decrease, with 72% of SMEs interviewed stating that they aim to pay down any existing debt and then remain debt-free.

The risk-averse lending climate has improved and the ability to secure external finance has increased, with 76% of all applications made in the last 18 months resulting in a facility and 98% of those applying to renew an existing facility being successful.

The proportion of SMEs reporting a borrowing event in the year prior to interview is stable (18%)

and remains at lower levels than previously. Most SMEs (79%) were 'happy non-seekers' of finance for the period and this has also stabilised. BRDC Continental categorises a quarter of SMEs as 'debtaverse'; one in three say they would like to be debt-free but are prepared to borrow to help their business grow.

Just 36% of SMEs were using external finance in Q1 2015: 29% were using one of the 'core' forms of finance (loans, overdrafts and/or credit cards), down from 40% at the start of 2012, with 16% using 'other' forms of finance, including leasing and invoice finance. The gap in usage between the two forms of finance has narrowed.

Growth is also firmly on the agenda; 43% of SMEs in Q1 2015 said that they planned to grow in the next 12 months.

www.sme-finance-monitor.co.uk



For more information including terms and conditions visit http://www8.hp.com/us/en/ads/new-laserjets/overview.html



#### ...continued

It provides users with live management information, complete pipeline visibility, full password control for the user to administer permissions for their personnel, as well as multi-location operational and analysis capabilities. Regular updates to SieSmart are undertaken to further enhance its functionality.

"By improving the number of automated decisions for financing proposals and refining underwriting policies, SFS has continuously increased auto decision rates for credit applications and turnaround speed, enabling resellers to close deals faster."

**Andy Milsom:** "We have a team of field and office-based finance specialists who support our reseller partners at every step in the sales process. This starts by ensuring that we develop our products in a way that makes them an integral part of any solution offered by a reseller to their customer. In particular, we actively promote the concept of managed services.

"Through our celebrated Vendor Academy, we provide training to resellers in general business finance, how to sell equipment using point of sale finance and the features and benefits of specific finance products. We also recognise that IT resellers now need to have the confidence to offer leasing at point of sale rather than simply leaving the customer to make their own arrangements. To meet this requirement we have developed training seminars that look in some detail at all the benefits leasing can offer, including the latest tax implications.

"Next, when the deal is won we have support staff charged with ensuring that everything proceeds smoothly and the reseller is paid as soon as the installation



has been completed.

"Last but not least, those resellers who have introduced a portfolio of leases will be helped to generate repeat business through active database management and flexible low-cost methods of upgrading or adding to the solution originally supplied. It is perhaps often forgotten that one of the biggest benefits offered by leasing is the ease with which a customer can change equipment to take advantage of new technology."

#### What are your predictions for the rest of this year?

**Jo Harris:** "The rapid speed of technological advancement is leading to faster technological obsolescence. As a result, the traditional ownership mindset

will become even less relevant. Instead, companies are increasingly interested in making a far stronger link between the benefits of use of the technology and actual cost over time, after any tax benefits, and making far-sighted 'value to the business' decisions.

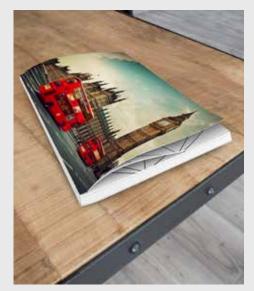
"Financing solutions with the transparency of total cost over time not only help underpin this process but also ease cash flow and free working capital which can be more efficiently deployed in other business activities. The possibility to upgrade technology can also be included in the financing contract, allowing businesses to stay at the forefront of technology. Experienced finance partners that benefit from being a trusted brand with a demonstrable long-term commitment to the market, like SFS, will play a vital role in helping resellers' customers harness technological innovations in an affordable and cost-effective way."

**Andy Milsom:** "As far as the market is concerned, it has been suggested that future price rises driven by changes in currencies might be a risk to continued short-term growth.

"This might be a two-edged sword because if sufficient notice of impending price increases is provided, a market stimulus will be in place and a leasing option will enable users, without the necessary budget, to take delivery of equipment ahead of price increases and spread the associated cost over a number of years."

www.finance.siemens.com www.bnpparibas.co.uk

#### Visualise before you buy



Exaprint UK, an online print platform for graphic designers, print professionals and marketing agencies, has launched a free 'Mockup Collection' so that resellers can show clients what a finished product will look like before it's even printed.

The collection includes 160 high-resolution mock-ups of booklets, folders, flyers, posters, business cards, packaging and other Exaprint products. The fully layered .PSD files have been prepared with Smart Objects (for Adobe Photoshop CS6 or higher), so Exaprint resellers just need to drop in their own artwork, which will appear on a representation of the product in question.

For realism, dropped in images automatically adapt to the curves and varying perspective of the mock-ups.

Simon Cooper, Managing Director of

Exaprint UK, said: "The ability to demonstrate how a design will look on a range of products during a pitch and proposal presentation or after a new branding process is invaluable. That's why we launched our Mockup Collection as a free service to help our resellers win over their customers and hopefully inspire them to see the benefits of a greater range of products than at first envisioned or just to better demonstrate how the new designs will look in situ."

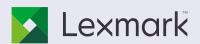
Access to mockups varies depending on whether a reseller has Silver, Gold or Platinum status, which is determined by how much they spent the previous quarter. Platinum clients are entitled to download the full Mockup Collection (160 high res files); Gold clients can access 80 designs; and Silver clients just 40. www.exaprint.co.uk



Lexmark's smart multifunction printers offer more than 30 easy to implement applications that can be added to any Lexmark touchscreen device to help increase productivity, tighten up cost controls, improve time management and tap into the increasing use of mobile devices in educational establishments.

If you are looking for new ways to increase your education sales, Lexmark can assist with education specific solutions for your customers and education marketing tools for you.

To download a free education marketing toolkit, join Lexmark's Channel Value Programme today at: www.partnernet.lexmark.co.uk

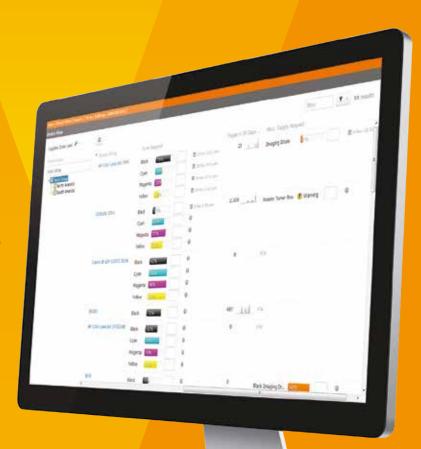




# PRINTFLEET VISION

## Simple. Powerful.

- Award-winning MPS software managed and hosted in a secure environment
- No up-front investment and no long-term commitment
- Access to PrintFleet training and support resources



#### **Contact Us Now!**

sales@printfleet.com

Learn more: info.printfleet.com/complete-guide-to-mps-free-ebook









# Raising the bar Printroix: 18000 Thermal Printer in barcode printing

Printronix launches next generation barcode printers

Industrial printing specialist Printronix Inc. has launched a new line of industrial-grade thermal label printers for customers in manufacturing, retail distribution, transportation & logistics.

The T8000 Thermal Printer series features a completely new architecture, developed over two years at a cost of \$3 million, that, according to Printronix, exceeds the requirements of the most demanding users.

An important aspect of the new printer is an optional, fully integrated Online Data Validator (ODV) that can be fitted to the printer to verify 1D and, soon, 2D barcodes.

Printronix Thermal Products General Manager Plamen Petkov says that barcode validation can save businesses significant sums of money.

"Many customers are required either by mandate or by the internal compliance requirements of their customers to verify every single barcode before it ships. We have built a fully integrated unit that allows us to read that barcode, verify the data, strike out a barcode if it's nonreadable and reprint it," he said.

He added: "Most retailers are subject to charge-backs of \$3-\$5 if a barcode on their goods is not readable. In the case of a large retailer, a small percentage of non-readable barcodes can add up very quickly to huge amounts of fines and fees."

Next generation architecture

The T8000 series is underpinned by a new architecture based on an ARM A9 processor that offers 40% faster print speeds (14 IPS); up to five times greater



Plamen Petkov, Thermal Products General Manager, Printronix

IT staff
can control
printers
anywhere
in the world
via their PC
screen.

processing power for a quick first label out; improved integration with other applications; and eight times more memory capacity than previous products.

Petkov says that the one of the most impressive features of the new architecture is its ability to maintain print quality even at high speed.

"Many companies can claim high print speeds, but what they don't often mention is the fact that print quality deteriorates as speed increases. Printronix can print a label that is as good at 8 IPS as it is at 14 IPS. We have received incredibly positive feedback from customers saying 'We couldn't believe that the printed quality is as good at 14 IPS, the highest speed, as it is at 6 and 8 IPS'," he said.

Ease of use

Allied to the T8000's enhanced performance is a new industrial design that combines greater ease of use with rugged, reliable operation, from the full metal enclosure to an optional rugged printhead for humid or dusty environments that costs a little more than a standard cartridge but lasts twice as long, giving a clear TCO benefit.

Helpful features include the sideloading of consumables, a large viewing window for supplies monitoring, a snap-in printhead and a large 3.4in colour display with easy navigation keys.

IT administrators are able to monitor and manage printers remotely from a

central IT console. A virtual panel replicating the operator panel on a remote device enables them to control printers anywhere in the world via a PC screen.

#### Plug and play

For plug and play simplicity, the T8000 series supports seven emulations, including, for the first time on a thermal barcode printer, PostScript and PDF from any ERP environment. This means that any enterprise with a mixed environment of printers, including laser and inkjet devices in warehouse environments, can swap an existing printer for a T8000 and not have to install middleware or modify their software or applications in any way.

Other noteworthy enhancements include the ability to print in temperatures of -5°C to 0°C without the need for a heated enclosure — an accessory that normally costs around \$1,000; and the option of mobile power carts with twice the battery capacity of third party solutions for printing flexibility in large warehouses and manufacturing environments.

Summing up the benefits of the T8000, Petkov said: "We are introducing the best thermal barcode printer in the market, with the highest level of performance. We are introducing the first thermal barcode printer that can print PostScript and PDF and connect as a true plug and play device into any ERP environment, without the need for middleware and extra integration. We are introducing the first thermal barcode printer that can scan 2D barcodes with an enhanced Online Data Validator. And we are introducing the best enterprise suite in the marketplace, with a virtual panel that allows IT professionals to set up a printer remotely and manage it as if they were right there on the manufacturing floor." www.printronix.com



#### Barcode printing on the move

In addition to launching the T8000, Printronix has moved into a new product area with the introduction of its first portable thermal printer. A natural extension to Printronix's stationary printers, the M4L meets demand for on-the-spot label printing in logistics and warehouses. For example, when breaking down pallets, new barcode labels will need to be printed to reflect changes made. Instead of going back to a central station, the M4L lets workers print labels on the spot, saving time and increasing productivity. The M4L is available in Bluetooth and Wi-Fi versions, with a dual antenna for increased range. It can be carried by hand or mounted on a forklift and has 30% more battery capacity than competitor products.



TOTAL VOLUME PLAN is an all inclusive print finance solution from BNP Paribas Leasing Solutions. It's designed to reflect your customer's actual print usage and offers a simple, transparant pricing.

It's easy to sell and reduces your workload. For example, we take all responsibility for the collection of service fees and passing them to you in a timely manner.

To find out how Total Volume Plan can help you achieve your business goals contact Chris Cowell, Office Equipment Sales Director.

T: 07966 114245

E: chris.cowell@uk.bnnpparibas.com







Audit2Map is the latest tool from Print Audit Europe for organisations to optimise and visualise print assessments. Use Audit2Map to develop sales opportunities, boost productivity, and enhance your professionalism.



- iPad based asset mapping
- Digital floor maps or capture via camera
- Cloud based Central management of projects
- Easy Import from RAK or Print Audit **Facilities Manager**
- Automated Total Cost of Ownership Reporting

For more information call 01483 726206, email sales@printauditeurope.com or visit www.printauditeurope.com







## Big margins, no risk

Lexmark has launched a no-risk MPS offering for IT resellers wanting to get more value from hardware sales. *PITR* spoke to Lexmark Channel Sales Director Martin Fairman about its benefits and how it fits into Lexmark's existing portfolio

It is customary to divide managed print offerings into Basic Print Services (BPS), consisting of device and consumables monitoring with alerts and easy ordering when new supplies are required, and Managed Print Services (MPS), which offer pro-active consumables management and the assessment, right-sizing and continuous improvement of a printer fleet.

Now, Lexmark is introducing a third category specially designed for IT resellers that want to strengthen ties with customers and capture more of their printrelated spend. Sitting somewhere between a BPS and an MPS, the Lexmark Advantage MPS Core Program is a post-sales service and support offering for Lexmark print devices sold or leased by a reseller. It provides:

- proactive consumables monitoring, with just-in-time delivery of replacement supplies;
- device monitoring;
- remote collection of page counts via cloud services;
- servicing and maintenance;
- quarterly billing;
- a single click charge;
- no minimum number of devices;
- no minimum print volumes.

Advantage MPS Core Program includes elements not normally found in a BPS, such as proactive consumables management, but also lacks key elements of an MPS, notably printer fleet assessments and right-sizing.

#### **Leaning on Lexmark**

The big benefit for Lexmark's target market of IT resellers that don't have the expertise, infrastructure or confidence to deliver MPS themselves is that almost all elements of the service are delivered by Lexmark. The only thing the reseller has to do is add margin to the bill it receives from Lexmark and submit the final invoice to the client.

Martin Fairman, Lexmark Channel Sales Director, UK & Ireland, said: "We do all the heavy lifting for a reseller. We will set up software on the end user site so that we can monitor the estate; we will do all the proactive consumables management, which is a unique part of our offering; and we will do all of the maintenance and all of the servicing necessary for the life of the contract. The reseller has little exposure to any of the aspects people associate with MPS.

"Where we do differ from some of our competitors' offerings is that we don't want to invoice the end user directly, which is what a lot of our competitor vendors are doing. We will take all the data from the end user and we will package it in an invoice directly to the reseller. We then ask the reseller to add their margin — whatever they feel comfortable justifying to the end user for the service that Lexmark is providing on their behalf — and send the invoice to the end user."

Fairman said that maintaining that connection between reseller and customer is a key selling point of Lexmark's programme.

"It's really important for Lexmark," he said. "We know there's a lot of concern in the IT market that vendors seem to be seeking a direct relationship with many more end users, so we want to make sure the reseller is always in touch with their end user. While they rely on our heavy infrastructure to manage the estate, they are the ones that present the invoice on a quarterly basis. It gives them a reason to go back to that end user to talk about other applications and software that Lexmark can help them deliver to transform a standard MPS into more of a digitised process."

#### Simple entry point

The Advantage MPS Core Program is specially designed to give SMEs and IT resellers a simple entry point to MPS. This, says Fairman, explains why there are no minimum fleet sizes or page volumes — and also why expensive fleet assessments are not part of the programme.



There is no minimum bill, so whether the end user prints 1 page or 1,000 pages, we will only charge for what they print

"There's no minimum number of devices on the contract that we offer to partners. If they find a customer with one machine, we will satisfy that requirement. It's not ideal; we're probably after a 50-100 plus estate, but we are realistic," Fairman said.

"And there is no minimum bill, so whether the end user prints 1 page or 1,000 pages, we will only charge for what they print and that is a fixed cost per copy throughout the contract. There is also a small monthly service charge per device that covers all maintenance for the life of a contract and the delivery of consumables to the end user's site. We've made it a really simple, but very comprehensive package to go to end users with."

Fairman added that the simplicity and affordability of the programme precludes the requirement for fleet assessments.

"Very few resellers have the skill set or the manpower to go out and do site audits. And end users typically want these for free, so we have taken that element out of the programme," he said.

#### Risk-free

Because Lexmark is responsible for all aspects of the MPS, it is promoting the

continued...

#### ...continued

Advantage MPS Core Program as a riskfree option for IT resellers that in the past might have been wary of MPS.

"There are two reasons why resellers may be reluctant to adopt MPS: if they want to deliver it themselves, it requires quite a lot of up-skilling — you generally need an engineering force to be able to support it; you need a data collection tool; and you need to understand how to analyse that data and make sure machines don't drop off the network so that you can always connect the page counter. From a reseller point of view, that infrastructure is a lot to take on board. With the Advantage MPS Core Program, all that is the responsibility of Lexmark," explained

"Secondly, there is a risk generally associated with cost per copy or click MPS. When you provide a click, it is based on a percentage of coverage. If the end user starts printing pages at 10% or 15% coverage, and the possibility isn't addressed in the contract, then the reseller can face a loss. Also, if the end user doesn't print as much as you hoped they were going to, that, too, can cause losses."

Once again, this risk is borne entirely by Lexmark, giving resellers the opportunity to enjoy big margins for very little effort once the initial sales has been made.

"The service charge and the click charges we provide to resellers are very, very competitive and we would expect them to add a margin on top. Copier

A lot of end users are buying hardware from one IT reseller and then going somewhere else to buy document solutions. which means we are missing the opportunity at point of sale.





dealers are making very handsome margin – 30-40% quite comfortably – and we want to make sure our IT resellers make a proper margin on this proposition," said Fairman.

#### **Additional services**

Fairman added that, unlike basic hardware sales, the Advantage MPS Core Program, and in particular its data collection tool, provides opportunities for additional sales that can help resellers strengthen and deepen relationships with customers.

"The data collection tool can highlight where one machine is being over-utilised or show how many scans are going through a device, which raises another conversation the reseller can have with the end user — what are you doing with that?; how are you capturing that data once you've scanned it in?," he said.

"We want resellers to carry on visiting customers with software applications we have added to our portfolio from our acquisitions since 2010, to make our devices a bit more sticky for the reseller, so that at the end of a contract it is a little more difficult for the end user to unplug the device from the end user infrastructure."

As an example, Fairman cites a new Lexmark product called AccuRead Automate that resides on an MFP and can be operated via the device's colour touchscreen display.

"A partner can go into accounts payable, download the application software, put it into learn mode and the machine will very quickly learn what a purchase order from the end user's suppliers looks like. You then take it out of learn mode and ask it to recognise four key fields, e.g. PO number, which it will extract from a scanned document and put into a repository somewhere to be acted upon. It takes you away from a manual process of someone getting a PO, taking off all the info and retyping it into Sage or whatever," he explained.

He added: "IDC says that 39% of document solutions are always purchased separately from the channel partner. A lot of end users are buying hardware from one IT reseller and then going somewhere else to buy document solutions, which means we are missing the opportunity at point of sale. Effectively, the reseller is leaving money on the table, which another IT reseller is then gathering. We want to bring it all under one umbrella.

"We can start bolting on additional services all under the Lexmark brand so you don't have to go to third parties. The end user doesn't get into a debate whether it's this third party or that third party that's causing an issue they may have experienced. It's all under one roof. The reseller can come to us and we will build that proposition for them."

Last year, Lexmark introduced its Solutions Academy to explain to resellers how to sell solutions and what types of solution to take to particular customers.

"We do a lot of hand-holding with that," said Fairman. "We train resellers up to make sure their engineers are qualified and their sales people know how to sell software and solutions, because it's a completely different sale than just selling tin."

#### The next stage

As resellers gain confidence in MPS and over time develop their own in-house expertise, Lexmark provides a clear upgrade path from Advantage MPS Core Program to more advanced MPS programmes.

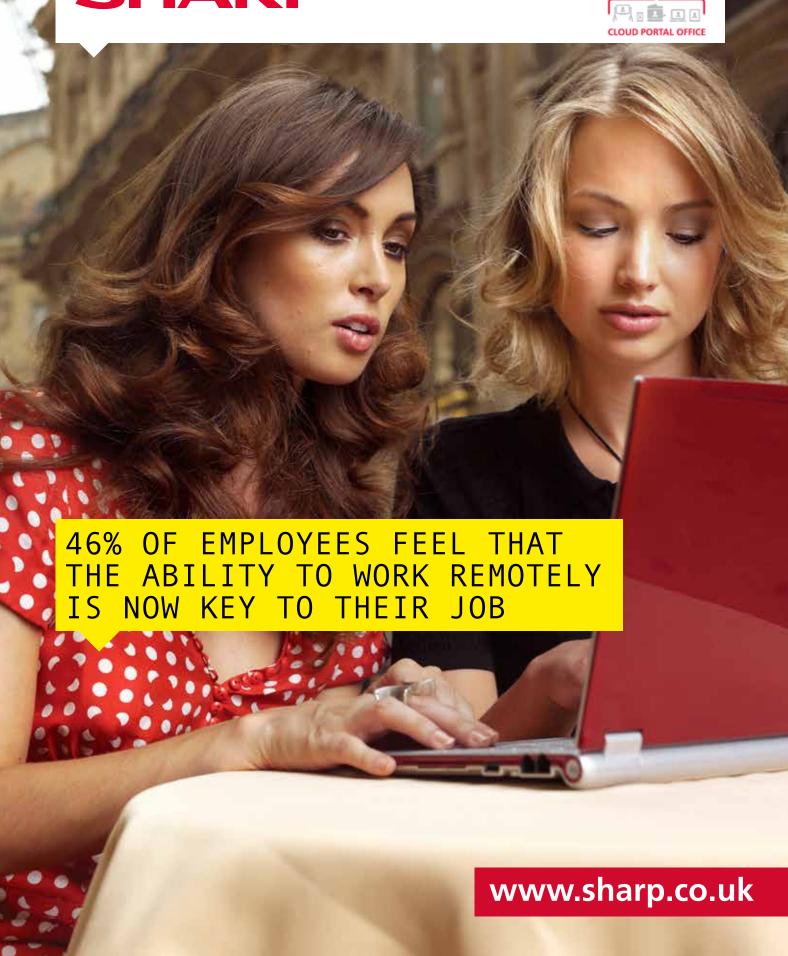
"We have a unique Business Solutions Dealers product range available through copier dealers that typically have sold A3 Japanese manufacturers in the past. We have an aggressive hardware platform unique to them and discounted consumables and different servicing offerings for them to build their own click. They have been doing it for 20 or 30 years; they are very confident with MPS; they have the infrastructure; they have data collection tools. That's one programme," explained Fairman.

"We also have MPS Elite designed for the IT partner or reseller community. That's a set of products with heavily discounted hardware, discounted consumables and discounted service and warranty. That programme is designed for resellers that already have engineers and already have a data collection tool, so they don't necessarily need to utilise the infrastructure of Lexmark to deliver an MPS proposition to their end users.

"Advantage MPS Core completes our portfolio for resellers that want to gather more market share within their own end users, find that revenue stream and protect that revenue stream. This is the entry-point for them. As they become more comfortable with selling MPS and have enough machines in the field to start justifying the additional service requirements and everything else, then they can build their infrastructure on the back of Lexmark's and one day move to our Elite programme."

## **SHARP**







**Versatile A3 colour smart MFP offering** outstanding performance, quality and seamless integration into document workflow

Combining the reliability of OKI's award-winning digital LED print technology with extensive copier functionality, in one high speed, easy to use device, the new MC800 Series ensures outstanding print and copy quality as well as comprehensive scan and document management functionality.

#### OKI MC853dn/dnct/dvn

	MC853dn	MC853dnct	MC853dnv
Print speed		23ppm colour/i 13ppm colour/i	
Toner size	7k/7.3k		
Paper capacity	400	935	2,005

#### OKI MC873dn/dnct/dvn

MC873dn	MC873dnct	MC873dnv	
A4: 35ppm colour/mono			
A3: 20ppm colour/mono			
7k/7.3k			
400	935	2,005	

<sup>\* 1</sup> bundle per reseller. Offer only available to OKI Shinrai Partners. Promotion period: 18.05.2015 - 30.06.2015. Terms and conditions apply

PLACE YOUR ORDER TODAY! Order via our authorised Distributors:



exertis

Tel: 01282 776776 (North) 01256 707070 (South)



Tel: 01379 649200



Tel: 0208 296 7000

Follow OKI UK







Opportunities in scanning

Should scanners be on the print channel's radar?

According to the findings of The Future of Scanning study conducted by InfoTrends, scanning has transformed from a means to archive and store specific documents to a method for all knowledge workers to create digital files to interact, share, communicate and manage.

"Scanning is a pervasive task across all businesses," said Anne Valaitis, Director of InfoTrends' Image Scanning Trends and Professional & Managed Print Services. "Knowledge and process workers have ramped up activity in the last few years, often driven by a need to be more efficient, streamlined and modernised. Software solutions that support scanning have developed into sophisticated middleware that provides connections to a host of back office and process platforms. Single function distributed and centralised scanners were once the purveyors of specific application and process work, but it is evident that there is a shift to devices such as MFDs as well as smartphones and tablets."

As more processes are automated and paper processes are transformed into a more digitised state, InfoTrends suggests that the future of paper and scanning is changing. Simultaneously, mobility and mobile technology advancements are generating added opportunities to improve how content and paper are consumed and managed.



Tim Brosnihan, Product Manager at Canon Document Scanning Solutions, says that businesses today need to process customer information quickly and securely on a daily basis. "Recently, we have witnessed the growing trend of organisations moving document capture processes from the back office to customer-facing environments for reasons of speed, data accuracy and customer trust," he said.

"High street banks, for example, need to validate their customers' identity for approving loans, mortgages or new accounts. Previously, the service agent had to take the customer's ID to the back office to capture it, which made many customers feel uncomfortable as they handed over confidential documents to staff, even for just a few minutes to make photocopies. Now, the same process is taking place at the service desk in front of the customer. This not only builds trust as no personal documents leave the eyes of the customer, but also enables staff to work with the customer to complete the data input and provide real-time feedback."

Epson continues to see considerable growth in the scanner market, particularly for compact document scanners that fit easily onto desktops, as businesses look to capture documents at the point of receipt.

PFU highlights the 20-30 pages per minute segment as one where there is a great deal of opportunity as companies look to increase their productivity. It has just launched the SP Series to address this segment. "The SP Series helps to support a dedicated, single business function, such as scanning to an archive or in a small mailroom, backed by image processing capabilities typically found in enterprise solutions," explained Sabine Holocher, Manager PR & Social Media, PFU (EMEA).

Salim Hasan, Product Manager for Brother UK, agrees that there is a huge opportunity for resellers to capitalise on the scanner market, which, according to



Tim Brosnihan, Product Manager, Canon Document Scanning Solutions

Infosource, is growing by 15% year-onyear. "The rise in digitisation and agile working in particular are driving growth in the category. As more people choose to work from multiple locations, outside traditional nine to five office hours, employees need to work as productively on the road as they do in the office," he said.

#### The role of the reseller

"As businesses attempt to become more efficient they soon realise their current technology and working processes are holding them back," said Steve King, Development Manager of Business Scanners, Epson UK. "It's resellers that give their customers the confidence to change that are reaping the rewards of these opportunities."

He added: "Document scanning is an area that can provide broader insight into how a customer operates within their daily operations. It gives an opportunity for dealers to offer opinion, insight and advice on improving everyday efficiencies that can, collectively, make a real difference to productivity. Reception desks and branch offices in organisations with traditionally high print volumes, like legal, finance, insurance and government, can be fertile ground for resellers looking to develop long-term, margin-rich partnerships with their customers."

Holocher highlights document-heavy sectors like accountancy, pharmacies and law practices as areas of great opportunity for channel partners. "Our partners are making great strides in unlocking these opportunities and, by the close of last year, worldwide sales of our professional Fujitsu fi-Series scanners exceeded the four million unit mark, making the fi-Series product line the bestselling professional document

continued...



Salim Hasan, Product Manager, Brother UK

PRINTITRESELLER.UK

#### ...continued



scanner range of all time," she said.

Brother's Hasan says that the channel still has an important role to play in educating the market. "Resellers can benefit from understanding trends and educating businesses on how scanners can support them. For example, lightweight portable scanners can be carried easily by agile workers on the move, allowing them to scan documents to the cloud, thereby enabling greater collaborative working," he said.



The scanner is the physical touch point of the digital ECM.

Sabine Holocher, Manager PR & Social Media, PFU (EMEA) He emphasises how important it is for resellers to improve their awareness of the applications of scanners within different industries. "For example, portable scanners are ideal for travelling salespeople and delivery drivers, as they can scan invoices and other documents while on the move. Whereas, a high-speed desktop scanner is better suited to an office environment, where there is a need to scan high volumes quickly," he explained.

He added that Brother is continually updating its scanner portfolio to ensure products are in line with the changing needs of customers. "We've recently launched two new scanner ranges, the ADS and PDS series," he said. "The ADS desktop series has some of the newest software on the market and is aimed at SME businesses. Our PDS range is specifically targeted at high volume users, such as those operating in the financial services, healthcare and legal sectors. We've identified these industries as huge growth areas, and our channel partners should also recognise this revenue potential."

#### New technologies

Holocher advises resellers to look beyond hardware to unlock opportunities. "The physical scanner is only the physical touch point of the digital ECM. Resellers should ask the right questions: What do you do with the documents once they are digitised? What are the requirements? Getting answers to these questions can kick-start your sales process."

She added: "They should also look to how new technologies answer business trends like increased mobile and remote working and new easy-to-use capture solutions. Our portable ScanSnap iX100 document scanner, the lightest and fastest scanner to date in its class, takes business professionals to new levels of productivity and efficiency and enables users on-the-go to scan directly to mobile devices, while the ScanSnap SV600 brings contact-less scanning at the touch of a button and is the ideal solution when requirements include stapled documents, books or magazines."

Brosnihan, too, says that resellers should make the most of the opportunity to look beyond hardware. "Resellers in the office IT arena are in a prime position to consult their customers on the best solutions to meet the need for more efficient information management, which in turn helps to drive sales," he said

He claims that ultra-compact desktop scanners that are able to capture passports and ID documents, such as the Canon imageFORMULA DR-C240, put resellers in a perfect position to help their customers understand the links between optimising workflow processes and minimising human error and improving customer service.

www.canon.co.uk, www.brother.co.uk, www.epson.co.uk, www.pfu.fujitsu.com/en/

#### New partnership streamlines information management

Epson has partnered with independent software provider Spielberg to deliver the latest in document management solutions to businesses of all sizes. The partnership will allow Epson's WorkForce document scanners, as well as all Epson WorkForce Pro multifunction devices, to directly connect with FileDirector, Spielberg's document management software.

The technology will support businesses in their transition to 'paper light' offices, helping deliver environmental benefits, reduced copy costs and more granular detail on document tracking and storage. The electronic document management system is also secure; policies can be set to control user access to documents, while system administrators can monitor the complete 'lifecycle' of a document — who

scanned the document and when, who subsequently opened and viewed it, and whether necessary approvals have been granted.

"Document scanners are an integral part of any organisation, as they try to juggle traditional and digital workflows on a daily basis," says Steve King, Development Manager of Business Scanners, Epson UK. "By tightly coupling our scanning technology with Spielberg's popular FileDirector system, we're helping businesses respond to this challenge, enabling them to manage and process print documents more efficiently, while simultaneously reducing business cost and risk and further unlocking employee productivity."

The electronic document management system can be tailored for each individual business. Experts from Spielberg's partner

network advise organisations on how they can best streamline their digital filing and document management. The system can be adopted by any size of business, from start-up to SME to enterprise.

"Whether you're an SME keeping track of transactional invoices for compliance purposes or an HR function managing employee contracts, the input, tracking and storage of sensitive documents demands a solution rooted in efficiency and resilience," said Bob Cox, Business Development Manager, Spielberg. "With this in mind, we've integrated Epson's technology into our system, allowing our mutual customers to have a slicker experience and seamlessly integrate printed documents into their digital workflows."

www.epson.co.uk www.spielberg.com



Canon printers and consumables are designed for businesses looking for market-leading low running costs and unbeatable energy credentials.





For additional savings we are also offering one years supply of FREE paper worth £49.50 (RRP) when you purchase selected MAXIFY or i-SENSYS printers

MAXIFY *i-sensys* 

Visit canon.co.uk/promotions for more information and T&Cs



# **Back to the future**

Fujitsu has gone back to basics with its new SP Series scanners

When Fujitsu introduces a new scanner it is not just to meet a perceived business need but also to encourage greater uptake of scanning in general. In this context, what are we to make of the new SP Series of 20-30 pages per minute scanners?

On the face of it, the SP Series (SP1120/1125/1130) is something of a throwback. It has a simple, austere design and a clearly defined, limited feature set that has more in common with devices from 10 years ago than today's multipurpose scanners — albeit it with state-of-the-art paper-handling and Fujitsu's PaperStream IP driver.

Klaus Schulz, Manager Product
Marketing EMEA at Fujitsu subsidiary
PFU (EMEA) Ltd, says that unlike the
increasingly versatile ScanSnap and fi-series
scanners, the SP Series has been introduced
to perform one task — and one task
only — the scanning of documents into a
professional digital archive, which remains
most people's starting point for scanning.

"It is built for a specific purpose and should be purchased for a specific purpose, and not for populating multiple repositories or applications," he said.

"What we understand from nonsystematic users of document scanners in business environments is that they have digital archives that they populate with digitally born documents. But they also have analogue archives, and they might be at the point where they understand that it makes sense to convert the analogue archive into a digital state in order to have all information accessible from one single source," he said.

#### Simple by design

Schulz says that in this respect the SP Series bucks the trend of recent years in which each new ScanSnap or fi-series scanner has had greater functionality and arguably more complexity than the one before.

"This approach has worked well in developing and migrating existing users — larger enterprise users, as well as knowledgeable resellers — to the point where they are comfortable and confident that they can actually gain efficiency in their routines and their day-to-day work through document scanning — feeding documents not only into traditional digital archives but also, as part of a routine, into different

repositories and applications," he said.

However, Schulz argues that some users have been left behind by this tendency, particularly in small and medium-sized businesses with 5-50 employees and limited in-house IT expertise or resources.

"The fi-series or ScanSnap IX 500 have become very sophisticated and provide a wealth of capabilities. If we talk about these with someone who has just started to become interested in digitising their paper documents, there is a risk they will be overwhelmed by the diversity of functionality on offer. That's when we came up with the idea of going back to the roots of document scanning, to what we did as an industry 5-10 years back," he said.

"Ten years ago, when we introduced the fi-series, a desktop scanner did nothing more than sheet feed batches of documents and digitise them in order to provide them to some kind of professional document archive facility. Nothing other than that. Period."

With the SP Series, Schulz says Fujitsu is marrying that level of simplicity with advances in hardware and software, notably a professional mechanism for feeding mixed batches including plastic ID cards; OCR software; and Fujitsu's new PaperStream IP driver, which improves scan image quality and productivity through the use of standard or custom scanning profiles.

"We are combining the high quality and reliability of today's desktop document scanners with what we introduced one It is built for a specific purpose and should be purchased for a specific purpose and a half years ago on the software driver side, with PaperStream IP, to provide a very reliable high quality digital image producer for digital archive population," he said.

Fujitsu: SP Series Scanners

#### Upgrade path

PaperStream IP also provides a seamless upgrade path as users become more confident with scanning technology.

"As soon as a business starts systematically scanning and merging analogue and digital archives, they start building experience and over time they realise they could do more of benefit to their business routines/processing routines than simply populating that digital archive," Schulz said.

Because the SP Series has the same PaperStream IP driver capabilities as the fi-series, businesses can easily upgrade to fi-series devices or install a mixture of SP Series and fi scanners. They could even create a scanning profile and export it to an fi scanner so that users don't have to change their scanning habits in any way.

#### Resellers benefit

Schulz adds that the channel, too, can benefit from Fujitsu's back to basics approach.

"A lot of resellers that have not been involved with document scanners and document management to a great extent have a new entry point, an alternative

entry point that allows them

to appeal to customers in a simpler and more basic way," he said. "They could focus on understanding and educating customers on the basic entry points into digital archiving and then grow over time."

The SP Series, suggests
Schulz, could even be bundled
with archiving solutions to help
resellers and ISVs demonstrate the
benefits of a software solution.
"Because a scanner is a human
touch-point, it relieves resellers
from the requirement to explain
virtual routines that are not visible
to their customer," he said.





### LOOKING FOR THE PERFECT TOOL TO **ENSURE YOUR SERVICE CONTRACTS** ARE PROFITABLE?



## END-TO-END MANAGEMENT SOFTWARE FOR SERVICE TECHNOLOGY PROVIDERS

#### ECi e-automate<sup>™</sup> is an **Enterprise Resource Planning (ERP) software solution**

From initial quote to accurate profitability reporting, e-automate helps manage your business-critical processes with greater ease and efficiency, allowing you to focus less on day-to-day tasks and more on growing your business and **succeeding** in today's competitive climate.

> TO LEARN MORE ABOUT HOW E-AUTOMATE **CAN HELP YOUR SERVICE BUSINESS:**

Watch our informative videos here: www2.ECiSolutions.com/cogs-vid or call us to arrange a demo!





+44 (0)333 123 0333 eu-info@ECiSolutions.com officeequipment.eci.eu





# Is there a crisis in productivity?

Official figures from the ONS show that UK labour productivity (measured by output per hour) fell by 0.2% in the fourth quarter of 2014 compared with the previous quarter, and remains slightly lower than in 2007, prior to the global financial crisis.

It's fair to say that the economic downturn has heightened the UK's productivity crisis, something which the LSE's Centre for Economic Performance (CEP) describes as "probably the greatest challenge facing the UK economy".

Last month, the UK's poor productivity was acknowledged by the Bank of England, which cut its forecast for productivity growth this year to 0.25% from 0.75%. Even in 2016, the Bank anticipates productivity growth of only 1.75%, a figure significantly below the 2.75% average for the 10 years preceding the crisis

Here, *PITR* asks a number of industry experts for their thoughts on the productivity crisis and their suggestions for improving efficiency, whether that's through increasing salaries, adopting (or restricting) the use of digital channels for communication, or upping employee engagement strategies.

#### Michael Burke, Managing Director, Purpose Software

"People work for reward, so at a time when this is low, such as a zero salary increase or 1-2% at best, perhaps the reward for working hard is not sufficiently motivating.

"Sometimes fear is a good motivator, but this is not effective when the employment rate and job security are high. As inflation returns and salary increases grow, productivity will return. Whilst a 2% pay rise when inflation is 0% and a 4% pay rise when inflation is 2% give the same net increase, 4% sounds greater and is more motivating."

www.purposesoftware.co.uk

The effort you put in isn't always reflected in actual sales results or output. Steven Steenhaut, Senior Marketing Director EMEA, Nuance Communications

"The drop in the UK's productivity is a concern, and a baffling one at that, given that Britain grew faster than any other G7 country in 2014.

"Reasons often cited for the productivity fall acknowledge that the country has a surplus of workers, and related to that are the issues of zero-hours contracts, low pay and job security. These could be factors that affect staff motivation, which in turn impacts their productivity. Furthermore, when labour is cheap and easy to find, businesses can be reluctant to make a capital cost investment in productivity-enhancing technologies, choosing instead to opt for low-paid and dispensable staff. Arguably, that strategy is detrimental to both short- and long-term productivity.

"Meanwhile, some industries are working harder to achieve the results they used to enjoy in more buoyant economic times. A car dealership is a good example: in a recovering but still sluggish market, its sales team is probably making more calls than ever before, but it's probably not experiencing a relative increase in actual





sales. The effort you put in isn't always reflected in actual sales results or output.

"What makes this productivity conundrum so surprising across all industries and sectors, is that it has happened at a time when there is so much affordable technology available designed to drive efficiency in the workplace.

"Let's take Small to Medium Businesses (SMBs) as an example. A recent report compiled by Marketiers4DC shows that the efficiency of SMBs in the UK is — in part — being hindered by the management and creation of text-based documents, including reports, contracts, funding applications, tender documents and marketing collateral. This really needn't be the case given the considerable progress made in efficiency-driving and proven productivity-boosting solutions including accurate desktop speech recognition technology like Dragon NaturallySpeaking and much more affordable PDF solutions, like Power PDF.

"The report, entitled *Better technology, greater efficiency*, hints at another reason behind the productivity bottleneck: 41% of SMBs stated they don't have the time to consider what potential improvements they could make to their efficiency and are unaware that productivity improvements could be driven by simple IT upgrades.

"However, it also showed that a barrier to them actually achieving greater efficiencies is the rate at which they review

continued...

## **FUJITSU**

#### **Northamber delivers**

# End-user Cashback, with Fujitsu ScanSnaps



#### Fujitsu ScanSnap iX500 / iX500 Deluxe

- For double-sided multi page/size/thickness scanning
- · Scan wirelessly to a PC or Mac or smart device
- Speedy 25 ppm colour scanning ORDER: FUSCO

#### £20 END USER CASHBACK

#### Fujitsu ScanSnap S1300i / S1300 Deluxe

- Scan at 12 ppm / 24 ipm Send to e-mail, print, folder
- Business Card scanning software Top-class OCR engine
- Sync to iPad®/iPhone® and Android™ devices ORDER: FUSCS1300 / D

#### £30 END USER CASHBACK

#### Fujitsu ScanSnap iX100

- · Powered by rechargeable battery
- Scan via Wi-Fi or ScanSnap Connect App
- Scan an A4 page in 5.2 seconds
- · Dual scan, automatic stitching

ORDER: FUSCIX100

For more information call Northamber, the award-winning document management specialists today on **020 8287 3000** 

Celebrating over years

t: 020 8287 3000 w: northamber.com

Northamber is proud to have been supporting resellers & retailers for 35 years

NORTHAMBER

Total Distribution<sup>TM</sup>

©Northamber 2015 E and O.E. 8th June '15

#### ...continued

their software requirements, with a third of SMBs stating they review them only every year, every 18 months or longer. Given the pace at which technology develops, some SMBs are missing out on the opportunity to be not just more productive, but more competitive and — ultimately — successful. It seems odd, then, that even though the world is increasingly conducting business digitally, many organisations are still tied to time-consuming and outmoded processes for creating and managing essential paper-based documents.

"There is no short answer to the UK's productivity paradox, as it has its roots in politics, local and global economics and plain old bad practice. But as a starting point for getting back on track, developing truly innovative products, processes and solutions, while investing in people to give them the skills and tools they need and the wages they deserve, could be some of the measures needed to revive productivity in the UK."

www.nuance.co.uk

John Glover, Sales & Marketing Director of cloud collaboration software provider Kahootz.com

"Although the precise reasons for Britain's modest productivity are hotly debated, we believe insufficient attention is being paid to the fact that productivity suffers when people can't work together and communicate effectively. While workplace technology has done a lot to enhance individual productivity, there is still huge scope for improving or extending how we work in teams. This applies as much to small project groups as it does to large organisations that operate an 'extended enterprise', where many core activities are outsourced altogether or co-developed with different partner organisations and suppliers.

"In our work with large UK organisations that have invested in new technologies, we see that many team hours are still wasted wading through long and complex email chains, retrieving the most recent version of an important file or travelling to meetings where vital knowledge is shared but not recorded or acted upon. How often do these siloed working practices and a lack of visibility into how other departments are working stifle productivity and the potential for innovation?

"Increasingly, we're seeing cloudenabled tools have a transformative effect on productivity because they remove technical, structural and mental barriers to collaboration. Working in the cloud, there is a major opportunity for organisations in every industry to build an 'agile working' culture that is inherently more productive.

"Interestingly, we are seeing an upturn

in clients' capabilities with project teams now using highly scalable cloud-based tools to meet customer or development needs that would previously have been beyond them, largely because of those siloed working practices and logistical constraints. The current productivity debate may in time need to be extended to consider UK firms rethinking their capabilities as much as boosting existing productivity levels.

"Today's businesses need IT solutions that are quick to deploy and immediately responsive when circumstances change. I believe collaboration tools that enable organisations and project teams to personalise their workspaces will lead to more agile working practices and thereby play a key role in boosting productivity in the UK."

www.Kahootz.com



## Workplace distractions cost money

New research reveals that businesses are losing £250 million a year due to distractions such as heavy email traffic, loud talkers and office gossips.

The Ahead of the Curve Report, commissioned by Samsung and conducted in partnership with the University of Leeds, found workers are unproductive for 70 days of the year, with respondents admitting they only feel like they've actually achieved something on an average of 3.6 days a week.

Almost a quarter (22%) claim they interrupt their workflow every 22 minutes to check email and over a third (38%) admit they check their messages at least every 15 minutes.

According to the survey, the top seven office distractions are:

- 1 Loud talkers 57%
- 2 Ringing phones 39%
- 3 Unnecessary meetings 26%
- 4 A never-ending flow of email 22%
- Making tea 18%
- 6 Office gossips 16%
- ✓ People typing loudly 12%

Graham Long, Vice President of Samsung's Enterprise Business Team, said: "£250 million is a big loss to the UK economy so it's important that businesses recognise that having the right mix of technology in the workplace and fully enabling mobile working can positively impact employee productivity and engagement."



#### Alpesh Unalkat, Managing Director, Capita Document and Information Services managed print business

"We are living through a time of unprecedented change in the world of communications and if you're being thrown information from all angles, there needs to be a logical and methodical way of handling and processing it.

"Every day we receive and digest more information than we did the day before. It can feel like we are bombarded with facts and figures, snowed under with email and squeezed for time, as more and more companies and people vie for our attention.

"Trying to do it all and complete all our tasks can feel overwhelming at times, but is it fair to say we are facing a crisis in productivity?

"Office user productivity is being impacted by multiple sources of info flying around in the workplace. Before the advent of the internet and highly sophisticated machinery, office work and documents were limited to paper, but now it's about media in all its different quises.

"Often, there is still a 'disconnect' between solutions for print, online and digital documentation. Not all businesses work with this full package and, when that happens, productivity can be compromised. For example, file sharing and cloud-based systems such as SharePoint work brilliantly when the entire workforce is joined up and aligned to the same computer system. However, if only half the workforce is using it, it means that the other 50% are doing something different when it comes to sharing documents and info. That can only mean a duplication of effort, the potential to miss out on vital information and for the gap between one part of the organisation and another to widen. And, of course, it allows scope for inefficiencies and waste.

"Let's take another example: an

continued...

FIELD SALES

PRE-SALES SOLUTIONS

POST-SALES SOLUTIONS

TECHNICAL SPECIALISTS

SALES MANAGERS

SERVICE MANAGERS

100

SERVICE SUPERVISORS

> SERVICE SUPPORT

SALES SUPPORT

concept

Concept Resourcing are the UK's leading supplier of service, sales and solutions professionals to the MPS and Document Management industry



It's clear Concept are passionate about providing the highest possible standard of service and it is a pleasure doing business with them.

MD - Leading Xerox Reseller

"

97%

of our candidates passed probation last year Over **1800** 

photocopier engineers registered on our database free photocopier engineer employment and salary survey



For your free copy of our photocopier engineer survey and salary survey, please email: tom.mills@conceptresourcing.com or contact us on 0844 800 6600

concept

the recruitment specialists

#### ...continued

insurance claims handler is working with a paper policy document, of which there is only one copy. If it is not in a digital format, then only one person can work with the document at a time, and this means time is wasted.

"These slow, disjointed and duplicated ways of working just aren't conducive to a productive environment.

To make sure this doesn't happen, all areas of communication need to be linked together into one overarching, connected solution. Get the right fit for your company and productivity goes up.

"As the print and online worlds grow ever closer, it would be remiss of businesses both small and large to ignore what is obvious, that aligning paper and digital communications is the best way to increase productivity and get ready for the future, whatever that may bring.

"So, if there is a crisis in productivity, I haven't seen it. There are challenges, yes; ways to be better prepared and equipped, of course; but I don't think we should be panicking yet."

www.capita-dis.co.uk

#### **Donald McLaughlin,** Director, Scotland & Ireland, Cisco Systems

"I recently sat on a panel discussion on the second day of UCEXPO and one thing really stuck with me – how technology is actually driving a need for cultural change within businesses.

"The way we consume technology in our personal lives has changed massively in the past few years and we are now seeing that in the world of enterprise as well.

"On top of this, for organisations and governments to realise their full productivity potential they must accept that it is going to be harder and harder to get any more out of individuals. Instead, the next wave of improvements will come by fostering teamwork and collaboration.

"In my view, it is CIOs who must lead this charge and I believe they will have to really take ownership and drive the conversation.

"We must remember advancements in technology have led to their roles changing. It's all about how people use the tech, and what they get out of it. It puts the CIO at the heart of that process, and I'm confident they will be stepping up to the challenge. I also believe we will see a much bigger focus on user adoption from a business side.

"The upside of this is users are becoming more familiar with the technology in their hands, as a result of what they experience at home. This should free up more time for CIOs to focus on

continued...

#### Is email slowing us down?

With email cited as the fourth biggest distraction in the office, *PITR* asked a selection of resellers if they have introduced any policies to better manage this vital yet time-consuming, productivity-sapping form of communication.



"In a small, focused organisation such as DSales UK we have naturally high productivity levels from all our motivated staff. Electronic communication including email has boosted productivity. In fact, online ordering has streamlined a crucial part of our business to our benefit and that of our channel partners."

Jonathan Whitworth, Managing Director, DSales UK www.dsales.co.uk



"I definitely think email slows us down. People are sometimes more comfortable to sit behind the shield of Outlook than to pick up the phone, which would undoubtedly be quicker. I am not sure there are any policies that could help with this, as ultimately you could be receiving an email enquiry from a prospective customer, an order, or an enquiry from an existing supplier or customer.

"All require the same level of attention, so it is a tricky subject to solve. We have tried answering emails received pre-12 noon in the afternoon, so we are more productive in the mornings and are able to get tasks done. However, it didn't work as well as hoped, so we have now come to a situation where emails are responded to as quickly as possible!"

Sam Elphick, Sales Manager, Lex Business Equipment www.lexbusiness.co.uk "We have one rule: 'Unsubscribe!'. We reviewed email traffic recently and noted the huge amount of unwanted and spam email. Although a quick press of the delete button cures the problem short-term, the only way to resolve the issue is to unsubscribe from these emails.

"These unwanted emails cloud the real picture. They can result in the deletion of genuine emails that sit in the middle of spam, and unwanted email sometimes get missed. The other way of resolving

the problem is to add the sender to 'junk' ensuring that you don't get to see them. As with all procedures, it is important that you keep up with the process to avoid it taking over!"







"Mountains of emails appear inevitable, but we do try to make sure that our internal communication is as efficient as possible. The question we ask ourselves is, 'Would a telephone call not be quicker?'.

"If email is the best option, we use prefixes in the email subject line, such as 'information', 'recreational' and 'action', so the recipient knows what is expected of them. Ensuring the task owner is unambiguous and clear on how and when feedback or action is required saves a lot of confusion. These rules help to reduce the volume of email and the dreaded 'email tennis' and allow our staff skilfully to navigate their email and get on with their day."

Michael Alsancak, Marketing Assistant, Arena Group www.arenagroup.net



# When it comes to choosing the right supplier, DEVELOP ticks all the boxes.

- award-winning unified machine range
- ✓ huge stock holding & next-day delivery\*
- ✓ direct spare parts next day!
  ˆ
- unique software solutions
- regional training centres
- dealer marketing support
- dedicated technical team



With full UK coverage and next day delivery of machines, consumables and spare parts direct from the warehouse to your door, partnering with Develop will help you provide the quality service your customers need.

DSales offer dedicated technical support and free of charge training courses keeping you up to date with the extensive range of devices. Our in-house marketing support can help you create dual-branded promotional campaigns.

Now is the time to partner with a growing brand to take your business to the next level.



#### ...continued

owning this cultural change within their organisation.

"By its very definition, collaboration is anything that allows people to communicate and work better together. Collaboration needs to be about making technology accessible to everyone but typically at the moment, collaboration is not available for everyone in an organisation, so this will be a key driver of enhancing teamwork.

"There is not a lot more that individuals can give, so it's vital that we do everything to make teamwork much more natural. For me, I believe it's all about creating applications that make everything else work better."

#### www.cisco.com

**Veerle De Clerck, Steelcase** *Brand Communication Manager UK* "One of the major business issues that troubles managers all around the globe is loss of productivity. It's the level of engagement that determines if people are productive, or less productive or even plain contra-productive. As you can see in the infographic (inset), all around the globe employee engagement is low.

"Businesses count on their workforce to be creative, communicative, collaborative, to produce great output and generate innovation. Compared to 20 years ago, more people are needed to deliver output, not the processing of input. That has been taken over by computers. The output has become more complex, too, in a globalised world.

"But when you look at offices, they have not changed. Many office floor plans

still look the same, even in new buildings, driven by cost effectiveness. Space matters. It is for sure not the only factor influencing engagement and productivity, but it is a first step.

"Leading organisations capitalise on that. They make sure they create the right kind of work environments for their people. First rule, create diversity so people can choose where and how they work, depending on the task at hand or the work modus (individual work, team work, learning, socialising, rejuvenation).

"Essentially, the office needs to become an ecosystem of interconnected and interdependent spaces that support the physical, cognitive and emotional wellbeing of people, and that's how place can help to improve engagement and organisational performance."

www.steelcase.com

#### Martyn Anwyl, Head of Operations, Corporate Solutions, Buck Consultants at Xerox

"More and more employers are looking to increase employee engagement in order to improve productivity and maximise the return on human capital investment.

"The benefits of a more engaged workforce are clear. A study from Engage for Success states that organisations in the top quartile of employee engagement scores report twice the profit of those in the lowest quartile. Limeade conducted a study last year that showed the biggest factor driving employee engagement was the ability to manage stress. No wonder, then, that in Buck Consultants' recent *Global Wellness Survey*, the number one

Martyn Anwyl, Head of Operations, Corporate Solutions, Buck Consultants at Xerox

factor driving wellness strategies is stress.

"How organisations tackle stress as part of their wellness programmes can manifest itself in several ways. Most will think of wellness programmes as including some sort of physical activity that will help with stress, but there also needs to be a focus on the mental resilience side. In addition, organisations need to implement policies that help with the ability to manage stress, such as flexible working.

"Encompassing all of this should be the support of leadership. Business leaders who demonstrate a sincere interest in the health and wellbeing of their employees are also the most effective at engaging their employees.

"Communication is also key to engagement. In the future, using technology to communicate and engage with employees of all types and ages will be essential. Social media, the use of personalised information as well as easing access to data will all assist communication. Single portals that house all data for an employee in terms of total rewards and the support and services provided by the company are available now and help enable companies to increase engagement."

#### www.xerox.co.uk/Human-Resources



Boosting Employee Engagement: Place Matters

An operation frough a fact of engagement and hope the form of the following place in the original or and following the following place in the following place in

In the future.

technology to

communicate

employees of

all types and

and engage

using

with

ages

will be

essential.

A Steelcase-commissioned survey of 10,500 workers conducted by global research firm IPSOS shows a strong correlation between employee satisfaction with their work environment and their level of engagement. Those most engaged were also the most satisfied with their work environment.

# The Box since

# Think Own Brand Toner

Your brand is the way your customer perceives you. You only ever want it to be associated with quality, whether that's a product or a service.

Your brand makes you stand out from the crowd.

Imagine a range of remanufactured toner cartridges with your brand name on it.

Think Outside The Box, Think Own Brand Toner

- Three Year Warranty on every product
- Over 250 products in the range
- Always available from stock
- Free label artwork to your specifications
- Ready in four weeks
- Free technical support

To find out more contact your Beta Account Manager today or Paul Smith at paul@betadistribution.com



# A business built on

service

Sustained growth for Bolton-based Copy Print Services has enabled the firm to purchase new premises

The company was established in 2006 and, according to Managing Director John Hynes, the objective from the start was to create a business founded on service.

Hynes has a long history in the industry. He joined a YTS programme as a 16 year-old and started out fixing typewriters. Over the years he moved up the ranks and was appointed Operations Director at Print Technology Group in 1999.

Fifteen years ago he decided the time was right to take a leap of faith and set up a new business in partnership with an ex-colleague. The company went from strength to strength but some six years later Hynes realised he wanted to take a different path and to build a business founded on service, one where the customer was front and centre.

This marked the beginning of Copy Print Services, which is today an Olivetti Platinum dealership and an official Olivetti Best For Color dealer. "We offer a mix of OEM brands including Xerox and Samsung," said Hynes. "You have to have a range to cater for all customers' requirements, but 90% of our business goes through Olivetti, as their offer ticks almost every box."

#### **Business expansion**

At the end of last year, Copy Print Services purchased a 5,500 sq. ft. building, which they completely renovated and refurbished, creating larger office space, a customer showroom, a workshop and increased warehouse capacity. "It was a long

Evolving into IT was a natural progression; you have to get involved to stay ahead and move the business forward.



process, but we've just moved in and it's much better," said Hynes. "We had quite simply run out of space and made the decision to buy new premises as opposed to lease — it's been our goal for some time. It's very much an investment for the future and we've worked hard to secure the funds needed to move forward."

The additional warehousing capacity will be a real bonus as the firm carries lots of stock. "Many local dealers come to us for spares and consumables and each engineer's van is kitted out with a full set of spares as we really want to maintain our strong track record of first-time-fix," said Hynes.

In addition to supplying and maintaining print and copy equipment to businesses locally, Copy Print Services has expanded to deliver IT infrastructure and document management solutions. "Over the years, I've always embraced new technologies and kept abreast of change," explained Hynes. "Evolving into IT was a natural progression; you have to get involved to stay ahead and move the business forward. We actively support customers to integrate workflows into print. We evaluate how they work and recommend ways in which we can make their processes become more efficient."



Hynes is supported in the day-to-day running of the business by his wife Paula, who came on board in 2011. She plays an integral role in ensuing customer service is superb and also delivers end-user training on the solutions Copy Print Services provides.

The firm's customer base is largely local, in and around Bolton, Manchester and the North West, but there are a number of clients with head offices in the North West

who have satellite offices in other parts of the country. "As an Olivetti dealer we're able to support these customers, as we can tap into the nationwide dealer network to support us in servicing and maintaining fleets outside our local area. The beauty of this is that we know the standards set are in line with ours and that provides us with an extra layer of assurance. It gives us peace of mind," explained Hynes.

Today, Copy Print Services has a headcount of 15, which includes specialist staff who manage the firm's dedicated helpline and field service calls. "50% of our service calls are IT-related," said Hynes. "We work really hard to resolve customers' issues as quickly as possible which is why we set up the helpline. On average we clear between 10 and 15 calls each day, without having to send someone onsite. It's really efficient and significantly contributes to our client satisfaction levels, which is really important to us."

Turnover today is around £2m, and Hynes hopes to double that in the next three to four years. "We're geared for slow, steady growth. The plan is to keep doing what we do well; we really look after our customers and growth has and will continue to come from repeat business and referrals. Our customer retention levels are really high — those that leave us either go bust or retire!," he said.

"Our industry has been tarnished slightly by a number of shady dealers and we work really hard to stand out from the crowd by running a reputable business that places the customer front and centre. That's paid dividends over the years and long may it continue," added Hynes.

www.copyprints ervices.co.uk



#### **Panasonic**

MULTI-DOCUMENT, HIGH SPEED, COLOUR SCANNING



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

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

Get high-speed, high-performance results today.

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

 $\label{eq:Available from:} A vailable \ from:$ 





Panasonic System Communications Company Europe, Panasonic House, Willoughby Road, Bracknell, Berkshire RG12 8FP

## 60 seconds with...

#### Jonathan Whitworth, Managing Director, DSales UK



#### What's having the greatest impact on your business at the moment?

Uncertainty over exchange rates and the European economy. Issues like the General Election and the European Referendum affect confidence and the exchange rate. Now the economy is near to full recovery, we need stability and steady growth.

#### Where do you see the next big opportunity?

Software solutions for workflow and document management are a terrific opportunity for our dealers to add value to sales through expertise and consultancy. Fortunately, Develop has some excellent solutions specifically designed for the SME sector so they are simple to implement and use, while also being very cost effective.

#### What would make your day job easier?

Being able to clone myself so I can be in two places at once! Seriously, I have a very good team that makes my working life as smooth as possible. But if you are successful, there are never enough hours in the day to do everything and maintain a good work-life balance.

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

Very early in my career someone confided "It's not sold until it's paid for". It's a statement I have always remembered.

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

No. If I had written a script I could not have done it any better. The opportunity for the UK distributorship of Develop MFDs came along at exactly the right time in my life, when I had sufficient business experience and contacts to make a success of the venture.

#### Describe your most embarrassing moment.

In the early days of laser fax devices I was demonstrating a machine in a very expensive new showroom and showing off how easy the toners were to change. Cue explosion of toner all over the showroom, myself and the customer. Needless to say I found the toner vac very quickly!

#### What was your first job?

Paperboy delivering the Pink Final on Saturday evenings as a 12 year-old.

#### What would be your dream job?

It might sound cheesy but I already have it!

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

I don't think there is a 'perfect' car but I would love to drive a Lamborghini over the Stelvio Pass in the Alps.



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

At home always curry and a pint, but I do enjoy dining at a great restaurant with customers in London.

#### Favourite holiday destination.

There's nowhere more relaxing than the Lake District.

#### How do you like to spend your spare time?

Life is busy, but my spare time is spent with my family.





#### Top Distributors & Manufacturers



#### and Key Diary Dates

#### 020 7531 2828 www.betadistribution.com

Beta Distribution is one the UK's fastest growing 'trade only' IT Distributors with a portfolio of over 8,000 products. Including Consumables, Audio Visual, Data Storage, Hardware, Photo and Office Products. Knowledgeable Account Managers, consistently competitive pricing and high services levels make Beta the supplier of choice for over 2,000 Resellers monthly.



#### 0844 980 8000 www.voweurope.com

VOW is the UK and Ireland's leading wholesaler of business products, distributing over 24,000 products from its three automated distribution centres in England and Ireland to over 4,000 resellers and customers.





#### 01379 649200 www.midwich.com

Midwich is the leading trade-only distributor in the UK and Ireland and can provide all your document solution needs. Covering print and consumables, document scanners, software, service and also 3D Printing, our dedicated sales specialist team are here to support you throughout the entire sales process. Turn our expertise and knowledge into your business advantage.

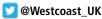




#### 0871 973 3000 www.ingrammicro.co.uk

Ingram Micro is the world's largest technology distributor and the number one distributor for print in the UK, offering and supporting the broadest portfolio of hardware, supplies and print solutions.





#### 0118 912 6000 www.westcoast.co.uk

Westcoast Ltd established for over 25 years distributes leading IT brands to a broad range of Resellers, Retailers and Office Product Dealers in the UK.





#### 020 8296 7066 www.northamber.com

Northamber is the longest established trade-only distributor of IT equipment in the UK. Since 1980, Northamber has been your partner in IT distribution. Today we are widely recognised as the largest UK owned trade-only distributor in our industry.





#### 01256 788 000 www.techdata.co.uk

Tech Data is one of the leading distributors of IT, communications, consumer electronics products and services in the UK. We offer our customers specialist support in key areas of the market, underpinned by exceptional product choice.

#### September 2015

17 Sept

Bishopsgate, London Managed Services & **Hosting Summit** 

www.mshsummit.com

29 Sept – 2 Oct Brussels Expo



LABELEXPO

**Labelexpo Europe** www.labelexpo-europe.com

#### October 2015

13 – 14 Oct Olympia, London office\* www.officeshow. co uk







#### 0844 980 0377 www.dsales.eu

DSales (UK) Ltd is the exclusive UK distributor for the DEVELOP range of digital multifunctional devices, supplying through a national network of independent office equipment dealers. Based in West Yorkshire, DSales are entirely independent and have grown rapidly to become the largest DEVELOP distributorship in the world.

exertis MICRO-P



#### N: (01282) 776776 S: (01256) 707070 www.exertismicro-p.co.uk

Welcome to Exertis Micro-P a true value-added IT Distributor dedicated to helping you grow your business.





#### www.canon.co.uk/imageFORMULA

For over 70 years Canon has been pioneering leadingedge imaging technologies - from image capture, manipulation, processing to print output, management, and sharing. Canon has a rich history in imaging innovation, constantly driving new developments that keep our industry moving. Canon's imageFORMULA Document Scanners integrate world class imaging technology with reliable paper handling, and high speed performance delivering lasting business value.





#### 01933 420556 www.olivettiuk.com

Olivetti, established in 1908, is widely acknowledged as Europe's leading office products manufacturer.

Olivetti's extensive product portfolio provides its dealer network with a full complement of innovative solutions includes award-winning business colour and mono MFPs, desktop printers, and solutions for print and document management.

#### **TOSHIBA**

Leading Innovation >>>

#### 01932 580100 www.toshibatec.co.uk

Toshiba TEC UK Imaging Systems Ltd is a leading supplier of information technology and office equipment products ranging from printers and multifunctional systems to fax machines and digital document management products.



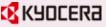


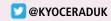
Oki manufactures innovative digital LED printers and multifunctional devices and provides smart managed document services to the channel.

#### RICOH

#### www.ricoh.co.uk

In a nutshell, we are a total document and IT solutions provider. We offer a range of services tailored to your specific needs, from streamlining costs, to enhancing business processes and increasing staff productivity.





Document Solutions

#### www.kyoceradocumentsolutions.co.uk

One of the world's leading document output management companies, KYOCERA Document Solutions manufactures and markets monochrome and colour network printers, multifunctional products (MFPs) and a portfolio of software solutions.





Brother's focus is on providing you with devices whose quality is unmatched by any other manufacturer. From our lasers and inkjets, to our A3, label and mobile devices, all our printers are built with both the customer and the environment in mind.





Powered by PaperCut

#### www.printandcopycontrol.com

ITS is Europe's largest PaperCut Authorised Solution Centre with over 20 years experience providing print and copy control solutions. We are vendor neutral, offer the widest range of embedded solutions and related hardware and fully support our partners regardless of the makes and models of printers and multi-function devices they supply.

#### SHARP

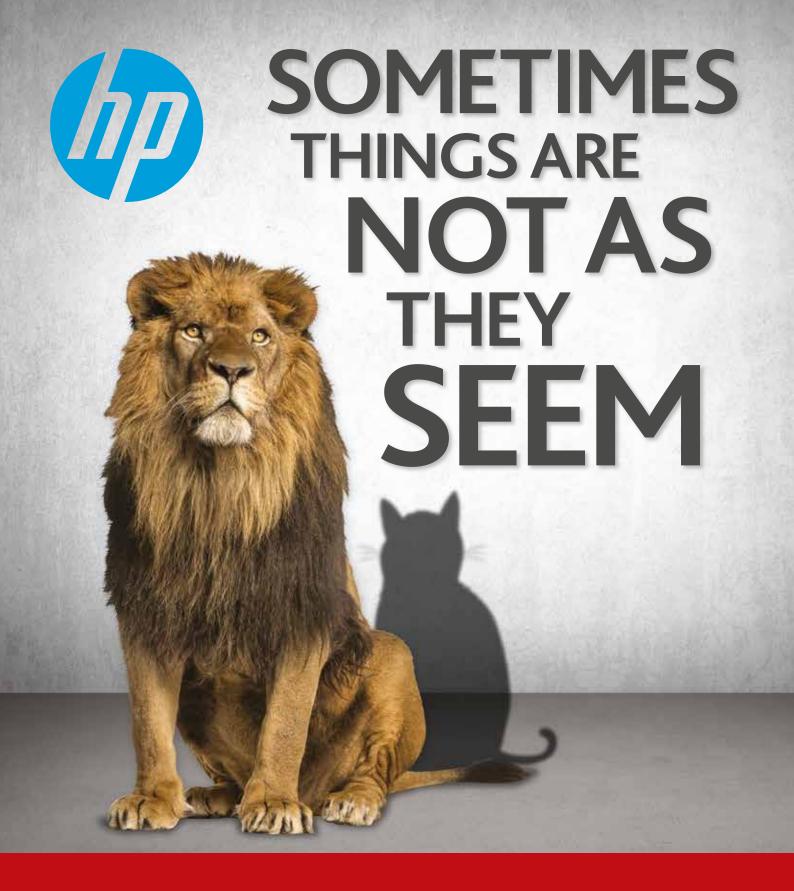
#### www.sharp.co.uk

Sharp make business equipment that is market leading and award winning this is why we keep innovating, to provide efficient reliable and cost effective solutions for our customers ever changing business needs.

#### **LEXMARK**

#### www.lexmark.com

With our extensive understanding of technology and unique, industry-specific knowledge gained from developing custom output solutions for thousands of organisations, Lexmark has the expertise to help you uncover hidden opportunities in your output environment and implement strategies and processes to streamline the flow of information in your business



Cartridges that look like HP are being illegally sold as HP cartridges creating problems for your printing needs, with VOW and HP you have peace of mind that every ink and toner you purchase is Original HP.

**Buy HP, Think VOW** 



