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ECM

New content management reports highlight an industry in transition

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THE CLOUD

The business benefits of cloud printing explained

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INTERVIEW

Sixty seconds with Phil Jones, managing director of Brother UK

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MAY 2015



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On June 24 the AIIM Forum UK returns to Earls Court, London. At a time of change in the electronic content management industry, it is an unmissable opportunity to get up to speed with recent developments. For resellers, ECM is a logical addition to a print and imaging offering. Organisations have had years to implement ECM systems, but many still persist with paper-based, manual processes. Digitisation is often exist alongside streamlined, digital workflows. AIIM's latest survey of members shows that one fifth of organisations have five or more electronic content/document management systems and more than half have three or more. The lesson for resellers is that even in organisations that already have ECM systems there are opportunities to win business or, for incumbents, to extend the scope of an existing project.

AIIM characterises ECM as an industry in transition. In an age of cloud, mobility and digitisation, what industry isn't? Certainly not the printer industry, which has been encouraged to reinvent itself from the moment the first digital copier was unveiled. For resellers, constant change is the status quo, and it is encouraging to read in this month's Vox Pop how so many are embracing the opportunities that it brings without compromising their traditional appeal. It is easy to overlook the fact that customers, too, face big changes and are prone to panic buys and bad decisions, as the fragmented nature of ECM deployments attest. With a mix of digital hardware and scalable solutions, resellers can help organisations cope with the changes they face and provide a reassuring presence as customers transform their own businesses.

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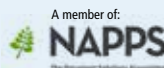
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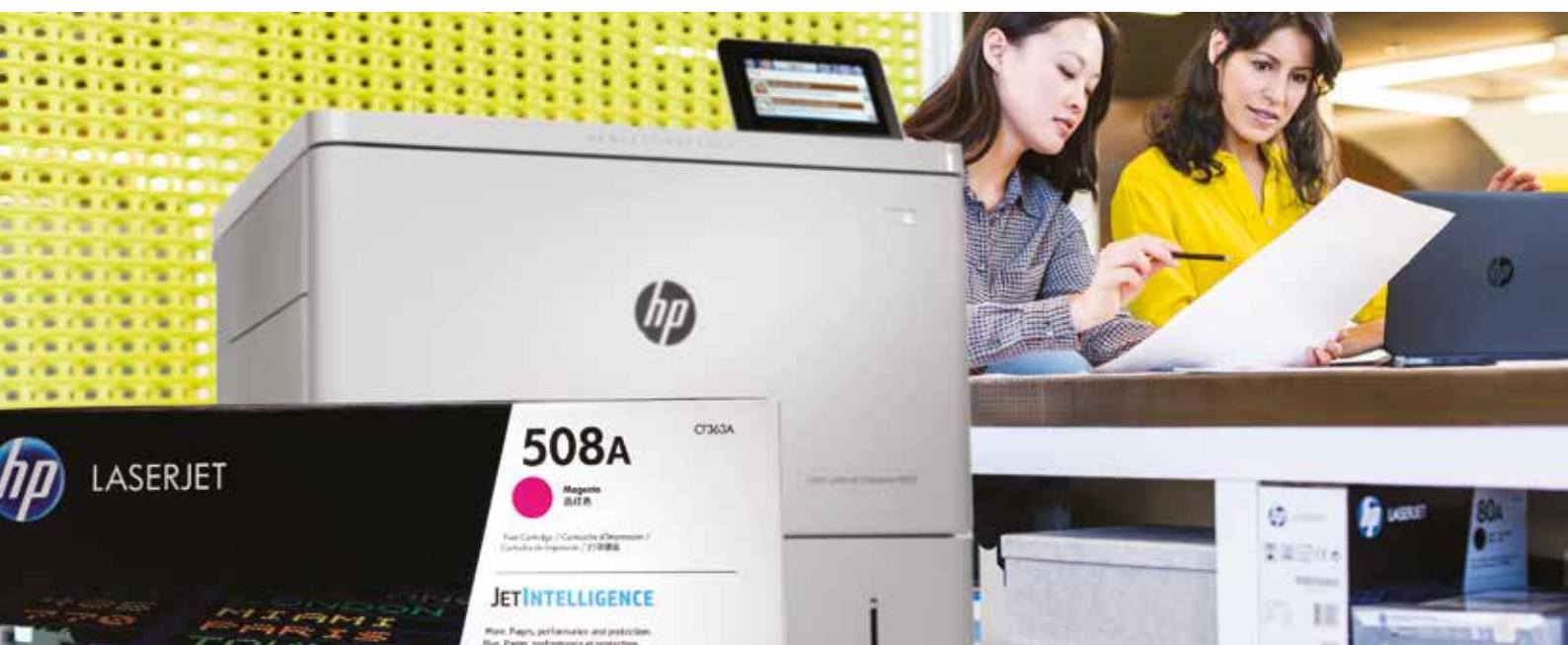
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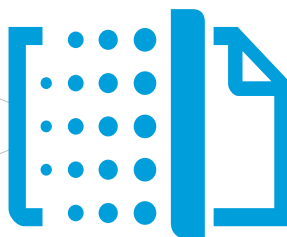
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E&OE

BULLETIN

VOW Ireland increases sales by a fifth in two years

VOW Ireland has defied the challenging Irish economy with a 19% increase in sales in the two years to the end of 2014.

Rising sales reflect the efforts VOW Ireland has made to satisfy the specific needs of the Irish market. It has increased pallet capacity in its Dublin warehousing facility and is working closely with suppliers to increase the amount of stock shipped directly to Ireland rather than through its UK network.

According to the company, these measures have resulted in a significant number of new customers choosing VOW Ireland as their primary wholesale partner.

For 2015, VOW Ireland aims to build on 97% fill rates, reliable service and high customer satisfaction levels by shortening its stocked range to 13,000 of its most in-demand SKUs.

www.voweurope.com



Success in the North

Midwich is celebrating a third successful staging of Technology Showcase North, the North of England's premier exhibition of audio, print, 3D print, video-conferencing, broadcast and networking solutions. The event, held at Leeds Royal Armouries for the first time, included live workshop sessions on 4K, signal distribution, laser projection and collaborative meeting spaces. www.midwich.com.

Support for education resellers

As part of its support programme for resellers active in the education market, Tech Data, in conjunction with Microsoft, has produced an E-guide showing how partners can make use of IT to create an immersive learning experience.

The booklet highlights the different ways in which students and teachers can benefit from Microsoft technology and includes information on special offers and support available to resellers.

On Wednesday June 17, Tech Data will be taking over Microsoft's Showcase Classroom to demonstrate how Microsoft technology can improve collaboration, communication, critical thinking and creativity.

Resellers interested in attending should email Jade.Davies@techdata.co.uk.

The E-guide can be downloaded from www.techdata.co.uk/publicsector/microsoft-reseller-guide.



Midshire launches first video case study

Midshire is bringing out a series of video case studies highlighting the wide range of customers and environments that rely on its managed print services.

The first, featuring the St Cyres School in Wales, was shot on-site on a normal school day and explains how the school's 200 staff and 1,100 students are benefiting from a combination of Lexmark printers and PaperCut print management software. www.midshire.co.uk

CentriLogic accredited to provide G-Cloud 6 Services

CentriLogic, a global provider of managed hosting, cloud computing, co-location and advanced IT outsourcing solutions, has received accreditation to provide cloud-based services to the UK public sector under the G-Cloud 6 Framework.

The G-Cloud Framework identifies cloud-based IT services suitable for public sector agencies and organisations and provides a more competitive and cost-efficient method of procurement.

www.centrillogic.com/g-cloud-services

Kriss Akabusi guest speaker

Synaxon has announced that GB Olympic Gold Medallist Kriss Akabusi MBE will be the special guest speaker at this year's National Conference, which takes place at Staverton Park, Daventry on June 18-19. www.synaxon.co.uk

Balreed hands over the cheque

Balreed has presented Proskills PrintIT! with a cheque for £1,000 to help fund its mission to educate students about the print and paper industries. Since 2005, PrintIT! has engaged with 2,000 schools and 140,000 pupils.

The money was raised through a 'Pace or Pay Challenge' held at Balreed's Maidstone head office on March 6 when staff were able to bid for colleagues to run up to three miles on a treadmill. In total, 44 members of staff ran, walked and danced 84 miles on two treadmills.

Balreed is one of 10 companies taking part in PassIT!, which aims to raise money for PrintIT! initiatives in the run-up to Duplo's London Calling event in October.



Rugby legend at Expo 2015

Martin Corry MBE joined delegates at Integra buying group's one-day Expo at the Leicester Tigers Stadium on April 23. The rugby legend regaled the audience with tales of his impressive career, engaged in an interactive Q&A session and signed autographs.

A prize draw to win a Rugby World Cup 2015 weekend break for two was won by Gary Kettley of SOS. He received two tickets for two Quarter-Final matches, plus overnight accommodation, £40 of WRC merchandise and an official Rugby World Cup 2015 jersey.

Integra's National Conference will be held at the Hinckley Island Hotel in Leicestershire on November 20. www.integra-events.co.uk



Printerland improves its aim

Printerland, the UK's largest re-seller of printers, ink cartridges and toners, has spent a six-figure sum on a Microsoft Dynamics CRM (Customer Relationship Management) system to maximise sales opportunities from its customer database.

New marketing manager Khalil Hussain, who has over 12 years' experience in Printerland's marketing department, will oversee the integration and running of the new system.

He said: "The adoption of this new CRM system will allow us to interact with our customer base in a more targeted and efficient manner and be able to predict in advance when customers require more supplies."

Capita wins place on public sector framework

Capita Document & Information Services has been awarded a place on the Crown Commercial Service postal goods and services framework (RM1063).

The framework is divided into seven 'lots', covering the collection and delivery of physical mail; hybrid mail solutions (on and off-site); international mail services; franking machines and mail room equipment; inbound mail solutions incorporating a wide range of e-capability solutions; and digital mail, including scanning and archiving.

David Lockie, Capita Document & Information Services' Divisional Director, said: "Becoming a supplier on this framework is excellent news for Capita and is testament to our experience and expertise. We print, distribute and collect large amounts of communications including sensitive data in a number of different ways and give clients real value for money."

Much of the work contracted via the framework will be fulfilled at Capita's purpose-built £17 million, 90,000 sq ft 'white paper factory' in Mansfield, where one piece of personalised mail can take less than 30 seconds to be printed, placed in an envelope and sorted ready for distribution.

www.capita-dis.co.uk

Premium programme for big spenders

Onlineprinters, a provider of online print services to resellers, copy shops and end users, has launched a premium programme for customers who spend at least €10,000.

The programme offers dedicated account managers, attractive discounts, special offers, the ability to upload orders via an XML interface set up for the purpose, free samples of paper and print substrates and customised order processing agreements. Print jobs are often completed in less than 24 hours and can be delivered to an alternative address in plain packaging.

www.onlineprinters.co.uk



UTAX exhibits at London Charity Conference

Last month, Charity Finance Group (CFG) corporate member UTAX (UK) attended the CFG Annual Conference, which brings together over 500 finance professionals working in the charity sector.

The event provided a platform for the company to introduce its print solutions to the Group's members. Head of Professional Services Mike Barnard and his team demonstrated how the charity sector can reduce print costs, enhance data security and improve environmental good practice.

As part of its Approved Partner support programme, UTAX plans to co-exhibit with partners at a number of CFG's regional conferences later in the year. www.utaxuk.co.uk

Synaxon partners with Webroot

Synaxon, the group for IT resellers and office products dealers, has formed a partnership with Webroot, a provider of endpoint security solutions for managed services providers.

The agreement will see Synaxon market and promote the Webroot SecureAnywhere solution to its extensive base of MSPs and resellers in the UK. SecureAnywhere provides real-time antivirus and malware protection and enables simple and highly efficient remote management of multiple endpoints. www.synaxon.co.uk

Gold for ZenOffice

Following sales growth of more than 20% in 2014, ZenOffice Managed Print Services has become one of just a handful of Xerox partners in the UK to achieve Xerox Gold Concessionaire status.

Commenting on the achievement, Xerox Channel Business Manager Tracy Rabone said: "ZenOffice MPS has gained this prominent award within just four years of becoming a Xerox Authorised Concessionaire, which is a real accomplishment." www.zenoffice.com

Develop devices now support AirPrint

DSales (UK) Ltd, UK distributor of the Develop range of MFPs, has announced that many ineo devices now support AirPrint, Apple's native printing app. Jonathan Whitworth, DSales Managing Director, said: "Support for AirPrint is another example of Develop offering the latest cutting-edge print solutions for our customers."

www.dsales.co.uk



Seven app

Foxway, the first authorised developer of personalised apps for Xerox ConnectKey MFPs, has launched an 'on-device' app store with seven free and paid-for apps. The apps can be used to create short-cuts, integrate an MFP with the cloud, connect to a service-desk, order supplies and automatically send a service request. They can be downloaded from

<https://apstore.foxway.com/>.



Embedded application for KYOCERA MFPs

Print Audit Embedded for Kyocera version 1.1.0 has been validated as compatible with both large panel and small panel Kyocera HyPAS MFPs. The embedded version of the print management solution is a complete document tracking, charge-back, secure release and pull printing solution that eliminates the need for external hardware.

www.printaudit.com/print-audit-embedded-for-kyocera.asp

Five colour printing for Manchester firm

Family-run print business Olympic Press has become one of the first companies in the UK to take delivery of a Ricoh Pro C7100 five-colour digital production printer.

Supplied by Ricoh Prestige Partner Midshire Business Systems, the new machine is set to transform Olympic's digital operation by increasing output capacity and adding the ability to print a fifth colour (clear or white ink).

Olympic Press owner Jim Gray said: "We investigated the latest technologies on the market and nothing came close to providing the capabilities and quality that the Ricoh machine could deliver. We have been working with Midshire for a number of years and it made sense to work with a well-established company we trust when making such a substantial investment in our plant equipment."

www.midshire.co.uk

A day to remember

Toshiba TEC employees recently spent a day with residents of Bluegrove House care home in Bermondsey.

The 12-strong team hosted a range of interactive exercise classes, music workshops and arts and crafts sessions, as well as helping out in the garden by repairing and painting garden furniture.

"We had a great time with the residents of Bluegrove House and the feedback we received has been tremendous and made it all worthwhile," said Ben Gaston, Head of Managed Services at Toshiba TEC. www.toshibatec.co.uk



Cortado launches new enterprise mobility solution

The new version of Cortado Mobile Solutions' enterprise mobility solution, Cortado Corporate Server 7.4, combines iOS 8 business capabilities with a Windows server back-end for easier and more secure enterprise mobility. New features and enhancements include the ability to:

- Separate business and private data;
- Use custom and App Store apps without the need for further adaptation or SDK;
- Define trusted web and e-mail domains for iOS 8 devices;
- Automatically push updated documents like maintenance information or price lists to users' devices so that staff are always working with the most up-to-date information; and
- Improve file-sharing with suppliers and partners by granting/revoking access to the corporate file system via Active Directory.

In addition, the new version includes two extra VPN variants – always-on VPN, where a device is consistently connected to the corporate network, just like a BlackBerry, and per-app VPN. It also provides iPhone and iPad users with secure, user-authenticated mobile printing to any available network printer from any app.

corporateserver.cortado.com/CCS-7-4-trial



The key to better service

Katun Corporation, a supplier of OEM-compatible imaging supplies, has added the KDFM Audit Key to its growing MPS offering. The USB device provides resellers with a snapshot of all devices on a customer's network, along with detailed meter readings.

Katun says the KDFM Audit Key has been priced competitively so that dealers can equip each sales rep with their own key. This means they can scan customer networks and run reports whenever they want without having to wait for a shared key to become available.

Flexible and customisable reports can be created in minutes for each IP & mac address, showing toner levels, print & copy counts, mono & colour counts and other information.

www.katun.com/eu/products/managed-print-services/kdfm-audit-key/
www.katun.com/eu
www.rdt-osg.com

Enhanced DCA management

The new version of PrintFleet Optimizer (PFO v3.6) boasts a completely new interface for Data Collection Agent (DCA) management and, for the first time, offers remote scan configuration and multiple DCA updates and/or automatic updates.

PrintFleet CTO Gordon Rielly said: "The 3.6 release makes deployment and management of the DCA materially easier for our customers. Initial deployment of the DCA is vastly simplified through pre-configuration, which enables true one-click deployment of the DCA into new sites. Remote configuration eliminates the need to physically touch the DCA once deployed and multi-DCA updates that take advantage of global caching through Amazon Cloudfront make for the most efficient yet infinitely scalable deployment and monitoring process available today."



Twice the performance

As it seeks to strengthen its presence in the office automation channel, Panasonic has announced a new MFP for the small office, home office market.

The DP-MB311 represents a big increase in performance compared to Panasonic's existing DP-MB310 MFP. Highlights include duplex printing at close to the rated speed, more memory (768MB vs. 64MB) and a doubling of both the duty cycle (to 100,000 pages per month) and print resolution (to 1200 x 1200 dpi).

In addition, the DP-MB311 features WiFi and Gigabit connectivity and supports mobile and remote printing from smartphones and tablets. An ECO button offers easy activation of paper and power-saving settings.

<http://business.panasonic.co.uk/communication-solutions/>

Award-winning lead conversion software available to all

ReachEdge, the conversion and marketing automation software from online marketing company ReachLocal, has won the attribution and analytics category in the US-based Local Search Association's second annual Ad to Action Awards.

ReachEdge, which works with a business's website and digital advertising efforts to identify the leads or calls that come in from SEO, social media, directories, display and other sources, was praised for its ability to drive consumer actions (calls, clicks, store visits, etc.) and help local businesses convert online visibility into leads and sales.



Previously only available on ReachLocal's own website development platform, the software can now be used on other websites at a cost of £149 per month.

ReachEdge software was recently enhanced with a mobile app that enables managers to access their digital marketing campaigns and receive lead notifications through a unified portal.

www.reachlocal.com

Epson partners with Print Audit

Epson is strengthening its RIPS MPS offering with secure data collection and remote analysis software from Print Audit. Peter Silcock, Epson UK business manager for Business Imaging, said: "Epson's WorkForce Pro RIPS are a series of business inkjet products that deliver high-quality, uninterrupted printing for up to 75,000 pages without the need for ink changes. Our partnership with Print Audit makes these products viable as part of an MPS programme that will be an attractive proposition for channel partners, due to their low intervention requirements and consequent reduction in logistics and on-site support costs." www.epson.eu



Balreed on the road

Following the success of its first two Peak Performance events, Balreed has announced it is to stage two more customer education days at The Tower of London on June 10 and at Sussex County Cricket Ground on June 11.

Group Marketing Director Gary Downey said: "We have received a lot of positive feedback from guests who attended our previous events and they were impressed by the expertise and enthusiasm shown by the Balreed team."

www.balreed.com

IN BRIEF...

Canon has its Lifecake...

Canon Europe is strengthening its consumer services proposition with the acquisition of London Tech City start-up Lifecake. The Lifecake photo-sharing app allows parents to store, organise, share and relive key moments of their children's lives on smartphones, tablets, computers and in printed photobooks. www.lifecake.com

Best for business

OKI Systems UK has been crowned *Best B2B Printer Manufacturer – UK* in the 2015 Business Excellence Awards organised by corporate finance magazine *Acquisition International*.

Ridgian bought by Ricoh

As part of a long-term strategy to expand its services portfolio, Ricoh has acquired Ridgian, an information management and IT services company based in Birmingham. The 50-person business will operate as a separate company controlled by Ricoh. www.ricoh-europe.com

Leasing award

BNP Paribas Leasing Solutions has won the *Finance/Support Provider of the Year Award* at the IT Europa European IT & Software Excellence Awards 2015. The judges based their decision on the testimonies of BNP Paribas Leasing Solutions channel partners from across Europe. BNP Paribas Leasing Solutions specialises in leasing and rental solutions for professional equipment, offered directly to businesses or through its manufacturer, reseller or distribution network. It has almost €28.8 billion of assets under management.

www.leasingsolutions.bnpparibas.com

Going in circles

Lexmark has joined the Ellen MacArthur Foundation 'Circular Economy 100' program set up to promote the design of products for re-use, new recovery systems and the introduction of business models that promote greater circularity. www.ellenmacarthurfoundation.org

Lexmark automates data gathering

Helping customers to minimise the risk of human error in their business processes, Lexmark is introducing a new solution that automates the pulling together of documents and data from smartphones, desktop PCs and MFPs.

Perceptive Checklist Capture removes manual steps involved in the collection of related documents, freeing knowledge workers to focus on customer service and compliance and improving accuracy by reducing the rate of mis-filed or mis-classified content.

Suitable for today's flexible working practices, it can be used to capture photos and other content with a smartphone, tablet or Lexmark smart MFP and add them, along with computer files from a desktop PC, to a project or case folder.

It notifies users when a document is missing or incomplete and delivers information directly to the user's core business system while storing documents in a central repository for rapid retrieval.

Leveraging the Perceptive Evolution platform, the capture interface provides a consistent and unified experience across all devices and platforms.

Lexmark says that Perceptive Checklist Capture has applications in almost every industry, including retail (incident management), government



Data can be collected from MFPs, smartphones and desktop PCs

(public assistance), banking (new loan or account automation), insurance (claims), back office (HR case management), manufacturing (logistics document management) and higher education (enrolment).

As an example, it cites the case of a loss prevention agent who, on arrival at the location of a reported theft, can launch a smartphone app giving instant access to open case folders. On opening a folder, the agent is presented with a checklist of items that still need to be collected e.g. photographic evidence. From the same interface, the agent can take a photo, which is automatically added to the folder. When a checklist is complete, the case is automatically flagged as ready for review.

Sharp MFPs

Sharp has launched two modular 75ppm A3 mono MFPs for departments and large workgroups. The MX-M654N and MX-M754N feature a 10.1in colour touchscreen display and Sharp's Open Systems Architecture (OSA), which enables them to connect to cloud applications, such as Cloud Portal Office, Sharp's cloud storage and document sharing solution. Wireless connectivity enables smartphone and tablet users to print and scan using the Sharpsdesk mobile app. www.sharp.co.uk



LumeJet cuts cost of photobook production

LumeJet, the high quality print technology developer, and photobook printing and finishing manufacturer Imaging Solutions AG (ISAG) claim to have cut layflat book production costs by up to 50% by bundling a LumeJet S200 printer with an ISAG fastBook10CF bookbinder.

The complete package has been put together for the layflat photobook sector, which in recent years has enjoyed a compound growth rate of 40%, and inspired other sectors to adopt the photobook format for corporate pitch books, property prospectuses, look books and coffee table books.

The LumeJet S200 combines true contone photographic quality images with fine line artwork and crisp text over an extra-large print area of 305 x 1000mm. This enables it to create layflat books in a range of sizes, with A3 landscape double-page spreads printed as single sheets, with no split images, registration issues or loss of detail.

The fastBook10CF hot glue system turns printed sheets into complete book blocks of up to 100 pages. It has very short make-ready times, can handle the thinnest paper from a LumeJet printer and can laminate sheets directly without an intermediary board.

LumeJet CEO Paul Anson said: "With the LumeJet S200 being able to print up to 1.0m in length, we are finding that layflat books are the single biggest application for our customers. The fastBook10 complements the S200 perfectly due to its flexibility and very competitive price point."

www.lumejet.com

Smart printing

OKI has expanded its range of Smart MFPs with the MC800 series of 35ppm departmental devices.

The A3 colour LED MFPs feature OKI's smart Extendable Platform for enhanced workflow integration and a customisable touch screen panel that lets businesses programme common print and copy jobs as individual function commands.

Other features include a scan speed of 50 impressions per minute, a guided help function, two output bins, convenience stapling and free downloads of ABBYY FineReader Sprint OCR software and SENDYS Explorer LITE, a server-based solution that lets users capture documents from various sources and location, distribute or upload them to a chosen location.

All models are Google Cloud Print and AirPrint-ready. www.okieurope.com



Papergraphics partners Canon

Papergraphics, a supplier of large-format print media for digital graphics and CAD markets, has signed an agreement to market Canon's aqueous large format printers in the UK. The announcement follows the recruitment of the Paperlinx UK digital solutions team in April. Before going into administration, Paperlinx UK was a reseller for Canon, a world leader in imaging solutions.

www.papergraphics.com



Easier print management

Canon claims its new flagship A3 colour MFPs help reduce print costs by simplifying print management and administration through automatic toner management, remote diagnostics/management, video assistance and improved security. Smart MEAP and MEAP web application platforms integrate seamlessly with existing IT environments for streamlined document workflows. The imageRUNNER ADVANCE C3320, C3320i, C3325i and C3330i have colour and B&W print speeds of up to 30ppm.



HARDWARE SUPPORT THROUGHOUT IRELAND & UK

IT Managed Services has been delivering IT solutions throughout Ireland and the United Kingdom for over thirty years, providing mobile engineering, break/fix services and network support, focusing primarily on the SME sector and corporate companies.

Combined with real time updates, locally available logistics and a technically adept engineering force, we ensure business impact from equipment outages is kept to an absolute minimum. Effective call validation is combined with full technical back-up support for our customers.

ITMS's approach to partnered services has led to many close associations and has positioned ITMS as a leading service provider throughout the North and South of Ireland.

Managing Director, Bill Kennedy, has over 30 years' experience in the Computer Industry and leads a team of long serving and experienced staff who have worked with him during this time.

“ We recognise that all businesses have different goals, requirements and expectations from their IT systems and we consider our role is to ensure IT supports the business as if it was our own business. We have a large number of longstanding valued customers, and for this we thank them for their continued business. ”

For more information call us on **028 9065 0002** or visit **www.itmsireland.com**

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IT Managed Services

- ▶ Strategically located engineers throughout NI & Ireland
- ▶ Belfast, Dublin and Cork main logistics and stock locations
- ▶ Manned extended hours support up to 24 x 7 x 365
- ▶ Guaranteed fix / replace support within 8 working hours
- ▶ Rapid response ad-hoc support available
- ▶ Experienced service partner culture
- ▶ Our highly dedicated team of credited engineers
- ▶ Our objective, as part of your service delivery team is to manage cost reduction through effective activity analysis
- ▶ Our portfolio of services and solutions spans every aspect of your organisation's IT from the desktop to the datacentre



ITMS are appointed Printronix authorised service centre for Ireland

PRINTRONIX

Apogee standardises on Purpose Software across Europe

Apogee Corporation is extending its use of Purpose Software's CBS service management solution to its recently acquired French operation in Asnières Sur Seine, near Paris, where it is used daily by 66 office-based staff and 46 engineers.

Apogee France, previously known as Sagemcom Documents VAR, is the only reseller in France to offer full nationwide service coverage. It has sales of €35 million and employs 300 staff in its Paris office and eight regional branches.

Purpose Software localised its CBS software with French language menus and migrated customer, accounting, equipment, stock, job management and meter reading data from the SAP-based system previously used by the Sagemcom Documents Group.

An industry-specific solution, CBS service

management provides Apogee France with centralised control across all areas of the business, including stock, servicing, invoicing and accounting, and automates many processes that had to be done by hand using SAP.

For example, meter reading and billing processes are now automatic, whereas previously staff had to input readings manually, use a calculator to work out the charges and then generate invoices individually.

The use of the CBS system has also enabled Apogee to standardise business processes across Europe.

Martin Randle, Group Financial Director at Apogee Corporation, said: "Apogee is now the only independent document solutions business in Northern Europe that offers true national service coverage across the UK and France. Purpose



Software has enabled us to unify and standardise business processes and streamlined the production of management reports to give us greater control of our business operations."

Apogee has located its new Continental European Headquarters in Asnières to support growth throughout Europe, including acquisitions in Germany and Spain that are already in the early stages of negotiation.

www.purposesoftware.co.uk

CityDocs becomes Xerox channel partner



CityDocs, a leading supplier of document services to the legal sector in London and the South East, has joined the Xerox channel partner network.

As a Xerox authorised reseller and authorised service provider, CityDocs will offer the full range of Xerox office equipment, including the Versant 2100 Press, Phaser printers and WorkCentre and ColorQube MFPs. It will also offer managed print services (MPS) through Xerox Partner Print Services.

CityDocs was founded over 10 years ago and has clients in the finance, government, media, architecture, engineering, construction, transport, technology and legal industries, including 17 of the top 20 law firms in London.

Peter Lawson, managing director of CityDocs, said: "Our partnership with Xerox will enable us to expand our offering further beyond just print room, document recovery, print supply and sourcing. We will now have the ability to support the full office print function."

CityDocs document services offer 8am to 8pm service cover; a business continuity offering in two London locations; and full document recovery, including scan, copy and print facilities.

Print management cloud services win new friends

The proportion of UK-based organisations using cloud services for print and file management has increased by almost 50% since 2014, according to new research from the Cloud Industry Forum.

Its survey of 250 IT decision-makers found that 28% of organisations that have a file and print management service currently host it in the cloud, up from 19% in last year's survey. A further 16% plan to move to the cloud in the future.

The proportion of organisations using cloud for document management also grew, to 38% from 30% in 2014.

Joe Doyle, Marketing Director at Annodata, said that cloud print and document management was starting to take off as businesses felt more comfortable with the cloud.

He said: "This holds true for organisations of all sizes, but particularly for those in the mid-market, who arguably stand to benefit the most from this kind of approach to print management. With sprawling and inefficient print estates, which often consist of hundreds of different devices, cloud-based print and file management solutions offer the opportunity to control costs and rebuild from the ground up, incorporating new efficiencies and easing the burden on the IT department."

Doyle added: "For all talk of the paperless office, the printed page shows no sign of going away. But the fact is that no one really knows what the next year will bring, let alone the next five years, so investing in agile technology solutions is critical. Cloud-based Managed Print Services, which can scale both up and down in line with business demands, allow businesses to remain agile and maintain competitive advantage, unencumbered by unnecessary print resources and the time needed to manage them."

Diary Date

SITS – The IT Service Management Show is taking place at Olympia, London on June 3-4. More than 250 products and services will be on display, from self-service IT portals to live chat software and transformational service management tools. There is also a free conference.

www.ITSMShow.com



Jet Tec at Office Club

UK printer cartridge remanufacturer Jet Tec is one of the approved suppliers taking part in this year's Office Club Conference being held on June 5-6 in Stratford Upon Avon. The Office Club dealer group provides its 230 members with marketing resources and competitive pricing. Jet Tec plans to use the event to present its recently launched marketing support service for dealers.

www.jettec.com



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[KX-MB2200 Series]



KX-MB2001



KX-MB2061

The DP-MB310 has received BLI awards.





Hollis appoints commercial director

Hollis Office Solutions, a Shropshire-based provider of document management, printing and scanning solutions, has appointed Adele Nightingale as Commercial Director.

In her new role, Adele will be responsible for developing relationships with new and existing customers and promoting the company's full range of document management and IT infrastructure solutions.

Adele was previously managing director of industrial battery supplier Midac UK Ltd. During her time with Midac, turnover went up from £400,000 to £6 million. www.hollis-office-solutions.co.uk

Online hub for OKI resellers

OKI Europe is strengthening its channel proposition with the appointment of a new VP for channel and distribution and the launch of an online hub offering information and training on OKI products.

Thomas Seeber, VP for channel and distribution, joins OKI Europe from Matica Technologies, where he was VP Global Sales, Printer Division. Previous to that, he held senior roles at Samsung Electronics and Lexmark International.

The online OKI Academy provides partners with information, support and interactive training. Registered users can access online training courses on business and industry-

specific solutions and complete them at their own pace on a desktop PC, tablet or smartphone.

When a partner completes an assessment, they receive a downloadable certificate and an 'OKI Academy Trained' badge for use on their website or social media profile.

www.okieurope.com



New channel sales director for HP UK

Paul Boshoff has replaced Damian Cusick as Commercial Channel Sales Director of the HP Printing & Personal Systems Group (PPS) in the UK & Ireland. After HP splits in two at the end of this year, he will lead the commercial channel team in HP Inc..

Boshoff was previously General Manager of HP's PPS business in New Zealand and General Manager of HP's Personal Systems Group in his native South Africa. www.hp.com

UTAX (UK) increases headcount to 50

UTAX (UK) Ltd has recruited an additional seven people to its technical and sales teams, bringing the UK headcount to 50.

The Direct Service team has four new members: field technicians Matthew Clark and Andrew Lock, for the South-East and North respectively; and trainee IT support technicians

James Lawton, who will be based at UTAX's Shivenham HQ, and Sam Palmer, who will be responsible for answering customers' IT queries and monitoring the UTAX Ufleet software system.

Other new appointments include Andy Lees, Professional Services Manager for the North; Phil Russell, Southern Technical Manager; and John Norris, Area Sales Manager responsible for developing and supporting the UTAX dealer channel in the South of England.

www.utax.co.uk



New risk to small businesses



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

Since the near collapse of the world's financial system in 2008, banks have been heavily regulated in an effort to ensure that in future they have sufficient cash in reserve to survive another serious

economic downturn, without being supported by the tax payer.

The detail is technical, but in simplistic terms, the rules are decided by a panel of international professional economists under the guise of the Basel Committee on Banking Supervision. The current rules (set by the Basel 3 Agreement) dictate that a certain percentage of all money lent by a bank is held in reserve purely to offset risk of default.

To meet existing rules, banks have had to limit the size of their loan books and charge a premium for any lending that they have undertaken. This is one reason why the record low interest rates set by the central banks over recent years have not been fully reflected in the cost of loans to individuals and businesses.

According to at least one national newspaper, The British Bankers Association (BBA), a lobby group composed of UK banks, is now concerned that proposed changes to the current rules might make it increasingly difficult for small businesses to get the loans they need to expand. In particular, it believes that a 'Basel' demand that banks set aside an increased amount of capital on loans to small businesses – potentially treble the amount that currently applies – would severely restrict the flow of funds to this sector.

Perversely, the changes being discussed might require banks to hold a lower capital reserve for loans to 'start up' businesses than are being proposed for established SMEs. This proposal is also being challenged by the BBA whose experience suggests the risk of business failure is significantly greater in new rather than established businesses.

Clearly, at this stage in the fragile economic recovery, tighter rules that limit the flow of much needed credit and result in a higher cost of debt finance to small businesses would represent a real risk.

www.bnpparibas.co.uk

New face to drive growth

IT industry trade association CompTIA has appointed Estelle Johannes as its new UK Director of Member Communities. In this new role, Johannes plans to expand the UK Channel membership, ensure that CompTIA events and meetings are of value to attendees and recruit more members in central and northern Europe and emerging markets. www.comptia.org



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Supplying over 24,000 SKUs across its categories from distribution centres in West Yorkshire, the East Midlands and Dublin, VOW's technology capability includes tablets, mobile devices and accessories, storage and conferencing equipment, business machines and data media.

This continually growing portfolio gives IT resellers access to all the leading brands, including marketing leaders Fujitsu, CleverTouch, Plantronics, Jabra, Lenovo and Philips.

Key data storage products include SSDs, NAS drives, encrypted devices and the latest LTOs, with VOW offering brands such as HP,

Seagate and Crucial to its resellers.

A growth in data media in recent months has included a significant move to SSDs. These are generally regarded as faster, more reliable, much more efficient and more durable than standard hard drives.

Claire Cully, data media product manager at VOW, outlines the need for data storage:

"Every 15 seconds a hard drive crashes. If that isn't enough, 90% of companies suffering significant data loss go out of business within two years. It's vital that every end user has a suitable backup system in place to back up their complete operating system, including files and applications."

With SMEs and large businesses becoming increasingly mobile and working in and away from the office the norm for many office workers, VOW supports resellers with a comprehensive range of mobile printing and scanning, wireless headset and portable miniature projection products.

Half of respondents believe that increased collaboration in the workplace would have a direct impact on their business' bottom line.

Accessories are also key, according to Luke Jennings, technology product marketing manager, VOW:

"As mobile enterprises develop, accessories that support storage and security are a huge growth opportunity. We offer Reviva, a range of cables and power options that backs up all mobile devices. From a security perspective, encrypted flash and USB drives protect files and documents, with privacy filters for mobile devices and laptops essential for stopping other people from viewing confidential information when anyone is working away from the office."

"Devices are easier to carry and can be easily recharged with the use of messenger bags, backpacks and laptop cases that include universal chargers."

For conferencing purposes, VOW offers resellers Projection and CleverTouch conferencing facilities. These ranges can kit out a boardroom to enable global conferences, using single resources to calibrate together.

Providing a durable alternative to interactive whiteboard and projector solutions, CleverTouch interactive touchscreens are integrated with the Android operating system, effectively turning them into a giant tablet. This enables users to present, view documents, play videos or surf the web.

CleverTouch has developed a strong presence in education, with an app store focused on education. For the corporate market, the range comes with Snowflake Business, a comprehensive selection of multi touch business tools. This enables colleagues to share information and collaborate in meetings, with USB ports and key function buttons on the front of the screen making it easy for different delegates to present.

In addition to competitive pricing, sales and training support to resellers, VOW has a strong track record in effective marketing that helps resellers to win and grow





business. A year round programme of email, telemarketing and direct marketing activity gives resellers every opportunity to promote new ranges and sell across the technology, office product, furniture and facilities supplies categories.

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

In today's market, dealers are not competing on price, the differentiator is all about the value-add and the service delivery.



Clockwise from above: • CleverTouch Interactive Touchscreen • Phillips PicoPix PPX3411 projector • Seagate Shared Storage Hard Drive • Seagate Wireless Plus USB3.0 External Desktop Hard Drive • Jabra Pro Dual Connectivity Headset • Epson Workforce Pro WF 5190DW



Brother broadens appeal of high speed inkjet range

Brother looking for specialists to sell its 100ppm mono inkjet printer

Brother is hoping to broaden the appeal of its HL-S7000 series of high speed mono inkjet printers – the world's fastest desktop mono printers – by launching two models with slower print speeds and smaller price tags. At the same time, it has added extra paper trays to the premium model.

The range now includes the HL-S7000DN50, an entry-level 50 page per minute machine with one paper tray (£1,600); the HL-S7000DN70, a 70ppm model with an additional lower paper tray (£1,800); and the top-of-the-range HL-S7000DN, which has print speeds of 100ppm, plus three additional paper trays (£2,000).

Brother UK product manager Stuart Mabe said: "We have slowed down the engine to create a range and reduced the price to try to generate some interest in the machines. It is a high priced printer, but it is a niche product: the lifetime costs of the machines are their differentiator."

Running costs are very low thanks to a cost per page of just 0.5p per page – potentially even 0.3p or 0.4p if you go down the managed print services (MPS) route.

Growing sales

Mabe said that after a slow start – 55 units sold last year – sales of the HL-S7000 are picking up and have surpassed 400 units so far this year.

"Sales are improving because we are learning all the time, which is why we have a split range – to give customers more options. The printer will never be on a Top Ten list, but sales are going in the right direction," he said.

Mabe added that Brother is looking for customers with print volumes of 15,000 to 20,000 pages per month, as they are likely to be most responsive to Brother's TCO argument. He said that there were also opportunities in the healthcare sector, which took 25 machines in the first three months of the year.

"We used to have an HL-7050N high volume laser product. We discontinued this about six years ago, but still have healthcare customers who had that model but never replaced it. The HL-S7000DN looks like the perfect replacement because it has four trays and it prints at very high

volumes," he said.

Mabe pointed out that with four paper trays, the HL-S7000DN can accommodate prescription forms, blood sample reports, A4 paper and letterhead at the same time, removing the need for users to swap trays when switching between printing prescriptions and headed paper. This makes the printer particularly suitable for external print centres that print repeat prescriptions and other items for a community of surgeries more cost-effectively than individual surgeries can do themselves.

However, he added that he didn't want the product to be pigeon-holed in healthcare.

"There are many other opportunities we could sell these printers into," he said. "Because it's ink, you don't need a fuser, so energy levels are one fifth of a laser device. There's a good green message and it is a chance to take on copiers and high-end lasers that are high on price. We should be able to do more to target these products going forward."

To help push sales, Brother is looking to appoint specialist resellers.

"At first, a lot of resellers jumped on board and put these products online, but it is clear that that's not the right way to sell them. You need to sell the TCO message, tell customers what the advantages are. We are now looking at more specialist resellers," Mabe said. "We don't want to sell people the wrong machine. We want specialists with sales people who do audits and make sure people have the right machine."

www.brother.co.uk



Panasonic revamps B2B partner portal

Panasonic has revamped and extended its B2B partner portal to cover a much broader range of products, including printers/MFPs, phone systems, scanners, projectors, displays and, later this year, professional and security cameras.

Now, resellers that sell more than one category, such as phone systems and security cameras, can access all the information they need from a single source.

Previously, Panasonic's partner portal was limited to the Communications

Valerie Poret.
Panasonic
European Channel
Manager



division (professional scanners, multifunctional printers, telephony systems and SIP terminal devices).

The new portal also makes it easier for distributors and resellers to register new business and access the latest product information, sales news and business incentives. For the first time, it also includes a lead allocation feature.

Valerie Poret, Panasonic European Channel Manager, said: "The Partner Portal is about closing the gap between Panasonic, our channel partners and the end user. Clients will have access to a wealth of resources through the portal allowing them to maximise potential sales and achieve the highest levels of service

for our shared customers."

The Partner Portal features a full product library linked to a central database, an online training programme, instant answers to product-related questions and a range of partner tools.

The latter includes an 'eConfig' tool that enables telecommunications specialists to build their customer offer and a community platform where AV rental companies can share information about products available for cross-rental.

Access to content varies by partner level – Registered, Expert or Solutions – with high level partners receiving exclusive benefits and end user business lead allocation.



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ECM: an industry in transition

Document and content management solutions are an important and growing source of revenue for printer resellers. Two new reports from AIIM are required reading for resellers that want to stay ahead of the game.

An explosion of content and information will usher in a 'post-ECM' era by 2020, AIIM claims in its latest annual report on the state of the electronic content management (ECM) industry.

AIIM's survey of 434 ECM users, on which the new *AIIM ECM Decisions Industry Watch* report is based, shows that ECM is mission-critical in the vast majority of businesses, but also that it is evolving and expanding to the point where new approaches are required.

AIIM President John Mancini said: "There is no doubt that organisations still require their content to be managed properly, but the term 'ECM' is past its prime as a description of the revolution that is being driven by mobile, analytics, cloud and collaborative technologies. The ECM industry is in need of a new label and organisations are desperate for best practices to deal with the technology disruption that is occurring."

The traditional function of ECM and document management systems to



order, retain, secure and provide easy (authorised) access to business documents is still important to the vast majority of organisations surveyed by AIIM:

- Two thirds describe ECM/DM as mission-critical;
- One third say their organisation would suffer serious disruption after an outage of just one hour; and
- 75% view ECM/DM/RM as a fundamental part of their organisation's information security regime.

AIIM President
John Mancini

However, the survey also highlights a growing disconnect between the needs of the organisation and the needs of workers, driven to a great extent by the adoption of consumer technologies within the workplace, which raises some important questions about ECM usability and adoption.

- 60% say that gaining user adoption has been a big problem for their ECM projects;
- 62% of organisations with a significant ECM capability say knowledge workers still rely on file shares for day-to-day information access.

Mobile access

Part of the problem lies with the fragmented nature of ECM deployments and their incompatibility with today's more flexible working practices, notably the ever increasing importance of mobile technologies for creating processing and accessing documents.

- 52% of survey respondents have three or more ECM/DM/RM systems, with 22% using five or more; and
- 39% of organisations have some degree of mobile access to content in ECM repositories. However, only 5% have widespread access for staff and project partners, and less than 20% have app-based comment, edit and process

continued...

Diary Date

AIIM Forum UK, June 24, 2015
Ibis London Earls Court (ILEC),
London SW6 1UD
www.aiimforum.co.uk

Resellers and their customers can learn about the latest developments and applications of ECM at AIIM Forum UK, taking place in Earls Court on June 24.

The one-day conference boasts an impressive line-up of speakers and thought leaders offering their insights into the new era of information management, alongside an exhibition showcasing the latest hardware and software solutions.

Keynote speakers include John Mancini, President, AIIM; Doug Miles, Director of

AIIM Market Intelligence; and Myron Hrycyk, Group CIO of Severn Trent PLC, who will give a talk on 'Information Transformation at Severn Trent PLC'.

The AIIM Forum UK will explore the three major disruptive forces that are accelerating the pace of change: Cloud, Mobile, and the Internet of Things (IoT). Sessions and speakers throughout the day will return to this theme, providing guidance on how best to manage Enterprise Content Management (ECM) in 2015 and beyond.

AIIM President John Mancini said: "There is more content and information than ever before and enterprises are struggling to manage it effectively. The combined impact of consumerisation, cloud/mobile and the Internet of Things



is ushering in a new era of information management and there is a real danger that organisations are drowning in the information chaos. ECM is an industry in transition and at the AIIM Forum UK we are going to be exploring how best to approach the transition to a new era of ECM."

In addition to keynote addresses, throughout the day there will be a number of deep dive sessions, providing the hundreds of information and content professionals in attendance with the tools and best practice expertise to help them address the rapidly changing information management landscape.

www.aiimforum.co.uk

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* Source: A BLI 2011 study, commissioned by Samsung, conducted a comparative test of the Samsung CLP 620 color laser printer with nine new CMYK sets of the Samsung laser printer toner cartridges against nine CMYK sets each of two third-party remanufactured cartridge brands. Results included out-of-box and premature failures.



...continued

interaction capability.

Mancini says these findings point to an industry in transition, driven, like the broader technology space, by developments in mobile, analytics, cloud and collaborative technologies.

"There are still many organisations that can benefit from more traditional ECM solutions that automate document-intensive processes," he said. "But there is also an explosion of content outside the realm of these kinds of structured processes, along with a revolution occurring in how, where, and when knowledge workers do their jobs. Even among the current users of ECM technologies, 52% believe that within five years, ECM systems will be an undifferentiated part of the IT infrastructure."

ECM trends

A second new AIIM publication, *The Content Management 2020: Thinking Beyond ECM Trendscape Report*, based on input from 56 senior executives in companies like Microsoft, IBM, Adobe and Box, highlights trends shaping the future of content and information management.

Its analysis shows that the following trends will be in play by 2020 and should be at the top of enterprise technology planning agendas now:

- New approaches to privacy and security;
- Ubiquitous broadband connectivity;
- Bottom-up rather than top-down innovation;
- Lots more virtual and distributed work;
- A shortage of 'connective' and analytic skills among IT staff;
- A shift in how technology is purchased from multi-year capital expenditures to current year operating expenditures; and
- Increased regulation of the cloud by national governments.

Mancini believes these trends will have a significant impact on ECM, ushering in a new era for the technology.

He said: "Organisations have always wrestled with how to manage the intersection of people, processes and information, and over the past 15 years we have called this set of technologies Enterprise Content Management, or ECM. But that time is almost over and we are entering a new era of 'ECM' that will more accurately reflect the changing landscape."

The ECM Decisions report is free to download at <http://info.aiim.org/ecmdecisions>. The *Content Management 2020: Thinking Beyond ECM* report is free to download at <http://info.aiim.org/cm2020>.

Why you should attend the AIIM Forum

PITR asks Doug Miles, Director of AIIM Market Intelligence, why readers should attend AIIM Forum UK 2015



PITR: Who should attend the AIIM Forum UK?

Doug Miles: The AIIM Forum covers both the 'Why?' and the 'How to' of information and content management, and will prove useful to business decision-makers, operations managers, technical implementers and those who we might call information stakeholders. Most departments run on documents and content – HR, Finance, Procurement, Operations, R & D, Legal – and so most business managers need to understand how paper-free processes can speed things up, how poor access and isolated silos can slow things down, and how poor practice in records-keeping and governance can get you into trouble.

PITR: Will visitors learn anything they don't already know?

Doug Miles: Yes! The challenges of information management haven't changed, but the opportunities from the latest capture automation, cloud deployment, mobile access, analytics, case management and smart business processes are enormous.

PITR: If information management is continually evolving, what are some of the main areas of interest in 2015?

Doug Miles: Multi-channel capture and digital mailroom are key solutions for those faced with big in-bound customer communications. Automated classification is taking over the filing task from humans, and in doing so, cleaning up the redundant 'dark data' and improving searchability of the rest. Content analytics plays its part here, but can also feed big data initiatives to provide deep business insight. Mobile access to content and

processes is hugely important, and the argument rages between on-premise content management systems and cloud-based collaboration platforms. Meanwhile, information governance is emerging as a combination of compliance, security and knowledge value enhancement.

PITR: What advice would you give someone who knows they need to do something to improve information management in their organisation, but doesn't know where to start? How can they bring clarity and relevance to the topic?

Doug Miles: It's important to identify that there are two sides to information management: the risks and the opportunities. Different businesses, and different management teams, may be driven to act more by one than the other, but taken together, the business case can be greatly strengthened. Often there is a win-win situation. Getting paper out of processes and managing documents and forms electronically will speed up response, improve searchability and enable remote access, but it can also mould compliance into the process and improve business resilience. Providing defined collaboration tools and content sharing within and outside the business improves project outcomes, surfaces innovation and reduces errors, but it can also support potential litigation and manage IP security.

PITR: Once they have registered to attend AIIM UK Forum, what should visitors do preparation-wise to ensure they get maximum value from the event?

Doug Miles: Go to the AIIM website at www.aiim.org and take advantage of our many resources and best practice guides. They are categorised by business issues, not technical products. There are also short tutorials and videos. We are also running pre-conference training sessions on ECM and on Information Governance the day before the Forum.

PITR: If you were a visitor, what criteria would you use to judge whether your time at AIIM Forum UK had been well spent?

Doug Miles: Business change and competitive innovation require energy, commitment and above all confidence. If what you see and hear at the Forum strengthens your resolve to pursue change, gives you some insight into the many possibilities for improvement, and some business contacts to help you start your journey, then your time there will have been very well spent.



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*Based on a comparison with the EPSON WF-3640DWF. Total cost of ownership calculated by combining hardware costs with a total cost of ownership calculation based on printing 250 colour pages per month. Costs calculated 06/02/2015.

New opportunities with UniPrint



As UniPrint launches the latest version of its UniPrint Infinity managed print solution, *PITR* caught up with UniPrint Director of Sales & Marketing David Fung to find out about the company's activities in the UK.

UniPrint is a printing virtualisation specialist that offers a single PDF-based universal printer driver on the application server enabling 'any platform, any device' printing from all makes and model of networked or locally attached printer. The driver provides a single virtual print queue and compresses data by up to 90% to reduce bandwidth requirements and speed up application access.

Since introducing its universal print driver, UniPrint has developed additional functionality so that its UniPrint Infinity solution now offers Virtual Desktop Infrastructure Printing, Citrix/Microsoft RDS printing, mobile/BYOD printing, cloud printing and secure pull printing. Together, these capabilities make it possible for customers to speed up printing, reduce print costs by 35% and improve data security.



*David Fung,
Director of Sales
and Marketing,
UniPrint*

UK expansion

In 2012, UniPrint opened a technical sales office in Cardiff to drive expansion in the UK and provide the channel with pre- and post-sales support. In the UK, it currently has a distribution agreement with Prianto, about a dozen active resellers and, according to UniPrint Sales & Marketing Director David Fung, hundreds of customers.

Fung told *PITR* that the company's strategy in the UK was to increase sales by targeting specific industries. "We want to replicate our success in North America in the UK. So, over the last 18 to 24 months, we have been focusing on verticals," he said.

Banking & finance is one area where it has had success. Standard Bank Offshore, for example, is using UniPrint Infinity to provide a more reliable, slicker printing

solution for users of thick and thin clients in its Jersey and Isle of Man offices (200 and 110 employees respectively) and smaller, remote operations in London (15), Mauritius (35) and Johannesburg (25).

The UniPrint Infinity solution, implemented to coincide with the bank's move to a XenApp 6.5 environment, has speeded up print throughput, improved print quality and cut costs. Previously, output was slow and printed documents were often missing pages. Eliminating this problem alone has helped the bank save money. Standard Bank is also trialling secure printing in a number of locations.

Good for healthcare

Another vertical sector of importance to UniPrint is healthcare. Following successful projects in Canada and the USA, UniPrint is now targeting NHS organisations, a number of which have shown an interest in

Continued...

Bulletproof printing

Partner Solutions adopts UniPrint Infinity to deliver bulletproof printing services to insurance brokerages

Quebec-based Partner Solutions is an application solution services provider for medium and large insurance brokerages in Canada.

It hosts specialised applications, such as brokerage management systems, on a Citrix server and distributes the services to customers via VDI. Partner Solutions customers range from one-man bands to corporations with more than 1,000 employees. In total, it serves more than 3,000 users across 200 locations in Canada.

Its customers use a wide variety of print devices, including models from HP, Konica Minolta, Xerox, Canon, Brother and other manufacturers. In addition to normal office printing tasks, they all have a requirement to print from Partner Solutions applications.

Reliable, accurate, on-demand printing is essential, as high quality output is often mission-critical. For example, in Canada insurance brokers have a requirement to print Motor Vehicle Liability Insurance Cards, known as 'pink cards', which

drivers must carry to show proof of car insurance. Pink cards require an especially high-quality print job as the card is considered invalid if alignment is out by even a couple of millimetres.

Previously, Partner Solutions installed all customers' printers and drivers directly on its servers. The large number of connected printers, and their drivers, created server and stability issues, leading to frequent server crashes, a lack of reliability and frustration for users.

Joshua, Technical Team Lead, Infrastructure at Partner Solutions, said: "We've had people in Alberta log into an unstable printer that crashes and takes the whole server down."

In 2007, to overcome these problems, Partner Solutions installed UniPrint, upgrading to Infinity in 2012. UniPrint's vendor-agnostic PDF-based Universal Print Driver provides numerous benefits:

- it negates the need to install multiple manufacturer printer drivers on the application server, eliminating all incompatibility issues;
- it ensures administrators only have to

manage one UniPrint print driver from a centralised location;

- it supports all existing and new printers connected to Partner Solutions' network; and
- it makes it easy to add new users – the administrator just has to install UniPrint Client software on user machines, including mobile and tablet devices, and they are ready to print.

Joshua said: "The best part for us is the ease of management, because we really don't have to manage many of the client printers. With UniPrint, we were able to greatly reduce the amount of printers that the server has to care about, and it has drastically increased the stability of our environment."

He added: "Printing is definitely important to our customers, and UniPrint has eliminated the printing issues we had before, so much so that ease of printing is one of our major selling points. It's in our marketing material as one of the features we list as a reason to use our services."

www.uniprint.net.

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Infinity, especially for its ability to provide secure printing to doctors, nurses and support staff who are increasingly mobile and may use tablets and other mobile devices to access electronic medical records.

"We are talking to different regions in the NHS about Secure UniPrint," said Fung.

"Making sure that the printer follows the healthcare worker is a huge challenge, especially in the virtualisation world.

How do you make sure that healthcare workers print to the printer closest to them? To allay privacy concerns, you don't want patient records to appear on the wrong printer. Also, you want to track who prints what and make sure that no one else has access to the prescription you have just printed."

As well as ensuring that the printer follows the user, with the option of pull printing and encryption, UniPrint's printing virtualisation and print stream compression technologies increase printing speed. This is a major selling point for users in remote locations, as is Infinity's support for secure, mobile and cloud printing.

Complete solution

Fung says that by providing such extensive functionality, UniPrint Infinity addresses the changing priorities and concerns of customers with a streamlined, centralised solution that is consistent with key trends in business today, including the replacement of desktop computers with mobile devices or thin/zero clients and greater emphasis on data security.

Commenting on today's mobile computing trends and the rise of Apple in particular, he said: "The mobile is here to stay. A lot of people use Mac as



How do you make sure that healthcare workers print to the printer closest to them?

their mobile devices and in a virtualised environment. Mac is very stringent in terms of how it prints, and now, with our additional features, you don't have to buy an AirPrint-compatible printer in order for that Mac or iPad to print natively. With our software you can make any printer – including some of your legacy printers – Airprint-compatible."

Fung added that growing concern about data security was yet another reason why customers were attracted to UniPrint Infinity: "I was talking to a CTO over lunch in New York City and he was saying that the US Government was asking financial companies: Are you sure that your entire organisation is secure, including when you print? Is that print job that travels over the network encrypted? Is it secure? Can anyone tap into your print stream? How do you make sure the end device is secure? How do you make sure the print file you store on your computer is encrypted? All this opens up a whole new opportunity for companies like ourselves who focus on secure printing and mobile printing."

A new opportunity for UniPrint – and for its resellers.

www.uniprint.net

Canon enhances PSP education programme

Canon has enhanced its training and education programme for print service providers (PSPs) and in-house print departments with new themed workshops and curriculum-based education packages.

The Essential Business Builder Program (EBBP) provides access to a suite of industry-leading guides, together with local educational workshops and independent mentors to help PSPs improve performance and increase profitability.

New workshop topics include:

- Digital marketing and how PSPs can maximise opportunities across new communications platforms;
- Business management – to identify existing business models and competitor offerings; and
- Planning for change – separate dedicated workshops for in-house operations and graphic arts environments.



In addition, Canon is complementing its workshop-based training with on-going reading, tools and logical action plans that can be accessed on Canon's Digital Dimensions customer portal.

Andrew Harris, European & UK Professional Print Marketing Manager, Canon Europe, said: "While EBBP has been providing customers with support for business growth for a decade now, we are constantly looking at ways to enhance our offering to ensure it remains ahead of trends and developments to give printers the best possible opportunities to adapt, diversify and continue to thrive.

"Our new themed workshops and packaged bundles have been introduced to maintain a topical relevance to reflect the latest market developments. The syllabus has also been devised in such a way that customers have the flexibility to join the programme at whatever stage they are in their own development journey."

<https://digitaldimensions.canon-europe.com/>

Infinity expands

Printing virtualisation leader UniPrint, a division of ACCEO Solutions Inc., has brought out a new version of its Infinity managed print solution for 'anywhere, any time, any device' secure pull printing across different platforms, offices and geographies.

UniPrint Infinity replaces all manufacturer printer drivers with a single PDF generator to promote faster, more efficient printing across Citrix, Microsoft, VMware VDI and cloud computing environments.

UniPrint says Version 9 incorporates the largest number of enhancements ever made to the product, bringing improved performance, efficiency, security and cost efficiency.

Major updates include:

- Improved printer driver performance and efficiency;
- New mobile printing capabilities, including Apple iOS and OS X printing, delegate printing and email-to-print functionality;
- Enhanced high availability with load balancing capabilities for uninterrupted printing; and
- A 256-bit encryption scheme that provides added security to the print stream travelling over the network.

In addition, UniPrint is soon to launch a backup and restore utility allowing easier upgrade and faster recovery from any disaster.

www.uniprint.net



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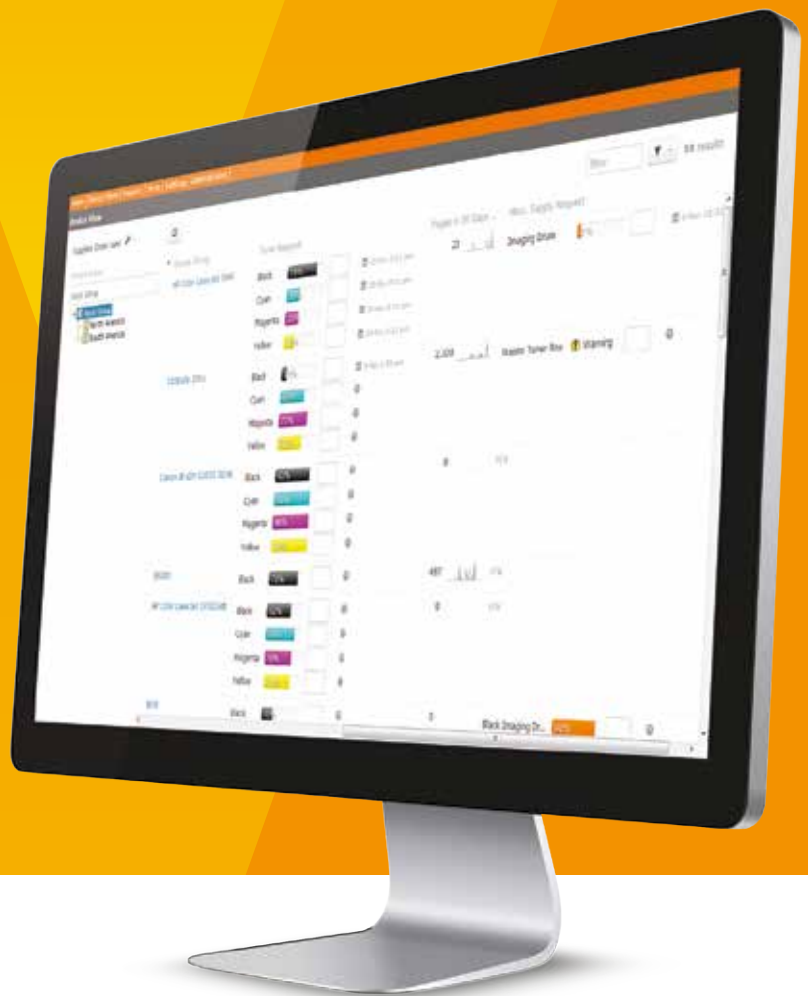
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Cloud printing: join the club

Dave McNally, product marketing director of Dell Imaging, EMEA, outlines the business benefits of today's cloud printing solutions



As working practices evolve, the underlying factor that will continue to connect employees and business partners will be the ability to access the same information on a shared network. Cloud technology marks the transfer from physically owning the storage hardware for your digital data to storing that data on the internet. Wherever you take an internet-enabled device, you are now able to access all of your data, as well as your office device functions, including the ability to print.

Printers boast a range of capabilities, from scanning and copying to printing and stapling. With the use of cloud technology, you can now perform these processes without needing physically to be in the office. Imagine being able to print documents from a hotel, an airport or a train for your colleagues to pick up in the office. Cloud printing virtually eliminates the limitations and day-to-day complexities of printing, and it all comes without the need to install software.

The benefits of cloud printing:

- **Bypasses compatibility problems.** Your office might have different operating systems, computers, tablets and phones all connected to your server. It can be

Cloud printing virtually eliminates the limitations and day-to-day complexities of printing.

a challenge to configure all devices to all printers with the correct permissions and access. However, printing via the internet virtually removes the issue of compatibility, and can save you valuable time in your daily office tasks. This also helps to future-proof your printer. Without compatibility issues, the constant stream of new technologies and the growing tendency to Bring Your Own Device (BYOD) will no longer render your expensive office printers useless or inaccessible. Many IT departments welcome cloud printing services as it allows them to free up their valuable, highly-skilled time trying to connect devices to printers and set various levels of permissions.

- **Saves money, time and resources.**

Thanks to cloud-printing, you don't need to pre-empt needing a hard-copy of a document by printing it right away. It offers you the security of a reliable printing system which you can access from any device connected to the internet, giving you the freedom to print only when needed.

- **Sends scanned documents straight to email.** Not only can you access your printer from the internet, but your printer can access the functions of the internet too. This is a dream come true for small task delegation. Gone are the days of scanning incongruities, compatibility issues, making sure it saves your document in the correct place and having to remember the name of the file so that you can find it afterwards. With cloud printing comes cloud scanning, which allows you to either save the document on your server or send the copy directly to any email, boosting business efficiency and worker productivity.

- **Shares printer access.** Whether you're in urgent need of a printer while out of the office or have a visitor who requires access to your printer, printing on the go is still a major headache for people all around the world. Yet, it shouldn't be. Cloud printing services allow you to share access when and where it is needed, and



Dave McNally, product marketing director, Dell Imaging EMEA

discontinue accessibility at any stage. Cloud printing is a convenient, flexible and secure contemporary solution, bringing simplicity to the running of a modern business.

Don't forget security:

- **Know your provider.** When using cloud services, you are allowing a trusted intermediary to store your data on their server, which is online and accessible to anyone with authorisation. It may be a frightening thought for some – putting your important information in the hands of someone over the internet – and this is a legitimate concern. It's important to know who you're trusting, so take time to research solution providers to ensure you connect with one that meets your needs.

- **Stay secure and keep your data safe.** Internet-capable printers can pose a security risk. With poor password security, there is the possibility that a third party could gain access to a document left accidentally on a scanner. It is important always to apply the same security procedure for every web-connected device in your business. Integrating complex passwords and changing them regularly will save you from avoidable security breaches. Long-term, hackers continue to pose a serious threat to businesses and securing sensitive data should be one of the most important aspects of your overall IT strategy.

With this in mind, the benefits offered by cloud printing are too great to ignore, and early adopters of this technology are usually the ones who benefit the most. Consider it as insurance for your printer's longevity and your business needs. Not only will it save you time and money, but it will make life easier for your IT team, your employees and your clients.

www.dell.co.uk



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Hey big spender

Xerox goes after the big spenders as it questions the channel's ability to meet their more complex needs

In its latest six-month product update, Xerox has revealed a raft of new solutions designed to improve business processes and productivity.

These include workflow automation solutions, currently available only from Xerox Large Enterprise Operations; cloud solutions, also available via the channel; user analytics for managed print services, also available via the channel; and a number of mobile printing solutions.

The four new workflow automation solutions reflect the greater focus within Xerox on vertical industry solutions, as it aims to develop deeper relationships with those organisations that spend most on printing and imaging technology.

They are designed for customers that want to keep processes in-house, but Xerox believes that as a result of the high level of consultancy involved, the solutions provide a natural bridge to Xerox's business process outsourcing (BPO) services.

The four solutions are:

■ **Workflow Automation Solution for Supply Chain Optimisation.** The solution helps retail organisations manage in-store returns and reconcile orders, stock levels and supplier payments. Xerox says that the first company to use it – a large retail chain in Canada – has reduced the labour required for reconciliation by 50% and cut printing by 33%;

■ **HR On-boarding.** Xerox's solution is designed to create a unified workflow for the provisioning of laptops, tablets, telephones, corporate IDs, cars and other assets to new employees. It brings together information from disparate sources including paper, scans, web forms and phone information;

■ **Loan Origination.** The workflow application manages the capture and archiving of information needed for loan applications from paper, electronic forms and email and automatically routes them to loan officers through a tailored workflow; and

■ **Health Records Information Management.** This solution provides a unified view of patient data held in paper archives, Dicom systems and electronic patient record (EPR) systems that clinicians can access on a tablet as they do their

rounds. The system is already being used by The Luton and Dunstable NHS Trust, which has digitised about 1.2 million paper patient records, freeing up floor space for a new cardiac ward and improving patient and clinical safety.

Consulting demands

These solutions combine workflow and content management from Datawatch and Hyland with consulting services, change management, process improvement, technical implementation, integration into existing systems and data capture through imaging and scanning.

Due to the high degree of consulting involved, Andy Jones, Vice President, Workflow Automation, Large Enterprise Operations at Xerox, said that the solutions wouldn't yet be available through the MPS channel, though this was an area that Xerox was investigating.

"It is our intention to see how we can take these to market through the channel, but there is a big demand on the channel partner having the right consulting and technical skills to go and deliver these solutions," he said.

"For now, the cloud-based platforms (see below) will be the leading edge of what we go to our channel organisations with. We will understand better how we can bring these deeper vertical solutions to the market once we understand channel partners' capabilities in more detail. Part of the opportunity is to identify some new communities of channel partner beyond some of the traditional MPS ones that may have better access to the market to take these solutions. So we think they could open up some opportunities for us."

Cloud solutions

In addition to its workflow automation solutions, Xerox has developed a number of tools that address individual worker productivity, which it is now offering as packaged cloud offerings available from Xerox and its channel partners. These are:

■ **Digital Alternatives.** Launched in November as an on-premise solution, Digital Alternatives (DA) is now available as a private cloud solution hosted in data



Part of the opportunity is to identify some new communities of channel partner beyond the traditional MPS ones

centres in Western Europe. It is designed to improve productivity and remove the need to print when working with documents. It does this through digital signatures, easier sharing of documents and other tools, with automatic synchronisation between a user's various devices. An analytics engine collects data about the types of task being performed and enables organisations to monitor activity on a per user basis. It also shows how much time and how much paper has been saved.

Jones said: "This information is extremely useful for businesses in helping them understand how they can improve efficiency inside the office and move towards their vision of the office of the future. It's certainly one of the really important features of DA that separates it from some of the personal apps that you see in the marketplace."

In addition, all analytics from the DA platform can be imported into Xerox CompleteView, giving MPS customers visibility of everything from core print data to DA usage.

■ **DocuShare.** Xerox's document management solution is also now available through a private cloud, reducing the user's administrative burden and increasing the speed of adoption. The Energy Alliance, an energy supply company, is using the

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solution to give mobile workers access to documents from anywhere in the UK.

MPS solutions

Xerox also announced CompleteView User Analytics to help MPS providers deliver the continuous improvement demanded by customers.

CompleteView User Analytics is the third member of the CompleteView product family developed by Xerox company NewField IT. It follows the introduction of CompleteView Pro, which gives a device-centric view of a user's environment, and CompleteView Document Analytics, which gives a document-centric view of a customer's environment.

CompleteView User Analytics offers a user-centric view of the customer's environment, giving insight into what types of document users are printing, when they are printing them etc. This highlights inefficiencies and enables resellers to provide continuous optimisation of a customer's environment.

A software agent links into print management tools, such as Xerox Secure Print Manager suite, Equitrac Office and Safecom, gathers the information and transmits it to a Xerox data warehouse where it is stored and organised. Using a web-based tool, users can view the data, analyse it and drill down to find inefficiencies in their environment.

Mobility Solutions

In addition, Xerox has launched new serverless mobile printing apps that improve the productivity of mobile workers. These include:

- A Mopria Alliance universal plug-in for Android users in a mixed vendor print environment, facilitating two-sided printing and paper size and page range selection;
- Xerox Print Service Plug-in for Android for more demanding Android users who want automatic print device discovery; more print options, including paper and colour selection; finishing, such as stapling and collating; and PIN code print release inside the native Android OS.
- Xerox Mobile Print Cloud 3.0 for large MPS customers that want security, accounting and user tracking features. The new version includes a print-from-email capability that lets users send print jobs to an email address via a ConnectKey app. This generates a PIN that can be input at an MFP to release the job; and
- The Xerox Mobile Link App, which allows users to create one-touch workflows on their mobile devices for remote control of Xerox ConnectKey MFPs and the ability to transmit documents to the cloud, fax, email or other destinations simultaneously.

www.xerox.co.uk

Degrees better

Toshiba TEC dealers are already reaping the benefits of enrolment on a master's degree in sales transformation

Toshiba TEC is so pleased with its Leading Sales Transformation work-based learning initiative that it intends to launch a one-year post graduate qualification and a two-year diploma in the same subject. There are also plans to publish some of the papers students have submitted in the *Journal of International Sales Transformation*.

Toshiba TEC introduced the programme in 2014 and already 14 of its channel partners have enrolled on it and are working towards a master's degree (MSc) in Leading Sales Transformation. The part-time course takes two and a half years to complete and is heavily subsidised by Toshiba, which covers the entire cost of students' tuition fees.

Toshiba TEC introduced the course as part of its commitment to increase the professionalism of the imaging industry, maintain strategic relationships with its partners, and make a positive impact through people, education and development. It represents the first opportunity for senior personnel in the document management sector to gain academic recognition.

Developed alongside Consalia, the global sales performance improvement company, the course teaches students how to improve their sales strategies, connect with customers, build strong brands, shape their offerings and create long-term growth. It is delivered in conjunction with Middlesex University's Institute of Work Based Learning.

Students are expected to dedicate



The course teaches students how to improve their sales strategies, connect with customers and build strong brands...

four hours a week to course-work, which includes a 3,000-word report on each of the five course modules and a final 12,000-word dissertation.

Gary Putson, Group Sales Director at Arena Group, says that his involvement has already helped him win new business.

"Arena has recently been successful in securing a managed print contract with a national company. The alternative approach we took in our proposal demonstrated a unique and high-level understanding of the client's business requirements. The different approach we took to the client in the initial stages was a direct result of our learning from the Toshiba Masters Programme," he said.

Carl Day, Sales Director at Toshiba TEC and the driving force behind the master's degree, said: "The MSc in Leading Sales Transformation programme gives our dealers a truly amazing opportunity to develop their people and businesses. The Masters, which is unrestricted by traditional approaches to academic or professional development, is really teaching people to think and act differently. I'm particularly pleased that we are now starting to see a positive impact resulting from the hard work 'students' have put in. We are currently in the process of enrolling the next cohort due to start at the end of this year."

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Upwardly mobile

Many resellers are well advanced in the evolution from hardware supplier to solutions and services provider. In this month's vox pop, *PITR* asks the panel about making this transition and specifically about the growing importance of mobility and BYOD.

SOLUTIONS

How successful have you been in making the transition from hardware to solutions?

Sam Elphick, Sales Manager, Lex Business Equipment Ltd: "Making the transition from traditional hardware sales to promoting and selling solutions and software was quite a big step for us as a company. As a traditional office equipment reseller, solutions sales opened up a new door, not just for our sales team but also for our service technicians.

"The most important thing was to make our customers aware of the fact that we can offer more than just the equipment, and that we can in fact improve efficiency within their businesses and automate processes that would usually be quite laborious."

Andrew Jones, Sales Director, 1st Office Equipment: "We have carefully introduced solutions with appropriate training to match the sales

teams' requirements. This has made the transition both acceptable to the sales team and, more importantly, relatively pain-free for the end user to implement."

Alpesh Unalkat, Managing Director, Managed Print Services, Capita Document & Information Services: "Capita was an early adopter in making the transition from hardware sales to true solutions, beginning this approach in the mid-nineties (as Right Document Solutions). Our success in this field comes from close and consultative relationships with clients. We identify how their businesses work and design a bespoke print solution that meets their business requirements and drives efficiency and productivity. This incorporates, but is not limited to, hardware, which becomes an 'enabler' rather than the solution itself."

Gary Downey, Group Marketing Director, Balreed: "We have always positioned our managed services as delivering a stable infrastructure onto which solutions that



Sam Elphick,
Sales Manager,
Lex Business
Equipment Ltd.

improve control and workflow should be built. So it's always been a natural one-two combination, but we have noticed an increased adoption rate from buyers in recent years."

Julian Stafford, Managing Director, Midshire Business Systems Northern: "We had to make the transition from hardware to solutions as the technology developed, so our customers are enabled to get the best out of their multifunctional devices. We employ solutions specialists and have also launched full-blown IT services, so that's helped improve our whole offering as a business and service provider. We are very pleased with our success so far; we have sold far more machines because of our solution and IT strategy and we expect this trend to continue and gather pace over the next few years."

Mark Smyth, Operations Director, Vision: "Vision has enjoyed significant success with Managed Printing Solutions, with some incredible, large wins in the public and private sector. However, we have experienced reluctance from clients to embrace more SaaS-based products and applications, resulting in a slower transition in some cases. We have continued to develop this key area of our business."

What proportion of your business revenue is now generated through the supply of solutions and services as opposed to hardware sales, and what do you predict for the future?

Sam Elphick: "As a relative newcomer to the world of solutions sales, we are

continued...



Andrew Jones,
Sales Director,
1st Office Equipment

...continued



working hard on increasing our revenue. However, on mobile print alone, we are receiving a continuous flow of enquiries. I can only predict that in the future this is going to grow exponentially, especially with the constant flow of new technologies and software solutions that really make the MFD the hub of the office."

Andrew Jones: "Currently solution sales account for approximately 35% of total revenues, but we predict that over the next three years this figure will increase to 80%. And we have budgets in place that reflect that growth."

Alpesh Unalkat: "More than 95% of our revenue is generated through the supply of solutions and services. We see this increasing in the future, especially with the changing nature of office environments and remote working. Print solutions also have to continue to develop so that they fit within that world. Capita is well positioned as an expert to offer clients true solutions, as opposed to hardware alone."

Gary Downey: "In numbers terms, somewhere between 10% and 33% of all sales incorporate a solution alongside the hardware. But this doesn't really reflect the importance that solutions may have played in securing that sale, or that a secondary solutions-only phase may follow at a later date. In this age of connectivity, integration and flexibility, the importance of solutions can only increase."

*Alpesh Unalkat,
Managing
Director, Managed
Print Services.
Capita Document
& Information
Services*

Mobile printing solutions can solve so many office headaches.

*Gary Downey,
Group Marketing
Director, Balreed*

Julian Stafford: "Solutions make up roughly 20% of our revenue and this is only going to grow over the next five years. If the levels of growth we have seen as an organisation continue, it could grow to nearer 40%."

Mark Smyth: "All sales start with a minimum of a Managed Printing Solution, normally as a result of a physical or electronic audit through Vision's Remote Fleet Management Application (VRFM). We then aim to build on and expand the services offered. The real measure of success is the ongoing client development and adding more solutions and services. Hardware does make up part of the solution and always will, especially as hardware manufacturers remain manufacturers!"

MOBILITY

How important is mobility and creating a BYOD strategy to your customers and how are you working with them to achieve their goals?

Sam Elphick: "I would say 2015 is most definitely the year of mobile print. We have seen massive interest in this area amongst our customer base. There is no better feeling than working closely with a customer, outlining the issues that they have at present and then solving them. Mobile printing solutions can solve so many office headaches, from providing the ability to print directly from an iPad or iPhone, to uploading documents remotely and releasing them to print the next day."



It's an important part of the future office."

Andrew Jones: "BYOD is without doubt one of the fastest moving areas. For us, the first priority when engaging in exploratory conversations with any new business client is to establish their mobile print requirements. From this conversation we will determine whether they require mobile print for client or guest devices and if visibility and cost control is necessary."

Alpesh Unalkat: "Mobility is increasingly important due to the changing nature of the workplace and workforce and recent advancements in technology. Increasing numbers of staff travel between offices, work from home, 'hot desk' and work on the go, so the traditional office model is no longer the only option for workers. Mobile working has created demand for flexible print solutions that adapt to meet these business requirements, including BYOD and 'follow me' printing. We work closely with our clients to understand what their goals are by carrying out thorough consultation and business reviews before suggesting and providing suitable solutions."

Gary Downey: "Mobility is definitely a key topic and, together with entry-level print management and accountability, is the most in-demand functionality buyers are purchasing after hardware. A flexible approach that can be integrated into a managed services platform is what we find success with."

Julian Stafford: "This is becoming a growing requirement for our customers. But then again, every customer has a different requirement and all our solutions are bespoke to that customer. Whether it's the sale of hardware or an IT solution, we work closely with all our clients to make sure their needs are met and that the solutions we provide are absolute best-fit for their organisation."

Mark Smyth: "We are now really starting to see an increase in BYOD, particularly where mobile printing is concerned, and clients are developing their own policies that allow email and other applications. More corporates are reluctant to permit their use and provide a policy. Our business

continued...

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...continued

partner Samsung has developed a strong mobility proposition with convergence of technologies across a number of different products and this is opening up endless opportunities with applications that can be easily deployed."

What technologies have you adopted to help customers embrace a mobile future?

Sam Elphick: "We offer UTAX and Develop devices to our customers and both of these brands offer mobile print options. Apple recently assisted the industry massively by updating their AirPrint-supported devices. With this update, you can print directly from the Apple device rather than through a separate app which slows down the whole printing process."

Andrew Jones: "We are supporting all of the technologies most prevalent in our marketplace from Apple AirPrint to print management software."

Alpesh Unalkat: "We have a range of leading technologies to support clients. Not being affiliated to just one specific manufacturer or software developer puts Capita in the unique position of being able to fit a tailored 'best of breed' solution for each of our clients."

Gary Downey: "As well as offering solutions provided by manufacturers of hardware, we have developed our own solution called Balreed Zapp. This is a trademarked offering unique to us that we can tailor to different environments."

Julian Stafford: "We have invested heavily in people, product and marketing to ensure we have the right people with expert knowledge and skills to service our customers' advancing requirements. Our biggest investment is in a Data Centre to launch our own cloud-based hosted desktop service. Desktop Monster is a fully mobile, safe, secure and reliable mobile desktop that you can access anywhere, anytime on any internet-enabled device! We plan to develop many more hosted services in the coming months and years."

Mark Smyth: "We have a number of clients that have adopted mobile printing and cloud-based applications as part of their Managed Printing Solution, including Cloud Connectors with apps such as Drop Box, Google Drive, SharePoint etc.."



Julian Stafford,
Managing
Director, Midshire
Business Systems
Northern

How are manufacturers supporting channel partners, and are they doing enough?

Sam Elphick: "We enjoy great support from our main manufacturer partner, UTAX, who have their own dedicated solutions team. From a simple sales-based question to installation support, they are able to offer great advice. More importantly, their responses are always speedy, which a big benefit to us."

Andrew Jones: "Most manufacturers are prepared to offer support, training and technical advice, but as with all new technologies, the dealer has to look at the larger picture and ensure future service revenues are protected and not restricted by implementing these solutions. It's very easy to fall into the trap of delivering IT support with no associated revenue, so any

Mark Smyth,
Operations
Director, Vision



solution sale has to incorporate services at a realistic rate."

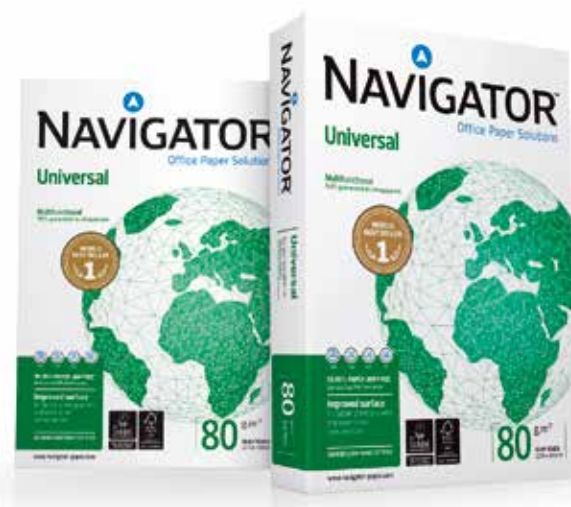
Alpesh Unalkat: "At Capita, we see manufacturers and software providers as delivering the enablers so that we, in turn, can assemble a bespoke MPS solution for our clients. We are, in the main, self-reliant but do need ongoing investment for research and development from our supplier partners to meet the changing requirements of our clients."

Gary Downey: "The majority of manufacturers are working hard in this area, although it is difficult for them to empathise with independents who are looking for the freedom of solutions that aren't limited to a single hardware brand. As an independent reseller, it's important we can provide and advise our clients on the relative merits of both approaches and have the technical skills to back this up, which is why we have developed our own Professional Services team to deliver this to clients."

Julian Stafford: "The manufacturers we work with are leading the way in the solutions arena. Ricoh continues to drive change and is constantly looking at new opportunities and solutions/products. Sharp has their cloud offering and great mobile printing apps. Lexmark has just re-branded with a focus on solutions. We get great support from our manufacturer partners and their development is passed down to us, as the reseller, and then onto our customers."

Mark Smyth: "As manufacturers and the channel continue to embrace and work with new applications and solutions, the race is on to see who can build strong collaboration with leading developers. The important factor for Vision as a reseller is the ability to both promote and support this change with training and knowledge, as that is often the barrier to sales. I firmly believe the better you know and understand technology, the easier it is to sell and promote it to clients!"

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Solid growth

The jury may still be out on whether it makes commercial sense to offer 3D printers as part of your core print portfolio, but there's no getting away from the fact that the 3D revolution is well underway.

3D printing is not new, but falling prices have opened it up to a much wider audience. The Printbot Simple Metal costs just £615.95; the entry-level ST3Di model is priced at £1,200; the Cubify Cube 3 has a price tag of £1,299; and the MakerBot Replicator 5 costs around £2,300.

Market analysts all agree that as prices fall 3D printing is going from strength to strength. Gartner's latest forecast is that 3D printer shipments will more than double every year between 2015 and 2018, by which time worldwide shipments are forecast to reach 2.3 million. Canals estimates that nearly 133,000 3D printers were shipped worldwide in 2014, 68% more than in 2013.

Canalys Research Analyst Joe Kempton said: "We have seen improving print speeds, a wider range of materials and new forms of additive manufacturing methods. There has also been a substantial increase in the number of vendors entering this space, with many coming from Asia, challenging the previous dominance of 3D printing hotspots such as Germany and the USA."

He points out that Chinese and Taiwanese vendors, such as XYZPrinting, have been particularly successful at creating consumer-friendly 3D printers at impressively low price points, adding that many 3D printing companies have begun to ramp up spending on research and development to prepare for HP's move into the market in 2016.

This year, IDC expects spending on 3D printing to go up by 27% to over \$3.4 billion. It predicts that by 2020 more than 10% of all consumer products will be available as produce-on-demand via 3D printing in the home or through companies offering such services.

Inflection point

Pete Basiliere, Research Vice President at Gartner, believes the 3D printer market is at an inflection point. He said: "Unit shipment growth rates for 3D printers, which languished in the low single and

The primary market drivers for consumer 3D printers are lower prices, improved performance and expanded global availability.

double-digits per year in the 30 years since the first 3D printers were invented, are poised to increase dramatically beginning in 2015. As radical as the forecast numbers may seem, bear in mind that even the 2.3 million shipments that we forecast will be sold in 2018 are a small fraction of the total potential market of consumers, businesses and government organisations worldwide."

Seven technologies constitute the 3D printer market, with material extrusion leading the market's growth through 2018, due to significant worldwide consumer adoption of 3D printers costing less than \$1,000.

Gartner says that the primary market drivers for consumer 3D printers are lower prices, improved performance and expanded global availability. The primary market drivers for enterprise 3D printers are the viability of 3D printing technologies for prototyping and manufacturing, coupled with lower 3D printer costs, improved quality and a wider range of materials.

Basiliere added: "Manufacturers will strive to add features and improve performance in the first few years rather than reduce the prices of printers. Therefore, the average selling prices (ASPs) of a few technologies are expected to increase or decrease gradually in the outer years, after an increase in 2014 or 2015."

Directed-energy deposition printers are the most highly priced, followed by powder bed fusion printers. "The ASPs of material extrusion and vat photopolymerization printers are expected to decrease as more and more players enter the market with offerings in the lower price bands within these two technologies," he said.

Meanwhile manufacturers are pulling together to improve the 3D printing process for end users.

According to a report on 3DPB.com, during 3D Print Week in April, J Scott Schiller, Worldwide Business Director of Hewlett-Packard 3D Printing, referred

continued...

The EKOCYCLE Cube 3D printer uses recycled filament for a smaller carbon footprint



ST&Di

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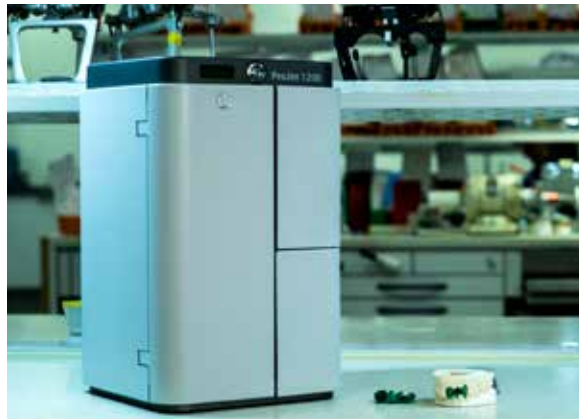
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to a new consortium that would bring together large players, including HP, to work together on streamlining the 3D printing process on everything from a \$500 desktop machine to a \$500,000 industrial scale printer. 3DPB.com also reports that Microsoft plans to bring out a new file format specifically for 3D printing.

OEM 3D strategies

Not surprisingly, traditional print vendors have become increasingly active in the 3D print market, sometimes as OEM suppliers of 3D printheads but more commonly as an additional route to market.

HP plans to launch 3D printers based on its PageWide printing technology next year and, in September 2014, Ricoh launched a new additive manufacturing business.



Canon is selling and supporting 3D Systems printers

Ricoh already has an established 3D print head manufacturing operation, acting as an OEM for a number of 3D printer manufacturers, and is now broadening its 3D printing strategy to include research and development into 3D printing technologies and applications. In Japan it has opened two Ricoh 'Rapid Fab' facilities offering 3D print services to customers.

In January, Ricoh became an official reseller of Leapfrog 3D printers throughout Europe. It will initially focus on customers in the education sector, providing a complete support package including consultation, installation, training and the ability to add 3D printers to an existing Ricoh

imaging print service contract. In time, Ricoh plans to extend support to customers in the engineering and manufacturing sectors.

Last year, Konica Minolta Business Solutions USA signed a distribution agreement with 3D Systems, becoming the first printer manufacturer in the US to sell, support and service 3D printing products through traditional printer and office equipment channels. As yet, there are no plans to replicate the arrangement on this side of the Atlantic.

3D Systems

In the UK, 3D Systems has distribution agreements with KYOCERA and Canon.

KYOCERA is offering CubePro and ProJet printers, 3D scanners and the full range of Cubify software to enable users of all abilities to realise their projects. It also plans to make 3D printing 'office friendly', with out-of-the-box Green Button Training for users. The CubePro family was created for the education market and offers Plastic Jet Printing (PJP) ideal for schools and small businesses, while the ProJet Colour Jet Printing range is suitable for R&D, universities and small production requirements.

KYOCERA Product Marketing Manager Trevor Maloney said: "3D print is being viewed increasingly as a must-have print



The UK-made STEDI

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Accessories and add-ons

As well as revenue from the sale of printers and consumables, 3D printing offers scope for sales of multiple accessories, from uninterruptible power supplies (UPSs) to print management software.

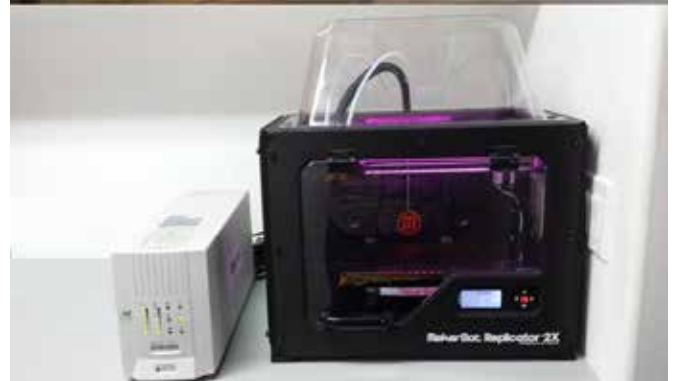
US company Battery Backup Power says that UPSs are essential protection for 3D printers that can take hours to complete a job, as any interruption or interference to the power supply could result in defects to the print or damage to the printer itself.

It says that conventional UPSs are unlikely to provide the durability and capacity required by a 3D printer. Instead, it recommends systems that pack more batteries for longer run times, have higher load capacities, pure sine wave output (not usually found in less expensive UPS systems), direct USB communication with certain professional 3D printers, metal enclosures and other attributes designed to keep a 3D printer running smoothly.

Arron Fu of enterprise printing software solutions provider Uniprint points out that although prices will have to fall significantly before 3D printers become standard office issue, when they do IT will be responsible for making sure usage is managed responsibly and billed accurately, and that means implementing the same technologies already used to manage 2D printing.

"With the most sensitive development projects likely to reach 3D prototype printing first, secure 3D printing should be considered now if companies wish to protect IP from the outset. This will have to involve the use of a secure area attached to the printer with a print appliance attached that will verify employee ID access codes and provide true follow me secure printing," he said.

A Battery Backup Power, Inc. 600 VA / 360 Watt line interactive pure sine wave uninterruptible power supply protecting a FlashForge Creator 3D printer.



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product. We now offer our partners and end users one of the most comprehensive 3D portfolios in the UK, backed by excellent technical support and customer service, which means they can be confident about 3D."

Canon is focusing on 3D Systems' advanced manufacturing 3D printers, including the ProJet 1200, 3500, 4500, 6000 and 7000 series. It is offering the printers to customers in the engineering, manufacturing and architectural market segments for prototyping and rapid product development. Initially, the printers will only be available through Canon's direct sales business.

Made in the UK

Wholesaler VOW has signed a deal with ST3Di, part of Environmental Business Products, Europe's longest established collector and remanufacturer of inkjet cartridges, to distribute the ST3Di ModelSmart Pro 3D printer and consumables range.

Manufactured in the UK and available from Staples, Office Depot and Euronics, the range comprises two state-of-the-art desktop 3D printers, the ModelSmart Pro, which enables users to print models up to 200mm wide with a depth and height of 150mm, and the ModelSmart Pro 280, which can print models up to 280mm wide with a depth and height of 150mm.

Both models can use a variety of different materials including PVA, ABS, Wood and a soluble PVA for support structures and feature a unique smartchip mechanism that identifies filament levels and ensures the correct material is used. Proprietary Helpful Printer Driver software provides real-time accurate filament levels for convenient consumables reordering.

Channel attitudes

3D printers have received a mixed reception from dealers. Matt Goodall, Service Director at Office Evolution, said that they have monitored the very rapid development of 3D printing and it is clear that it has a place, but the decision as to whether this is an option for office equipment resellers is still to be answered.

Vision first launched 3D printing at its half-year sales conference last April. Operations Director Mark Smyth said that, as a provider of printing technology and a specialist reseller in print, Vision must consider 3D printing. "Whilst it's still somewhat of an unknown, you cannot afford to overlook what could potentially be the next best thing in print," he said.

Balreed has seen a small rise in enquiries from clients, most of whom simply want to gain a better understanding of the technology. Printerbase definitely

Sustainable 3D printing

Recycled filament helps lower running costs

Dutch start-up Refil is recycling car parts for more sustainable 3D printing. The company is selling recycled plastic in filament form for existing 3D printers.

The first batch of 'refilaments' were made from car dashboards and PET bottles. The spools containing black filament are recycled from car interiors while the translucent ones are up to 90% recycled from plastic containers.

To create the high quality product, scraps are shredded into tiny pieces and contaminants physically removed. They are then melted and turned into 1.75 or 2.85mm diameter strings that are wound around recycled carbon spools.

The company says that their products share the same level of quality as premium filaments. Refil Lead Product Researcher Laura Klaus said: "We don't add any toxic dyes to our products and this has been our biggest challenge. After lots of research, we can finally develop refilaments that have the exact same quality as ordinary filaments, without adding any toxins."

Casper van der Meer, Co-founder of Refil, said: "Using our refilament, instead of ordinary filament, you instantly make everything you print recycled. From vases, toys and jewellery to architectural models, prosthetics and other products. They all become recycled products when you print them with refilament."

Refilament won the *Best Material Development Award* at the 3D Printing Europe trade fair in Berlin. A spool of 750 grams for dashboard black is priced at €32 and the PET translucent at €40.

Use of recycled filament is one of the main selling points of the EKOCYCLE Cube 3D printer available from the EKOCYCLE shop-within-a-shop in Harrods, London. A joint venture between musician will.i.am and the Coca-Cola Company, EKOCYCLE is a collection of prestige consumer products made from recycled materials. Each EKOCYCLE-branded cartridge contains filament made from three recycled 20oz PET plastic bottles.

Closer to home, D3D Innovations Ltd has developed a desktop extruder that lets 3D print enthusiasts create their own filament out of pellets, waste plastic and old 3D prints. The FilaFab system extrudes ABS, PLA, EVA, HDPE, nylon and more, automatically replenishing used spools. As well as offering the convenience of an in-house supply of filament and the opportunity to experiment with colours and compounds, FilaFab can cut consumables costs by more than 80%.

Two models of FilaFab Extruder are available: the compact EX100 for extruding ABS and PLA; and the EX350, which thanks to its greater power and speed control, can also handle other types of polymer.

An environmentally friendly alternative to polymer 3D prints is offered by Mcor Technologies, which markets a range of desktop 3D printers that use ordinary, new or used cut-sheet paper as their raw material, resulting, it is claimed, in the lowest operating costs of any 3D printer on the market. Another benefit of Mcor's paper 3D printers is that that they offer true full colour output.



believes 3D printing will be an option. Founder Peter Knight says it is an area of the business that they are already having success with. In contrast, 1st Office has come to the conclusion that apart from the word 'printing' there is no similarity with its traditional core printing products.

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Canon

A second life

Established in 1992, Environmental Business Products (EBP) is Europe's longest established and largest collector and remanufacturer of inkjet cartridges.

The company specialises in the supply of private label cartridges for UK and European high street, mail order and web-based channels, as well as major office supplies resellers. It counts WHSmith, Office Depot, Viking, Vasanta, ADVEO, inkClub, Plaisio and Agfaphoto amongst its customer base.

EBP has ISO 9001:2008 (quality management systems) and ISO 14001:2004 (environmental management systems) certification and spends over £500,000 a year on R&D, a commitment that, according to EBP Head of Collections Amy Horn, helps it continually improve the recycling process. "We invest heavily to ensure we remain at the forefront," she said.

The company operates in 17 countries and collects around six million cartridges annually. It has partnered with over 180 UK and European charities and to date has donated in excess of £5,000,000. "We were one of the first companies in this space to partner with charities for collection programmes," said Horn. "And it was this element that really helped up the volume of cartridges returned to us for remanufacturing."

Today EBP has collection schemes in place with 2,000 schools and hospitals. It provides FREEPOST recycling bags, which are sequentially bar-coded for comprehensive and accurate traceability, and retail/office collection bins at no cost to the charity. In addition, it utilises bespoke software to report to partners and supporters exactly what has been collected and from which source.

A team of in-house engineers, chemists



Amy Horn, Head of Collections, EBP

The company operates in 17 countries and collects around six million cartridges annually.



and technical experts based at its factory in Park Royal, North West London have developed proprietary equipment and ink formulations to produce a wide range of remanufactured cartridges to the same high quality as the OEMs.

"We are very proud of the fact that we've built longstanding relationships with our customers and partners. Our 20 plus year heritage, sustained investment in R&D and bespoke equipment, combined with robust quality controls, ensure that we produce the highest quality remanufactured printer cartridges," explained Horn.

One in four cartridges sold in the UK is believed to be remanufactured and up to 40% of businesses with more than 1,000 employees use remanufactured cartridges. "We firmly believe that re-use is far better than simply recycling," she added.

The environmental savings soon stack up when you consider that an inkjet cartridge takes about 1,000 years to decompose in landfill. So do the cost savings, with a remanufactured product typically costing 20 to 50% less than an OEM cartridge.

www.ebpgroup.com

Recycling partnership gets 'green' revamp

Lincolnshire based The Recycling Factory has undergone a 'green' revamp and announced that it has raised over £3.5 million for UK charities.

"We are always striving to reduce our carbon footprint, at the same time as ensuring our charity partners receive the very best in service, and 2015 has already seen some very innovative changes," said Departmental Manager Cassandra Gonzalez.

"Charity supporters can instantly download a freepost label for their chosen charity, as well as book a free courier collection in just seconds," she explained. "We are also working closely with our partners to lead the way in digital marketing, ensuring all campaigns achieve maximum awareness."

The Recycling Factory collects printer cartridges via freepost schemes, as well as through free courier collections all at no cost to the charity. For each inkjet cartridge successfully recycled, 100% of the value is donated.

www.therecyclingfactory.com

ARMOR launches OWA

OWA is a new range of remanufactured cartridges and environmentally responsible office accessories from ARMOR.

ARMOR uses circular economy principles to guarantee the 100% recycling of used laser toner cartridges. Used cartridges are collected and enjoy a genuine second life, either as remanufactured cartridges or in new products made by recovering dismantled materials.

With OWA, ARMOR says that it is able to guarantee customers high print quality, optimised print costs per page and a reduced environmental footprint.

www.armor-owa.com/en

Empties Please

UK-based Leukaemia and Lymphoma Research has been collecting empty cartridges at its branch in Newcastle to be picked up by cartridge recycler Empties Please, in exchange for a donation. Empties Please offers £1 for each original-branded cartridge and 50 pence for remanufactured/compatible cartridges.

Other businesses on the floor where the charity is based and even the office cleaner have added to the empties bin. To date they've recycled 100 ink cartridges and raised over £80.

www.emptiesplease.com



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A family affair



2015 marks the 35th anniversary of Manchester-based Lex Business Equipment. The company, which cites UTAX and Develop as its major print partners, is a true family affair.

Managing Director Wayne Elphick, an ex-Olivetti technical engineer, set up the dealership back in 1980. Then, in 2008 his youngest son Sam joined the firm's service department to gain work experience during a gap year.

Sam quickly developed a passion for all things print-related and, cancelling his plans to go to university, chose to remain with the family firm and learn the business from the ground up. Seven years on, he's a print industry convert. Having worked his way through the ranks, he currently heads up the firm's sales operation and was made a director earlier this year.

Lex predominately serves customers within a 30-mile radius of its head office in Radcliffe, including several that have offices throughout the UK.

"We have a number of clients whose head offices are in the North West but who also have operations nationwide. As a UTAX partner, we are able to utilise their national service infrastructure, which means we can provide the same levels of technical support across all locations, without having to send our engineers across the country. That is a real plus for

us," explained Sam.

The company currently has a headcount of 12, which includes four service engineers.

The biggest challenge Lex Business Equipment faces today is competing on price with OEMs.

The greatest challenge

Sam says the greatest challenge facing Lex Business Equipment today is competing on price with OEMs.

"Even today, when the focus is predominantly on solutions that improve business efficiency, there are instances where price is still king. When up against some OEMs, we have to make sure we're priced as competitively as possible to win that business," he explained.

He added: "Our background is in service and that's really our USP. It's this expertise and heritage that gives us a competitive edge, and we've been really successful winning tenders on the back of this value proposition."

Growth and profitability

Lex Business Equipment has enjoyed sustained growth, closing the last fiscal year with a £210k increase in turnover and a 23% rise in pre-tax profits.

"We have grown quite significantly, in

the last two years in particular, and have a business plan in place to support our future growth plans," said Sam. "We are now two-thirds of the way through the current financial year and are on course to achieve a year-end turnover figure of £1.65m."

Sam expects future growth to come from the upselling of solutions to its existing customer base and from new business generated by promoting the benefits of working with a local supplier.

As part of its expansion plans, the company has just launched a new e-commerce website, which will also be used to promote its office supplies and furniture divisions.

"This move will further increase our online presence and drive transactional sales across printers, small MFPs and IT hardware," Sam explained.

In addition, Lex Business Equipment is running a six-month radio advertising campaign, from May to November, to drive device sales and to promote its MPS offering. "The campaign will focus on exploiting the tiered billing feature that the UTAX range of MFPs has, and we are quite confident this will be a success," said Sam.

He adds that the campaign has already led to a huge influx of website traffic, with more than 90% of visitors new to Lex Business Equipment.

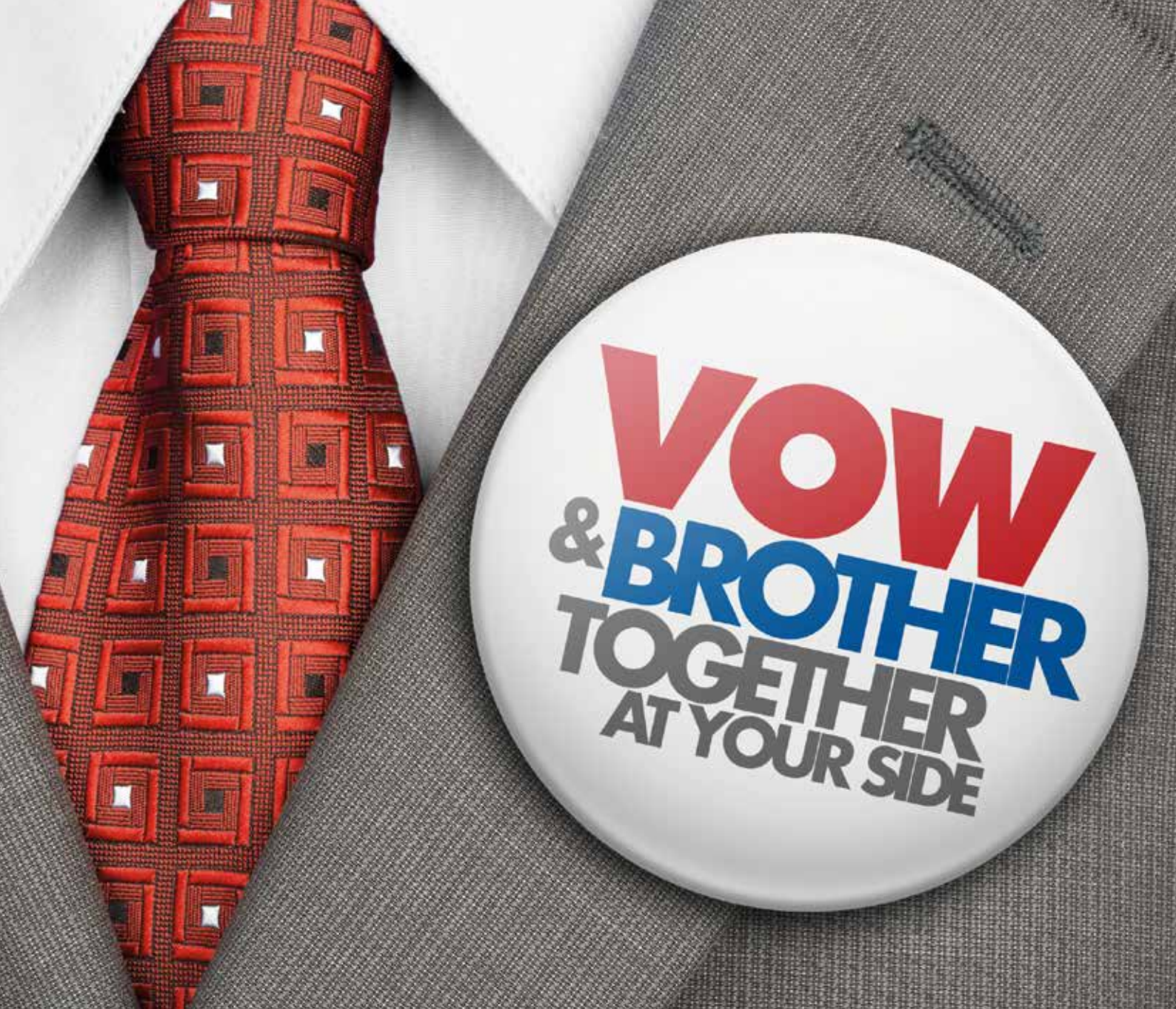
On-going investment

With growth firmly on the agenda for the next five years, Lex Business Equipment is ready to increase headcount and invest in staff training to ensure it continues to offer the best service to its customers.

"We recognise that our people are our biggest asset and we continually look at how we can further develop them," said Sam. "For example, we recently placed two of our employees on management courses to upskill. We have an ultra-low staff turnover and we're very proud of that; our service manager will this year celebrate his 25th year working at our company!"

As part of the firm's 35th anniversary celebrations, later in the year Lex Business Equipment is treating staff and their partners to an overnight stay at a DeVere resort. The company is also planning to mark the milestone with an event for customers and suppliers.

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

Shifting revenues – traditional channel structures are becoming very blurred – and creating a dynamic supply chain, which makes it harder to know where to best position resources.

Where do you see the next big opportunity?

Anything services related. Fill in the gap: (what you currently do) as a service. It takes investment to hire, train and have the capability to sell consultatively. A big shift for many resellers who rely on transactional business models only.

What would make your day job easier?

Device batteries with much longer life than

one single working day and a standardised universal power socket in every portable device known to man.

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

Make sure you have your personal values and principles clear. They inform everything in your whole life, including business. They inform who you are as a leader, what you do and don't stand for, and what you do or don't devote time and energy to.

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

Looked to develop my emotional intelligence with a greater sense of urgency earlier in my career. I grew up in the 'know stuff and work hard' generation; everything has now changed and emotional connectedness is the key to motivate and inspire people.

Describe your most embarrassing moment.

Insisting to my wife that I paint the outside windows instead of using a decorator, then dropping a full 5L tin of white paint onto our drive from the top of a ladder before I had even put on a stroke! Took me hours with a jet wash to clean it all up. She's never let me live it down.

What was your first job?

Stacking biscuits in Waitrose.

What would be your dream job?

Travelling the world as a motivational speaker, in the style of Tony Robbins.

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

I'd be happy driving a Porsche Hybrid 918 around the Monza GP circuit.



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

Curry and a good craft beer.

Favourite holiday destination.

Anywhere in the Greek Islands.

How do you like to spend your spare time?

You'll find me on a bike on the roads of Cheshire I (ride about 4,000 miles per year), writing blogs, representing charity – Forever Manchester – as their President, public speaking, or on the Northern Soul dancefloors.



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Primary and secondary school teachers are working almost 60 hours a week according to the DoF and a lot of this time is spent carrying out bureaucratic tasks such as form filling and general paperwork.

By implementing digital working practices including the scanning and digitisation of material a school will very quickly see the benefits brought about from the enhanced collaboration between staff members, pupils and parents as well as supporting SENCO in the use of Information and Communications Technology (ICT) which is laid out in their code of practice 2001.

Scanning allows for the speedier capture of correspondence such as permission slips, catering requests, bursaries and paperwork related to special needs as well as the implementation of technology driven teaching methods. This also allows for a more enriched learning experience and will enable time to be freed up whether for teaching or personal recreation.

Further education encompasses a range of educational services which all pose different challenges when it comes to paperwork, the complexities and management thereof. Colleges and adult education as well as available learning such as for offenders, the work place, virtual, voluntary and charitable organisations all generate paperwork which if managed more effectively can lead to increased efficiencies, reduced costs, increased quality and customer satisfaction.

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