



BIGGER BOLDER

brother

**Channel Support
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October 13th, 2023

Who is Brother?

- **People**
- **Programs**
- **Products**



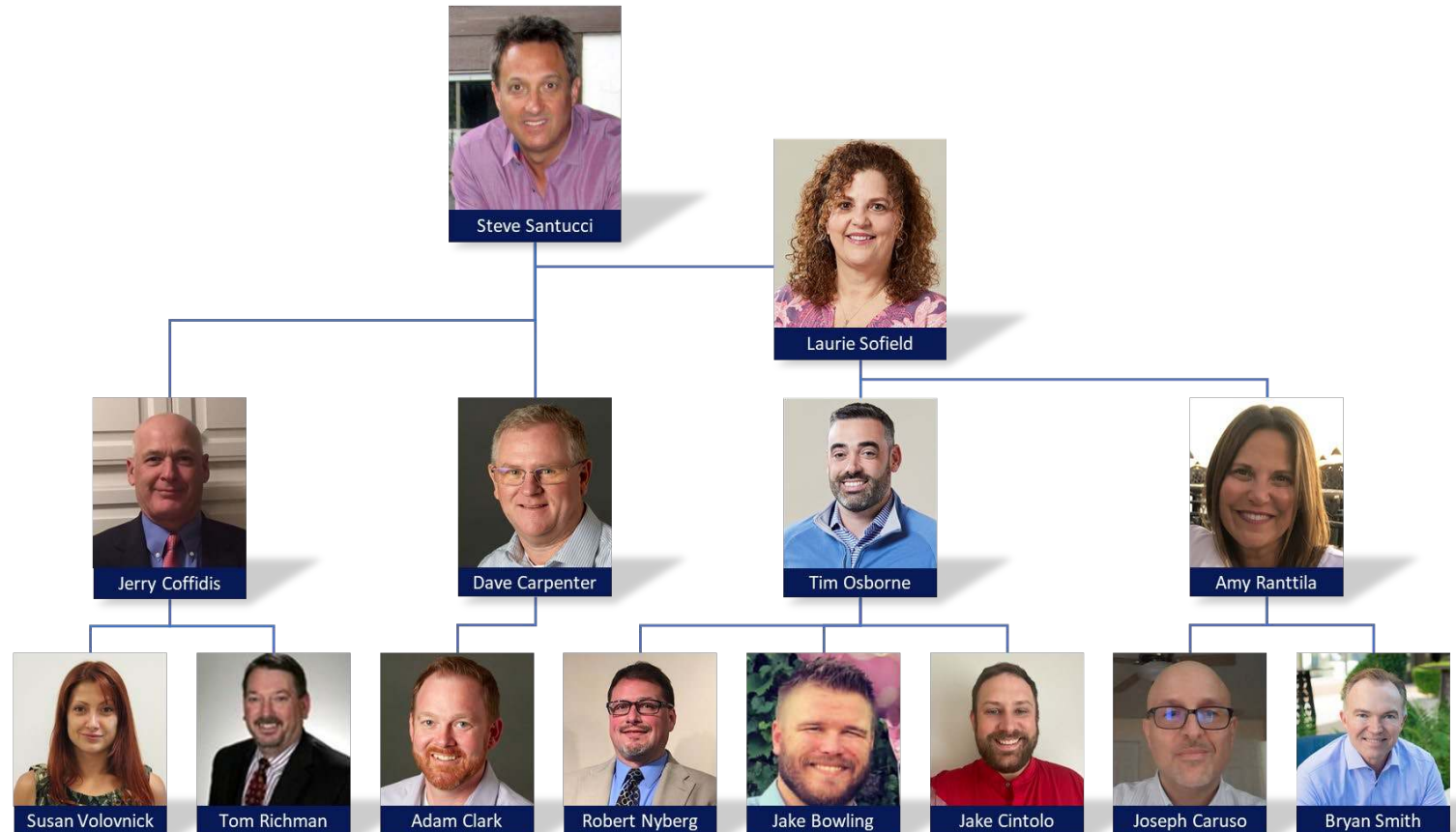
Dedicated field support for our resellers

- **Channel Management:**
 - Quarterbacks all support efforts
- **Major Account Support:**
 - Provides end-customer sales support:
 - Enterprise
 - Education / Healthcare
 - Government
- **Consulting Services:**
 - Strategy development, customer analytics, managed print support
- **Special Solutions Team:**
 - Support clients with integration efforts, special applications, and HW/SW customization
- **Customer Service Team:**
 - Provides post installation service support
 - Customizes end-user support



Dealer Channel Support

- Launched in 2015
- 40 - 50% YoY Revenue Growth
- 2023: 200 Dealers



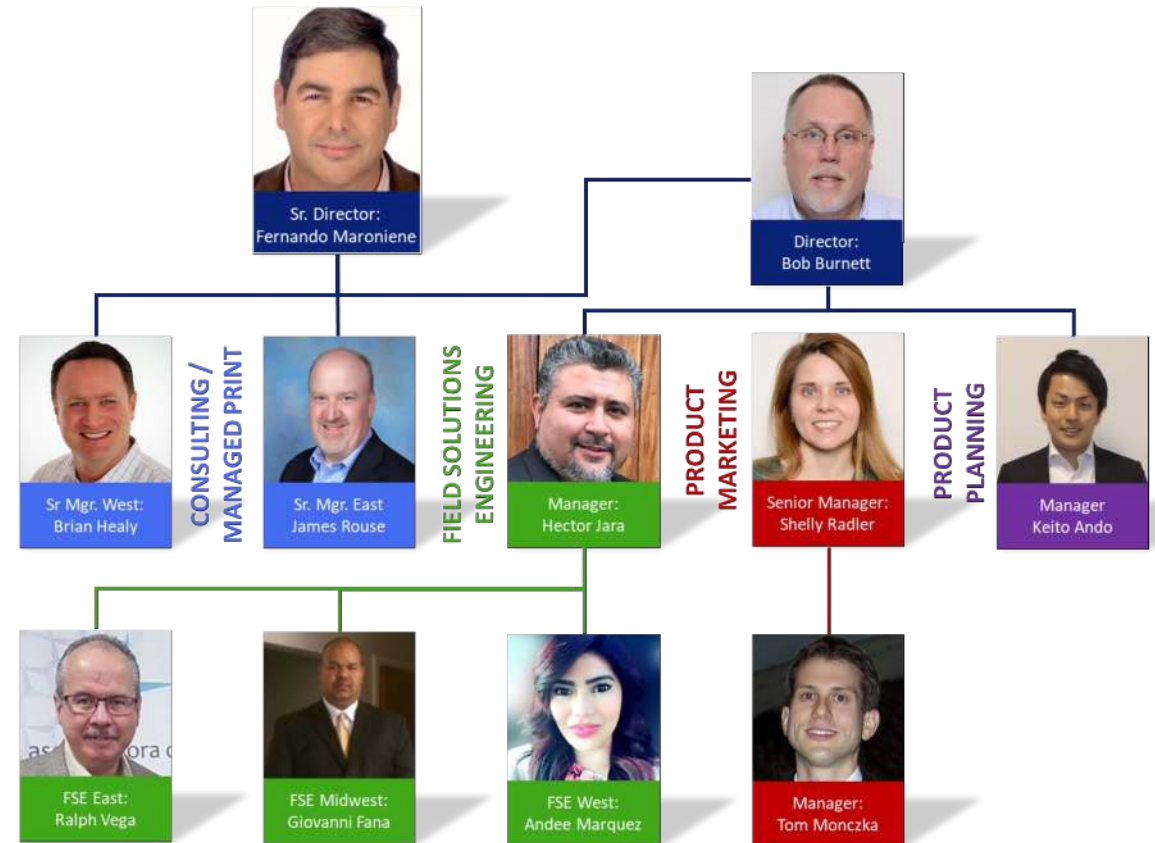
Twofold Role at Brother:

1. Product & Program Development:

- Product planning & marketing
- Partnership development

2. Field Support

- Pre-sales analytics / MPS support
- Pre / post sales engineering





Bundled supply and warranty program

- Low consumable cost (toner & drum)
- Extended, 3-year advanced exchange warranty:
 - Next business day replacement
 - Includes tape, packing instructions, and return shipping label
 - Brother covers shipping expense
- Designed to give you a competitive advantage:
 - Protection from retail/e-tail
 - Locks in ongoing supply sales

Service Exchange Reliability

Model	Swap Ratio	WC Ratio	Total Service Ratio
Mono Laser	1.24%	0.20%	1.45%
Color Laser	1.47%	0.21%	1.68%

At
your
side.

Brother Workhorse Products

Brother does not sell direct!

Channel Protected

Protected Consumables and Accessories

Higher Channel Margins

Exchange Warranty

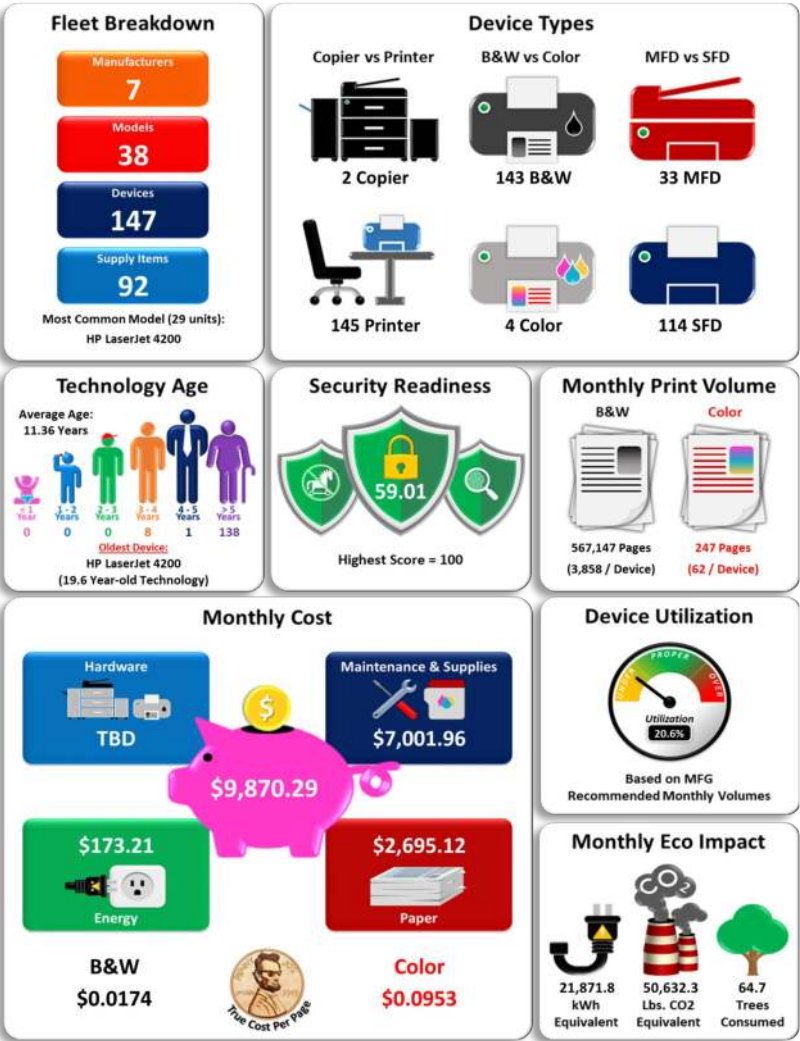
Highest Value Product in Category

Access to Value Print Program (VPP) /
Value Subscription Program (VSP)

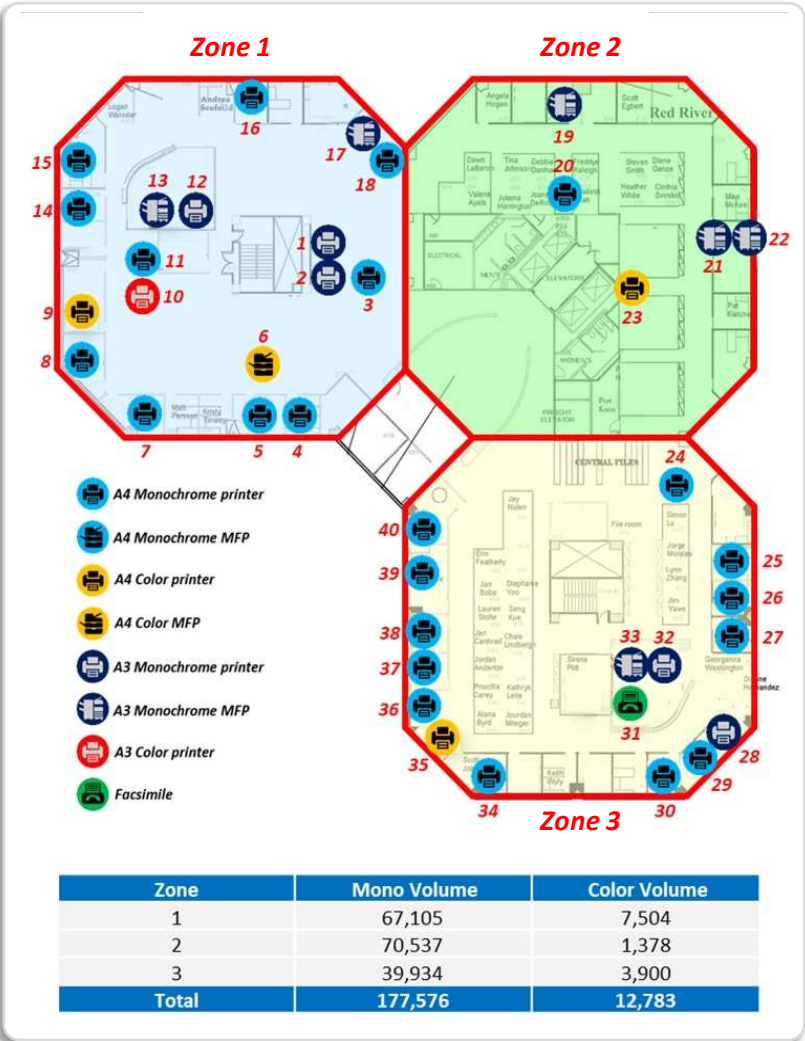


BROTHER
WORKHORSE
SERIES

Predictive Assessment



On-Site Assessment



Successful projects always begin with actionable intelligence

Solutions Integration / SST Support

Solutions

Device Monitoring	Device Management	Output Management	Content Management
	 BRAAdmin Professional  E-Notify  Clone Device Settings	  	  Protected  Trust  Barcode Utility

Brother SST Support:

- ☒ Intelligent scanning to back-end applications
- ☒ Customized software, print drivers and firmware
- ☒ Automating installation and deployment of print drivers and software packages
- ☒ Pre-configured devices prior to shipment – to ensure they arrive ready to operate – right out of the box
- ☒ Custom SKU's with exclusive settings and features

Full solutions portfolio here:

<https://brother2bportfolio.com/categories/document-workflow-solutions>

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brother

Thank You

