



Frank Cannata

Marketing Research Consultants



Tomorrow's New & Broadening Technologies

- In our most recent travels has taught us much about the focus and direction of research & development on-going in our industry
- Much of what we have seen is aimed at the needs of the client rather than the operational enhancements of the device.



Efficient Operation Promoting Cost Reduction

- Tools are being developed that will enable more people to use fewer devices (mfps – printers) with greater capabilities to communicate in a collaborative environment
- These tools have one thing in common – they all contain a degree of intelligence



Smart Document Review

- At a visit to Xerox' R & D facility in Grenoble, France I got a glimpse of the future
- It does not print – copy – fax or scan
- What it does do is enable people to work together in what was previously labor intensive tasks and reduce it by tens of man hours



More Applications Than I Can Count

- I can across every vertical and see how this technology can play an important role in fostering collaborative fulfillment and creation
- From Architecture to legal and beyond it has enormous benefits
- That essentially defines where the industry is going



Intelligence Is Being Added At Virtually Every Level

- Toshiba end user conference and dealer meeting
- Walked through the product fair and learned how a power protection device can capture information and properly record the record the impact of the power grid on an MFP or Printer – there is more



Tools Are Only A Part Of The Story

- On top of every manufacturer's list is the need to develop and/or enhance whatever call avoidance capabilities they possess
- Today it is not uncommon for service call centers claiming that 40% of calls are satisfied on the telephone
- The ability to manage devices remotely follows closely



GPS Playing An Increasing Role In Service Dispatch

- At each and every dealer grand opening of a new building I am finding GPS being employed in their service dispatch centers
- The result is techs are able to close more calls and reduce the cost of service
- The message is clear – you need to employ all of these technologies if you wish to remain competitive



Technology Is Changing The Shape Of The Business

- From a break and fix mentality we have moved into a “Services Led” business model
- The quickest and most cost effective way to make that transition is by working with a primary provider that has developed the tools and skills to train and more important to lead



It Is Not Just Managed Print

- When we speak of services it is not just MPS but MNS – Managed Network Services
- That is your future and size has nothing to do with your ability to transition your business to a services orientation
- This business despite a severe economic downturn continues to thrive and grow



A Time Of Decision

- What we are experiencing is not a revolution in technology but an evolution in services management that enables dealers to become true services providers
- We believe that this is your future!

