



## MONOCHROME RELIABILITY

# KYOCERA

## RESELLER PLATINUM AWARD

Reliability is a major factor in maintaining productivity in any enterprises. In the past, the device with the reputation for breaking down the most has been the office copier. But with the improvements in the underlying technology, the availability levels of monochrome MFPs have never been higher.

Today, the most important factor in reliability is not the hardware, but instead is how the machine is operated by its users. Untrained users tend to improperly yank paper through rollers or feed the device with low quality paper. The reason for this seemingly counter-productive method to paper jam removal becomes self-evident to anyone when they first open the front doors to many MFPs. The process for removing paper jams can be likened in some instances to solving a Mensa IQ problem. By simplifying the paper jam removal process, manufacturers in turn will be reducing the incidences of misuse by end users, reducing service calls that the reseller must bear the cost of.

Resellers are also looking to manufacturers to reduce the time involved in maintaining a device throughout the contract life. This is achieved through a multitude of design enhancements. Longer lasting components will require fewer trips to replace, while modular component designs will reduce the time involved in switching out a unit, or even allow more end user routine maintenance thus reducing the need for an engineer visit at all.

We polled our reseller audience to learn how they viewed each manufacturer's overall ability to deliver monochrome reliability in both their eyes and those of their customer base.

### About the Winner:

Founded in Japan in April, 1959, Kyocera is a familiar name throughout the international business community. The company is continuously expanding and is currently represented in 160 countries. Kyocera acquired well-known copier company Mita in the 1990s and now does business as Kyocera Mita.

Kyocera's headquarters are in Kyoto, while Kyocera's main headquarters are based in Osaka, Japan. The company has more than 40,000 employees, split into various groups throughout the world. Kyocera's focus is on various hardware and software products and solutions. Kyocera has a wide reach across the global market. Kyocera is mainly an office equipment specialist, interested in the development of copiers, multifunctional devices, printers, and fax products.

The company focuses on low- to mid-range volume areas of the business market. However, it has a sturdy, high-volume product range available as well.

Kyocera's concern for environmental issues is visible in the design of many of its machines. The company's ECOSYS® (Ecology, Economy, and System) printers have eliminated disposable print cartridges to reduce industrial waste.

To further build on its success, Kyocera is focusing on the development of software and network solutions that integrate with their hardware products. These measures will enable the company to provide a more comprehensive, consultative approach to assist its customers in getting more value from their document management processes.

Kyocera states that it remains dedicated to further developing their business and increasing the satisfaction of its customers.

### About the Awards:

The Readers' Choice Awards are the cumulative findings culled from thousands of BERTL surveys. Unlike other industry awards which are chosen by a small group of industry pundits, BERTL Readers' Choice Awards are decided by our reseller readers.