



MONOCHROME RANGE

KYOCERA

RESELLER PLATINUM AWARD

While color is obviously showing impressive growth in the enterprise space, monochrome is still the dominant form of printing. After all, most printing is for internal use where there is less need for color. Therefore users still expect manufacturers to have a strong monochrome lineup. And manufacturers strategically use a strong monochrome lineup to gain a following from resellers.

The reseller's satisfaction with the monochrome range at its disposal is also dependent upon the customer mix with which it serves. If the reseller does not sell into the production space, it does not have a need for a 100 ppm juggernaut solution.

Hence, the main street office equipment reseller selling to small- to medium-sized companies is going to be looking for a strong workgroup family of products, offering the best bang for the buck in a small footprint, while the reseller aiming at the larger enterprise/government departments, etc. will be looking for the more diverse portfolio that allows them to offer solutions spanning not just the front office workgroup, but also shared, departmental resources and the central reprographic department (CRD).

To understand this complex subject, we surveyed our resellers to learn how successfully manufacturers have targeted their monochrome product range.

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.