



PROFITABILITY

KYOCERA

RESELLER PLATINUM AWARD

In the past, resellers could expect an MFP to bring in a revenue stream over a two- to four-year period. But with manufacturers jockeying for market share, introducing new models each year, users now expect to swap out their current device in much less time. Therefore, resellers are on the look out for new ways to protect their margins.

Technology has come to the rescue for some. Remote diagnostics let resellers monitor customer devices in real-time over the Internet. Web-based device management software coupled with email alerts allow resellers to send technicians only when necessary.

For example, many device problems can be traced back to local area network failures which are not the responsibility of the reseller. By first going over some simple diagnostic processes with the end-user IT department, the cost center can be established before the service engineer is sent out. Furthermore, when a true hardware problem is detected, technicians come better prepared with the proper spare parts and specialist tools, due to the more in-depth knowledge they possess of the problem they are going to face.

Another area where profits can be made is in the ever-growing area of software and solution sales. Manufacturers are busy building relationships and partnerships with independent software vendors, but it is the reseller who has to try to make a profit out of the sale. The agreements set up by manufacturers to secure attractive software partners can be the make-or-break factor deciding whether a solution sale is a success or a headache for the reseller.

We polled our reseller readers to learn how they viewed each manufacturer's overall ability to offer devices and solutions that can still deliver a profit.

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.