



## RUNNING COSTS

# KYOCERA

## END USER PLATINUM AWARD

**Kyocera has saved us thousands of dollars over the course of the past 3 years. We now have all of our printing and copying costs under control which makes my life easier.**

**– IT Manager, Local government agency, Manchester, UK**

While it is easy to judge a device's expense relative to the competition in terms of its initial capital cost, the issue of running cost is more difficult to assess. Furthermore, while a few hundred dollars may look significant at the day of purchase, this can fade into insignificance compared to the thousands that can be saved over the course of a contract with a more efficient/lower running cost device.

What factors lead to reduced running costs? All-in-one cartridges in printer-centric devices can be replaced by non-technical users, which may in some instances save the need for a service contract, but may find that they are unnecessarily replacing usable components. In a multi-component copier-centric device, the lifetimes of key components may be long offering reduced consumable running costs, however, the savings may be eaten away through service contracts.

Running costs also depend on the cost of paper, quality of ink, and any kind of cost control features and software that are in place. If an enterprise mandates lower quality paper for routine printing and sets draft mode as a default on device drivers, then it can expect lower costs. In this instance, a device that can handle the lower grade papers without suffering increased breakdown rates adds to its running cost argument.

With running costs determined by a complex mix of factors, we polled our end-user readers to learn how they viewed each manufacturer's overall running cost.

### 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 midrange 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 readers the most experienced, technically savvy and discerning digital imaging equipment buyers and users in the world.