



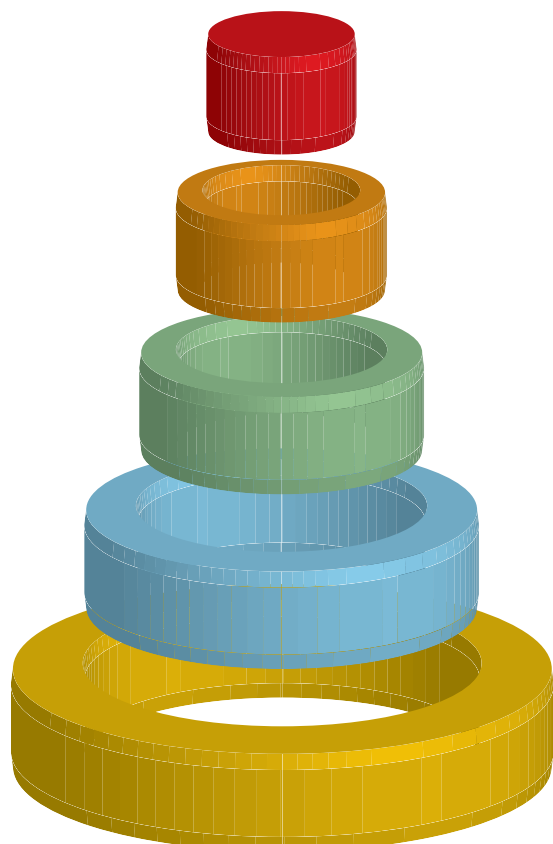
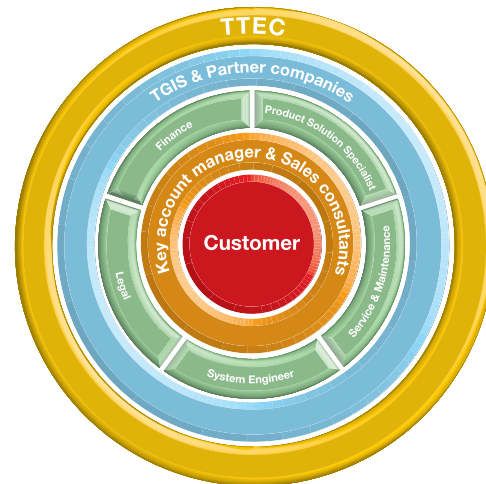
The world is turning faster, and yet people remain unchanged. Hence it is more important than ever to adapt new technologies to customers' requirements.

The key to success: **professional service solutions**

The unique Toshiba solution wheel

As the world's leading provider of ever more powerful multifunctional products (MFPs), Toshiba Tec has decided to place even greater emphasis on the development of professional service solutions.

One of the steps we have taken in order to make this goal a reality is to develop the unique Toshiba solution wheel – a tool that defines our approach to providing services. It is an approach which clearly places the focus on our customers and their demands.



Customer

You are in the centre, because your requirements determine the solution.

Key Account Manager and Sales Consultant

They work directly with you, the customer to define the solution and manage the project.

Finance, Legal, Service, Product Solution and System Engineer

They support and ensure smooth project delivery.

Local Toshiba Partners

The local technology providers of individual solution components.

Toshiba TEC

The core technology provider who produces the main engine.



Why do we put the focus on you, the customer?

Discover how we can work together to get more out of document management.

To meet tomorrow's market demands, you have to meet your customer's changing demands today and anticipate what will happen in future. Our customers are not just buyers – they are knowledgeable partners and an impetus for change who have an important influence on their own document management and on document management in general.

Customer care begins before any purchase takes place

What does that mean in practice? It means that before making a purchase, you receive full professional advice. While other providers usually focus on the time and cost factors and the optimization of work processes (often retroactively), Toshiba Tec has a new, trend-setting approach.

Our goal is not to go out and sell machines no matter what, but rather to go out and help you make the best decision for your business based on expert knowledge.

This ensures the best match of technology and services to help you receive the maximum benefit and optimal performance, regardless of the size or configuration of your enterprise.

Our commitment to delivering win-win solutions means that everyone is satisfied with the results.

Measure before you spend

There is a famous saying among carpenters, "Measure twice, cut once". The logic is obvious: a piece of wood cut to the wrong length is at best useful someplace else and at worst a total waste. That is why we start by taking a close look at your company and its IT infrastructure. Just to make sure that you get precisely what you really need.

That way you avoid unnecessary costs right from the start. In addition, you are also put on the right track for achieving optimal work processes and a document management system that meets your specific needs. Of course the same is also true for the existing imaging systems because Toshiba Tec products are based on a modular design.

Naturally Toshiba Tec offers a wide range of after-sales services which cater for every need, because our customer care commitment does not end the moment you purchase.

Customers become Partners

We put you, the customer, at the focus of everything we do. When you take the opportunity to call on our expertise, we enter into a partnership with you. Because only through the well founded knowledge of your experiences and needs can we improve our MFPs and find software and service solutions that satisfy all parties involved.

Between dreams and reality

Every company wants to keep the time and cost factors of document capture and output under control. In the real world, most companies do not have cost transparency for their document management because the organization is usually less than optimal. Hardly anyone, for example, knows how long the document handling process takes. Or how much this process costs the company.

Toshiba Tec supports you by helping to optimize work processes, by showing how costs can become transparent and how document management costs can be allocated to individual cost centres and work groups. Ultimately, this information gives you greater control over costs than you ever thought was possible.

What can you do?

Let's get back to our example: Cutting a piece of wood to the right length is one thing. Assessing the document workflow needs for an enterprise is something else entirely. These are often very hard to measure and the whole process can seem rather daunting. What alternatives do you have?

1. Just keep on using your existing equipment as you have in the past. Ignore possible savings and increases in efficiency and productivity.
2. You and your colleagues can put together an internal team of experts. You can waste an unlimited number of high-cost work hours for meetings where you will try to find out what you can do.
3. Get into touch with a professional. Talk to us, the experts from Toshiba Tec.

Which service solutions do we offer?

Find out about service solutions that you never even knew existed.

Whether yours is a local, national or international company: as our partner you can be sure that you will always have access to a multi-step portfolio of tried and trusted services. Regardless of where your company is or whether you need services for printing, copying or scanning.

■ Step 1

Our experts take a close look at your existing office environment and infrastructure and make recommendations on how you can make more efficient use of our MFPs.

■ Step 2

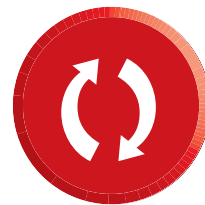
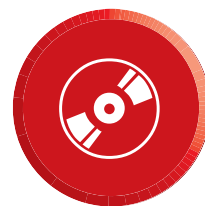
We install and maintain the products and solutions that you need at a very reasonable cost. Our experts can also help with the integration in to existing IT infrastructure and office workflows to ensure a smooth transition.

■ Step 3

Our installed solution delivers the benefits that we highlighted during the consultation period. At the same time we demonstrate that the total cost of ownership (TCO) and performance goals are met.

■ Step 4

We offer advice on further improvements and solutions, based on our direct observation of your working methods.



Here are two examples:

■ Example 1

The problem

The marketing department of an industrial company frequently needs to print documents in colour. The staff generally find themselves under extreme time pressure and jobs often have to be changed at short notice.

On the other hand, the company expects printed documents and brochures to meet very high standards of quality. Many of these are confidential documents which the company is reluctant to hand over to an external service provider.

The solution

Clearly the company needed to find a rapid solution. So the decision was made to create an in-house solution featuring the new Colour Manager from Toshiba Tec. With a speed of 35 colour ppm, the system delivers superb colour printouts fast and flexibly. What's more, the new system also guarantees the security of confidential data.

■ Example 2

The challenge

This software supplier's core business revolves around corporate management via internet and intranet. In addition each month the company trains around 400 of its clients' staff to operate the products it devises. Naturally this training entails large quantities of documents and paperwork – as a result of which the two office systems were hopelessly overloaded. The greater the print volume, the more obvious the problems became in managing the available capacities.

Not to mention the need for quality. Clients after all will judge the company by the documents they receive. The limits to the company's growth became quickly apparent – all the more so, given that the existing limitations had a distinctly negative effect on customer satisfaction.

The answer

Of course the software company could buy in more office systems – or opt for an intelligent solution. A solution from Toshiba Tec. In other words, a complete concept which not only ensures improved print quality but also provides better handling at lower cost. At the heart of the concept is a hybrid colour system which delivers outstanding monochrome performance as well as catering for colour.

For the company, this combined solution not only ensures a distinct improvement of quality – above all it means that the work input is substantially simplified. Because the e-STUDIO System obviates tedious tasks such as stapling and folding which used to take up so much time – time which can now be put to far more productive use.

But most important of all, the documents presented to clients who are undergoing training are now of optimum quality – a clearly visible sign of the high standards that the company as a whole aspires to.

The benefits of a professional assessment

An assessment of your print, copy and scanning needs by our professionals will yield cost savings and improvements in document workflows that you never thought possible. The whole thing works like this: our experts review your current deployment of your print, copying and scanning equipment and collect information on the level of usage for each of these devices.

Other factors like IT infrastructure, office layout, number of users, age of technology, current and future product features, available in-house support and other special conditions are also taken into consideration. The costs for engaging our professional service team are quickly redeemed through your savings and we can demonstrate this upfront. In addition you still have the back-up and expertise of a true global player – if you should need it.



What do office managers really want to know?

Discover what you always wanted to know about document management.

For most users MFPs are like a black box: you know what goes in, and perhaps you know what comes out. But how do you influence what happens inside the black box to produce better results? Multiply this uncertainty by the number of MFPs in your enterprise and it becomes clear that even a small increase in knowledge can yield tangible benefits and increased control. So before you ask, we would like to provide you with the answer.

Q: How can I track device usage and allocate costs according to use?

A: Toshiba Tec has developed the e-BRIDGE Fleet Management Software (EFMS) with the goal of putting print, copy, scan and fax usage statistics directly in the hands of the customer. This easy-to-use software is flexible enough to work the way that you want, allowing analysis by location, cost centre, device, etc.

It is a unique solution that lets you get the most out of your paper-based document management: e-BRIDGE software which will open up possibilities you may never have considered before. And our software maintenance service means you are always up to date.

Q: I've got a lot of paper in my office and I want to scan and edit it. How can I do this?

A: Our experts can help you to not only implement your Optical Character Recognition (OCR) workflow but also give you comprehensive support and updates as they arrive. You can take advan-

tage of the latest features to gain further benefits that will not only make your business more efficient but can keep you ahead of the competition.

Q: How can I make the most of cost savings and new technologies?

A: The full scope of costs for printing, copying, scanning and faxing is not always easy to calculate. Even the most savvy user may miss some detail that could lead to further cost savings. Also, as a leading manufacturer in the field of document output and management, we have not only over 30 years of experience in deploying optimal solutions, but also a clear vision for the future which can directly influence the selection of devices.

Q: I don't have the in-house expertise to set up and integrate new devices, how can Toshiba Tec help?

A: The heart of our Professional Services portfolio is our expertise and system engineering capa-



bilities. Our highly trained team are ready and able to assist in any project regardless of size. This high level of knowledge was recently recognised by BERTL, who awarded us with a Readers' Choice Platinum Award in 2007 for "Total solution provider", "IT knowledge base" and "Speed and Efficiency".

A further important service tool is our custom training which ensures that you learn only what you need to know.

Q: How can I get the best out of my MFP without having to study every feature in detail?

A: In the ever-changing and competitive world that we live in, training can sometimes seem like a luxury which only the very fortunate can afford. However, consider the benefits of a training that is tailored specifically to your needs and normal working methods. This customised approach means that you receive the essential information needed to get the most out of your MFP in the least time.

Key operators in your enterprise can be quickly bought up to speed and immediately start to use the advanced features that make our devices so attractive.

Q: When I need help, I want it in my own language and with the guarantee of local support when needed. How can I achieve this?

A: When you encounter a problem, the last thing you want is to try and contact your supplier and be redirected to a call centre somewhere else in the world. Local problems demand local support and solutions.

We have helpdesk facilities at country level that are there to give support during regular business hours and they rule out the possibility that you don't understand the help that you get. Have a look at the next page.



Who is the right partner for you?

Get to know your national service partner.

Toshiba Tec offers solutions that are focused on the needs of the customer – for maximum efficiency, absolute quality and total service. In every European country where we are located. Get to know your national service partner right here:

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