

Kyocera Mita Releases an 'Industry First' Managed Print Service to Give Resellers another String to their Bow

Sydney, Australia – Wednesday 10 March, 2010 –Kyocera Mita, one of the world's leading document imaging companies, today launched an 'industry first' managed print services offering - the KyoPartner MPS program - which will enable all Kyocera Mita resellers to increase their service offering, strengthen customer relationships and generate a continual revenue stream.

"There's been a lot of talk about Managed Print Services in the industry for quite some time now, but we're pleased to say that we're the first to walk the walk by introducing our KyoPartner MPS program," commented David Finn, Managing Director, Kyocera Mita, Australia & New Zealand.

"The KyoPartner MPS program will enable our resellers to provide their customers with the highest level of service and product available, whilst also building an ongoing revenue stream for their business," he added.

The KyoPartner MPS program gives resellers the unique opportunity to on-sell premium on-site services to their customers, by replacing the standard warranty and extending the service offering to deliver a premium service for three or four years, agreed to by the reseller and customer. The KyoPartner MPS covers on-site warranty, all parts, repairs and labour.

The added benefit of escalated service levels means that customers enrolled in the program know that their call-out will be attended as a priority, thereby minimising the risk of costly downtime in the workplace.

"We have the proven systems, processes and expertise to provide our resellers' customers with the very best, timely service and care to ensure that their printing infrastructure is back in action as fast as possible," added Mr Finn.

As part of the KyoPartner MPS program, the reseller becomes the single point of contact for the customers print requirements, enabling them to strengthen the relationship with their customers and offer the considered advice and guidance that suits each customer's unique printing needs. Having one supplier managing all printing and MFP needs also reduces the administration time required by the IT team for supplier management. The added benefit of one invoice for all devices across the organisation also makes it easier for the accounts payable team to manage their payment systems.

The KyoPartner MPS program means that resellers can offer their customers the benefits of a cost per page (CPP) agreement per device. The CPP covers mono and colour printing, copying and incoming faxes and enables resellers to increase their revenue streams ongoing by factoring a percentage into the CPP equation.

The cost of the MPS Premium On-site service can also be incorporated into the CPP, thereby covering all consumables provided by the reseller and the service and maintenance provided by Kyocera Mita. So, customers know that they won't get any surprises when it comes to their printer budget.

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As all Kyocera products are designed to be reusable and recyclable, KyoPartner MPS affiliates will also benefit from the added peace of mind that they're not only cutting costs and saving time in their workplace, but they're reducing their environmental footprint at the same time.

"We have been waiting for something like this for such a long time. The KyoPartner MPS program will enable us to provide our customers with a premium level of service and care which matches the premium Kyocera products we already offer them. We can take our relationship with the customer to the next level and deliver cost savings and workplace benefits, whilst building a new revenue stream at our end," commented David Kutteh, Managing Director, Chemist POS Direct.

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About Kyocera Mita

Kyocera Mita is one of the world's leading document solutions companies and has been dedicated to helping organisations minimise financial and ecological waste for more than 50 years. Delivering a complete range of printers, copiers and other document management solutions, Kyocera is renowned for its unique ECOSYS® durable imaging system. This enables Kyocera to offer cost-saving printer technology with long-life imaging components that provide greater reliability, are friendlier to the environment and present a significantly lower cost per printed page - resulting in a lower Total Cost of Ownership (TCO) over the life of the product.

For further information about Kyocera Mita in Australia and New Zealand, visit <http://www.kyoceramita.com.au> or <http://http://www.kyoceramita.co.nz>