



KONICA MINOLTA



# IGNITE DISCOVERY

LET'S TRANSFORM YOUR BUSINESS TOGETHER

Giving Shape to Ideas



## PEOPLE TRUST PRINT RETHINK THE WORLD OF PRINT

People trust print to help them see and engage with the world in a myriad of ways. Paper has been the preferred communications medium for 2,000 years, and print remains one of the most trusted mass communication medium that exists today.

As the custodian of this medium, the professional printing industry plays a critical role in society.

At Konica Minolta, we're serious about helping this remarkable industry keep growing, evolving and innovating.

Professional print businesses are facing significant market shifts and rapidly changing customer demands. Staying ahead of the curve depends on being ready to flex and transform. A business may need to make its operations more efficient to shorten turnaround times. It may need to become more versatile to meet a wider range of needs from existing customers. Or it may need to offer new services or add more creativity to its products to attract new customers.

Clearly, there's no one-size-fits-all answer to the question of where to invest to help your business drive growth, competitive advantage and profitability. That's why it's important to choose the right partner to help you navigate all the options.





### TAKING ACTION ON SUSTAINABILITY

We believe that businesses have a responsibility to reduce their environmental impact and contribute to a more sustainable future. As well as setting ambitious sustainability goals for ourselves, we develop products and services that can help our customers reduce their greenhouse gas emissions, and support them as they work towards their own sustainability objectives.



## WHY KONICA MINOLTA?

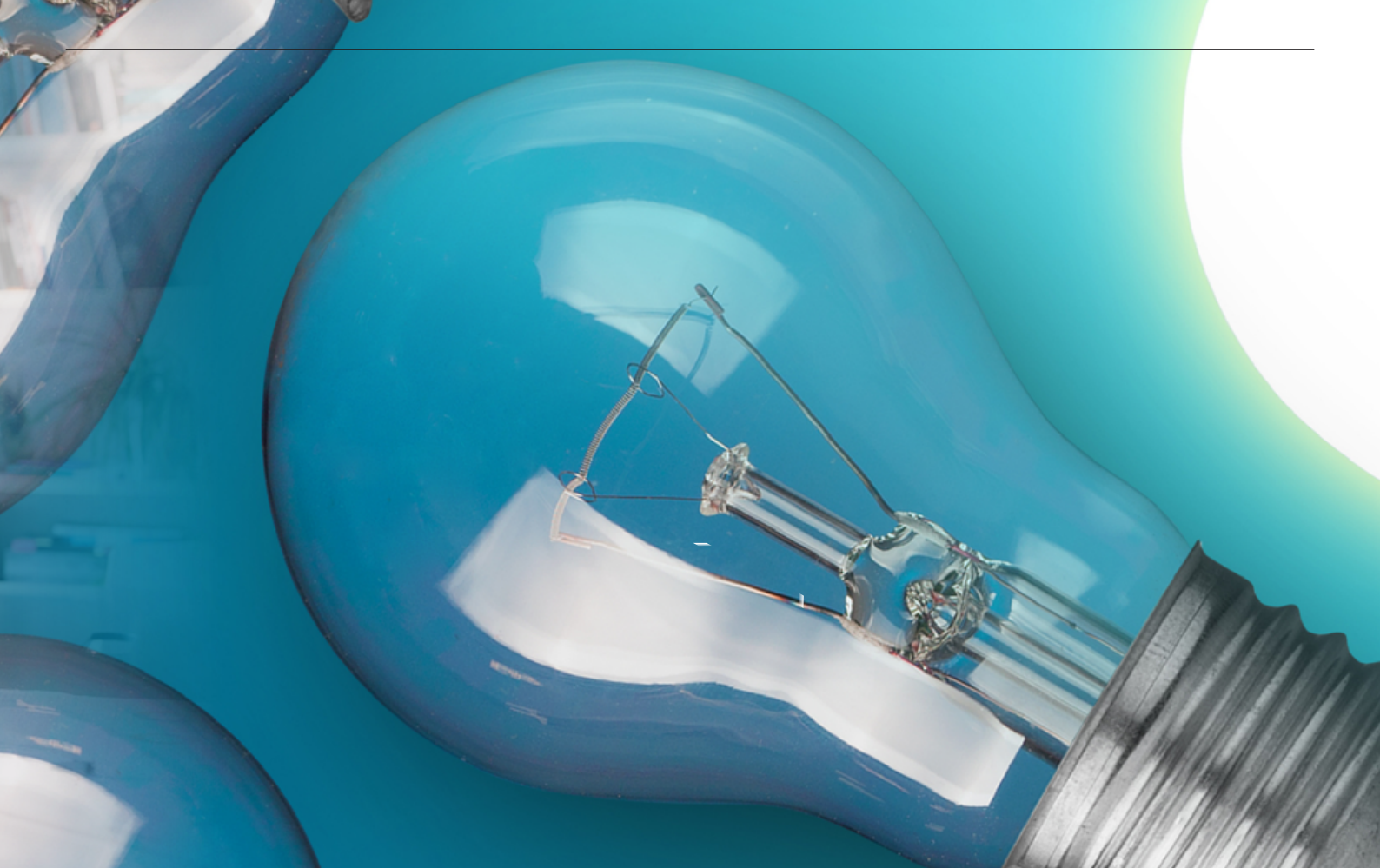
Konica Minolta started its professional print journey in 2005, soon after the merger of Konica and Minolta in 2003. Having started out offering cut-sheet colour presses, we soon expanded our portfolio to help our clients develop inspiring new print products and meet evolving market demands. Today our portfolio includes advanced technologies such as:

- Digital print embellishment technology, to help you create bold special effects and tactile and sensory experiences
- B2 inkjet presses that produce exceptional quality output on a variety of substrates
- Digital label presses that combine high speed with offset-like resolution
- Digital laser cutting machines that enhance your finishing versatility and allow you to extend your range of creative print offerings

As well as offering the latest technology, we maintain strong relationships with leading software partners. So we can provide a comprehensive range of software solutions that can help you dramatically increase productivity.

Over the years, we've built up considerable experience of working with commercial print businesses as well as private and public sector print rooms. We're familiar with the pressures and challenges each type of organisation faces, and with their ambitions and aspirations. We're proud of our track record of helping many of our customers solve specific needs and transform key aspects of their operations.

Driven by our passion, expertise and commitment to excellence, we aim to use technology as a force for good — to create value for society, empower our customers to achieve their full potential, and contribute to a better, more sustainable future for everyone. We have the privilege of being a trusted partner to businesses and communities around the world.



## IGNITE DISCOVERY: IT STARTS WITH YOU

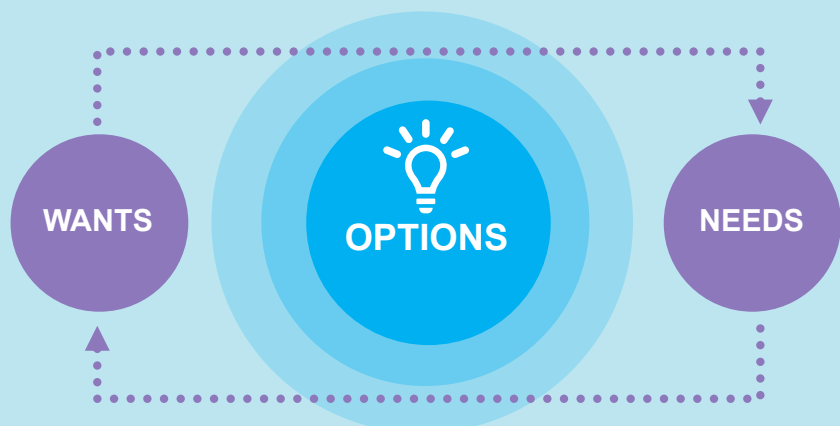
Unlike some technology providers, we're not looking to make transactional product sales: we want to get to know our professional print customers and build long-term relationships with them. To do this, we aim to understand each customer's unique needs and challenges, and work with them to develop distinctive solutions that deliver real value, today and tomorrow.

Our Ignite Discovery programme helps us build in that high level of commitment and customer-centricity right from the start. We developed Ignite Discovery based on best practices honed over many years.

Ignite Discovery's core principle is that rather than starting with our products, we start with you. The programme gives us a collaborative framework and process to help us learn about your

business and understand your wants and needs.

Armed with those learnings, we're able to assess the options that can help you achieve your ambitions and get the best return on your print facility investment.





## YOUR PERSONALISED IGNITE DISCOVERY REPORT

Following the discovery phase, we create a personalised Ignite business report for you based on:

- Our discovery learnings about your business and your wants and needs
- Data-driven insights gathered by analysing your workflows, processes and systems
- Our consultants' industry knowledge and experience

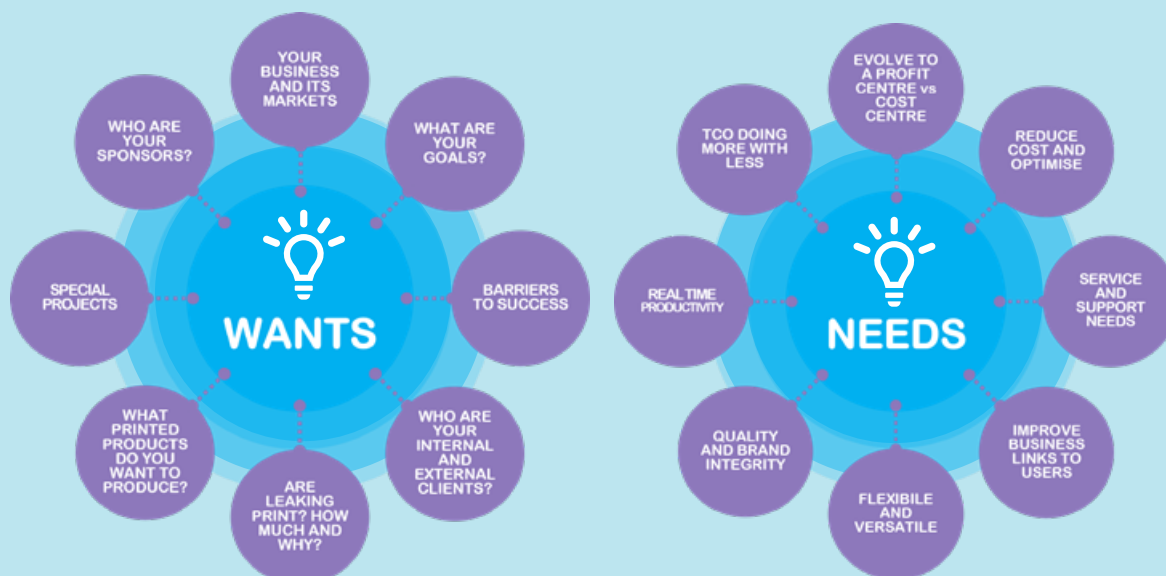
Your report will propose a range of technology and other options, such as workflow optimisation, that can help your organisation transform to get to where it wants to be.

You'll be able to use the Ignite report as part of your business case to put forward transformation initiatives and justify your rationale for investment.

## DISCOVERING YOUR WANTS AND NEEDS

Our consultants and subject-matter experts will meet with you, your stakeholders and users across your organisation to uncover your wants, and explore what you need to do to achieve what you want.

This critical phase helps us gain insights into your priorities and your vision for the future so that we can propose options that are fit for purpose, and will deliver the business benefits you're looking for.





KONICA MINOLTA



LET'S TALK

### WITH YOU EVERY STEP OF THE WAY

Once you become a Konica Minolta customer, you can count on us to accompany you throughout your transformation journey. We'll put our technology, expertise and support services to work to help you achieve your goals and keep evolving your offerings.

#### Konica Minolta Business Solutions

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