



RETHINK PARTNERSHIPS

**KONICA MINOLTA
PARTNER PROGRAMME**

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WELCOME TO OUR PARTNER PROGRAMME

Differentiating your business from your competitor’s demands innovation, acceleration and the right partnerships. Through the Konica Minolta Partner Programme you have access to our unmatched technical expertise, our leading-edge solutions and our unstinting focus on sustainability. Through our joint vision we’ll create a collaborative partnership for sharing opportunities and growing business together.

We’re proud to have developed long-term partnerships with a diverse range of channel partners and industry analysts. At the heart of that success is a commitment to collaboration based on fairness, honesty, openness and transparency.

Your level of commitment will determine which type of Konica Minolta Partner you will become. You will benefit from status recognition, business tools, trusted relationship management, and ongoing support from our pre-sales, marketing and after-sales teams.

OUR VALUES

Our corporate values underpin our commitment to our partners. We are:

- Open and honest
- Customer-centric
- Innovative
- Passionate
- Inclusive and collaborative
- Accountable

You’ll also have exclusive access to the Konica Minolta roadmap for intelligent insight into our future product strategy and innovations — ahead of your competitors.



PARTNER PROGRAMME

FACTS & FIGURES

FOR TODAY, TOMORROW AND BEYOND

Konica Minolta Business Solutions Europe GmbH, based in Langenhagen, Germany, is a wholly owned subsidiary of Konica Minolta Inc., Tokyo, Japan. With its unique expertise in imaging, data processing and data-based decision making, Konica Minolta creates relevant solutions our partners can offer their customers - small and medium-sized businesses, large enterprises and public sector - and solves issues faced by society.



1873

Rokusaburo Sugiura sets the starting point of the business of Konica Corporation.

1928

Kazuo Tashima launches production of cameras in Japan and sets the starting point for Minolta Co., Ltd.



CONSOLIDATED NET SALES

6.98 BILLION €

(FY2020, worldwide)

KONICA MINOLTA BUSINESS AREAS

(FY2020)



54%
DIGITAL
WORKPLACE
BUSINESS



20%
PROFESSIONAL
PRINT BUSINESS



13%
INDUSTRY
BUSINESS



13%
HEALTHCARE
BUSINESS

5 BUSINESS INNOVATION CENTRES WORLDWIDE
SILICON VALLEY · LONDON
TOKYO · SINGAPORE · SHANGHAI



4 KONICA MINOLTA LABORATORY EUROPE
LONDON · MUNICH
ROME · BRNO

Konica Minolta is signatory to the 10 principles of the **United Nations** Global Compact



2 MILLION
CUSTOMERS WORLDWIDE



Konica Minolta named a **worldwide leader by IDC MarketScape for print transformation**
IDC, IDC MarketScape: Worldwide Print Transformation 2020 Vendor Assessment, Doc #US45354420, August 2020



APPROX. **220,000**
CUSTOMERS IN
EUROPE



One of the largest **IT providers in the world** according to Gartner's Global Top 100 IT-Vendors list

Gartner 07/2020

FIRST COMPANY WORLDWIDE TO GET A BLUE ANGEL MARK IN THE FIELD OF COPYING!



RANKS NUMBER 1 IN TERMS OF MARKET SHARE FOR **PRODUCTION PRINTING** (29.0%) AND **OFFICE A3** (19.8%) IN EUROPE

(Infosource 2020)

(FY2019)



>20,000
TOTAL NUMBER OF
PATENTS REGISTERED

(FY2019)



622
MILLION €
R&D EXPENDITURES

Investment into environmental measures (FY2019):

9 MILLION €

Target Reduction of CO₂ emissions compared to 2005 levels by 2050: (through CO₂ reductions gained from products, manufacturing, collection, distribution, procurement, sales and services)

-80%



Achieved CO₂ reduction: (2020 vs. 2005)

-52%

394

products certified as **Green Products** (Products that achieve top-level environmental performance in the industry)



PARTNER VALUE PROPOSITION

WHY CHOOSE KONICA MINOLTA?

OUR BRAND AND HERITAGE

The Konica Minolta brand is synonymous with performance and reliability. As a group, we share a responsibility to live up to the high standards we set ourselves as an innovative company that's robust and continually evolving.

A TRUSTED PARTNER NETWORK

When you collaborate with Konica Minolta, you join a network of like-minded partners who share similar goals and objectives. You also gain access to a nationwide, integrated network of service resources to help you better support your customers.

ACCREDITATION

Your Konica Minolta partner accreditation is an endorsement of your skills and services — inspiring increased trust and confidence among your customers.

COMMON GOALS

We're here to help you succeed. You can draw on regular business reviews and expert insight from the Konica Minolta Partner team to develop joint business plans focused on revenue growth and customer success.

REPUTATION

Your partnership with Konica Minolta reassures your customers that they're purchasing genuine Konica Minolta products backed by exceptional service.

LEARNING AND DEVELOPMENT

YOUR JOURNEY TO GROWTH AND NEW BUSINESS OPPORTUNITIES

To empower you to drive new revenues and transform your customers' business, we offer an extensive range of training through the Konica Minolta Academy.

Courses are delivered live, online or using a blended approach that will often involve self-study as a pre-requisite for classroom sessions. In addition to our own training, certain Partner levels enable access to LinkedIn Learning to further develop individuals' knowledge and to assist them in achieving personal and professional goals.

Our aim is to enable partners drive new revenues and profitability as well as transforming their customers' business.

Rethink Learning. Empower your success.





“THE HIGHER YOUR DEDICATION TO THE KONICA MINOLTA BRAND, THE DEEPER THE COMMITMENT AND REWARD FROM KONICA MINOLTA”

PARTNER LEVELS AND BENEFITS

CHOOSE THE RIGHT FIT FOR YOUR BUSINESS

Within the Partner Programme, there are four Partner Levels. Each Partner Level is measured on specific competencies in sales, marketing, training, certification and revenue achievements.

Your level of partnership will largely depend on your degree of commitment to Konica Minolta. Each level has unique benefits and advantages for your business. The higher your dedication to the Konica Minolta brand, the deeper the commitment and reward from Konica Minolta.

OUR PROGRAMME IS DESIGNED TO PROVIDE YOU WITH:

- A clearly structured journey that supports growth
- Benefits that recognise and reward your achievement and expertise
- The focus and visibility to measure your success



BENEFITS

SALES SUPPORT

- Your dedicated account manager will be your contact on a day-to-day basis and your first point of call for sales-related questions.
- Your account manager can accompany you to key sales meetings with your customers, or may arrange for a Konica Minolta expert on a specific subject to accompany you.
- Your account manager will also work with you to create a mutually agreed sales and marketing activity plan based on your business goals.

TRAINING

- We have a wide range of training courses and methods available to you.
- We offer both technology and skills based training through live, online and blended courses.
- We offer a range of support capabilities and educational paths for specialised knowledge advancement as a way to build up our partnership.

ENGAGEMENT

- You will be invited to local events such as Partner kick-off events.
- You will have the chance to preview new products and take part in relevant seminars while networking with your peers.
- You will also have access to our showroom to facilitate live demonstrations with your end-users - depending on your location.

SERVICE

- Our service meets the highest technical standard to provide you and your customers with the best service experience.

“WE OFFER A RANGE OF SUPPORT CAPABILITIES AND EDUCATIONAL PATHS FOR SPECIALISED KNOWLEDGE ADVANCEMENT AS A WAY TO BUILD UP OUR PARTNERSHIP”



“KONICA MINOLTA PROFESSIONAL PRINTING ACCREDITATION ENABLES YOU TO BENEFIT FROM OUR LEADERSHIP IN THIS MARKET AND CONFIRMS YOU HAVE THE EXPERTISE TO DELIVER PROFESSIONAL PRINTING SOLUTIONS TO YOUR CUSTOMERS”

PROFESSIONAL PRINTING ACCREDITATION

The Professional Printing market has its own dynamics, is fast moving and requires specialist skills and knowledge. Konica Minolta Professional Printing Accreditation enables you to benefit from our leadership in this market and confirms you have the expertise to deliver Professional Printing solutions to your customers.

Accreditation levels and offerings differ depending on the Partner Level commitment. This is set up in two categories: Production Print cut-sheet toner technology coupled with an impressive workflow solutions portfolio and Industrial Print hardware technology together with a specialist solutions portfolio and associated services.

Konica Minolta offer decades-long experience alongside our leading market position to provide you with specifically tailored, high quality printing solutions for all your customer needs.

As part of our commitment to expanding our partner business, we continue to review the strategic plans for each partner. We work together work with our Accredited Professional Print Partners to extend their reach and offerings by adding our Industrial Print Accreditation, enabling you and your customers to benefit from this exciting and emerging opportunity.



KONICA MINOLTA



**ACCREDITED
INDUSTRIAL PRINT
PARTNER**



KONICA MINOLTA



**ACCREDITED
PROFESSIONAL
PRINT PARTNER**



KONICA MINOLTA



PARTNER

BIZHUB SOLUTION CERTIFICATION

Digital transformation is driving significant change at the heart of customer processes. We're here to help our partners develop the core sales and technical skills they need to compete in an ever-changing landscape.

Within the bizhub Solution Partner Programme, we provide training and enablement as well as business support. So our partners can offer professional advice and customised solutions to their customers in:

- Document capture & distribution
- Accounting & output management
- Connectivity
- Platform technologies
- Device management

The Konica Minolta bizhub Solution Partner Certifications confirm you have the expertise to help customers simplify their document processes and facilitate the management of their printing systems. It gives your customers confidence that their working with a professionally trained partner backed by Konica Minolta's industry-proven solutions.

WORKPLACE HUB ACCREDITATION

The world of work is changing. People expect technology to work around them. We're addressing this through Workplace Hub, our all-in-one scalable IT service that provides SMBs with robust and adaptable IT infrastructure, combined with managed services that have traditionally been associated only with large enterprises.

Becoming Workplace Hub-accredited means you can add value to your customers' working environment and provide them with a secure platform to host their critical business, print and document management solutions.



SUSTAINABILITY

HELP YOUR CUSTOMERS MEET THEIR SUSTAINABILITY OBJECTIVES

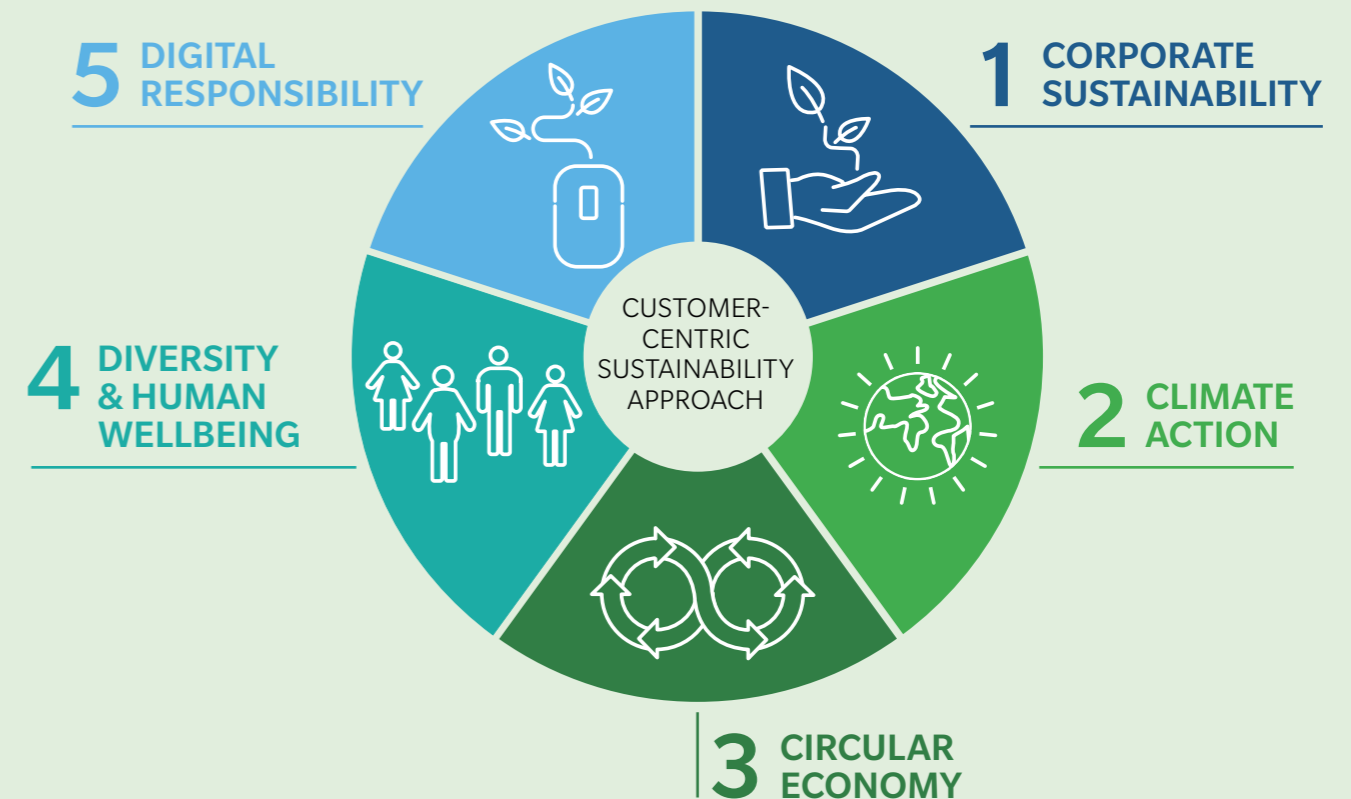
We are committed to sustainability — for our partner's and their customers' business success, for society, and for future generations. Our customer-centric sustainability approach supports you and your customers in

reaching your own sustainability targets with solutions that help to shape a responsible digital workplace, while increasing efficiency and reducing costs.

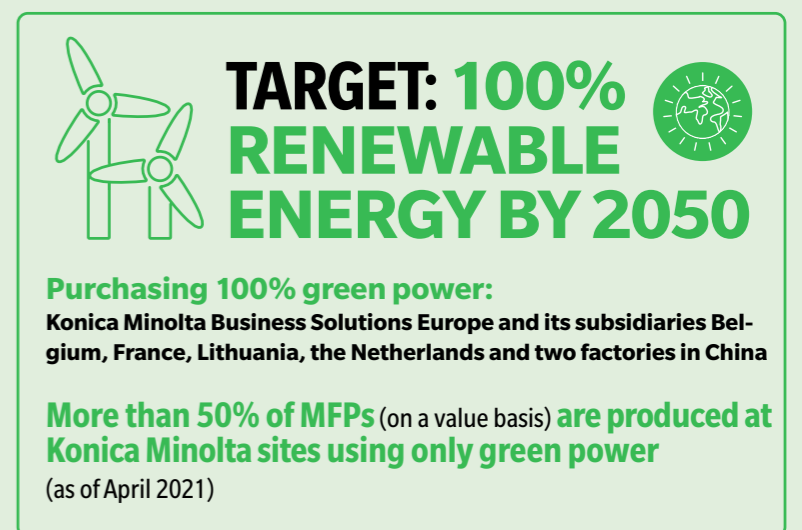
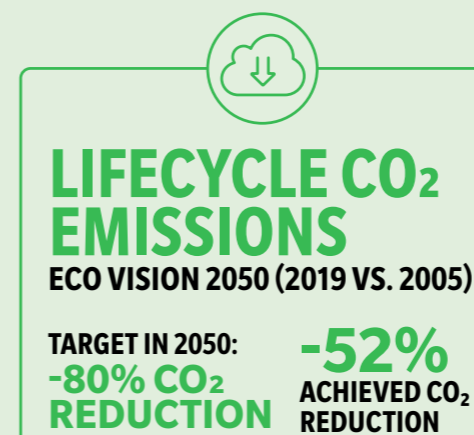
OUR SUSTAINABILITY ENGAGEMENT AND SOLUTIONS ARE ACKNOWLEDGED BY INDEPENDENT RATINGS AND RANKINGS:



OUR SUSTAINABILITY APPROACH COMPRISES FIVE ELEMENTS:



CLIMATE ACTION





“THROUGH THE KONICA MINOLTA PARTNER PROGRAMME YOU HAVE ACCESS TO OUR UNMATCHED TECHNICAL EXPERTISE, OUR LEADING-EDGE SOLUTIONS AND OUR UNSTINTING FOCUS ON SUSTAINABILITY.”

SUPPORTING RESOURCES

You'll have access to exclusive resources, programmes, tools and contacts to help you meet your customers' needs and grow your business.

INFOPORTAL

Provides access to marketing, sales and service information.

infoportal.konicaminolta.eu

EBIZ2 PORTAL

Use the Ebiz2 portal for electronic ordering with fast turnaround and order tracking. It also provides up-to-date product news and information.

MEDIASTORE

Provides media for your marketing projects from product images to datasheets, from logos to battle-cards, and much more.

mediastore.konicaminolta.eu

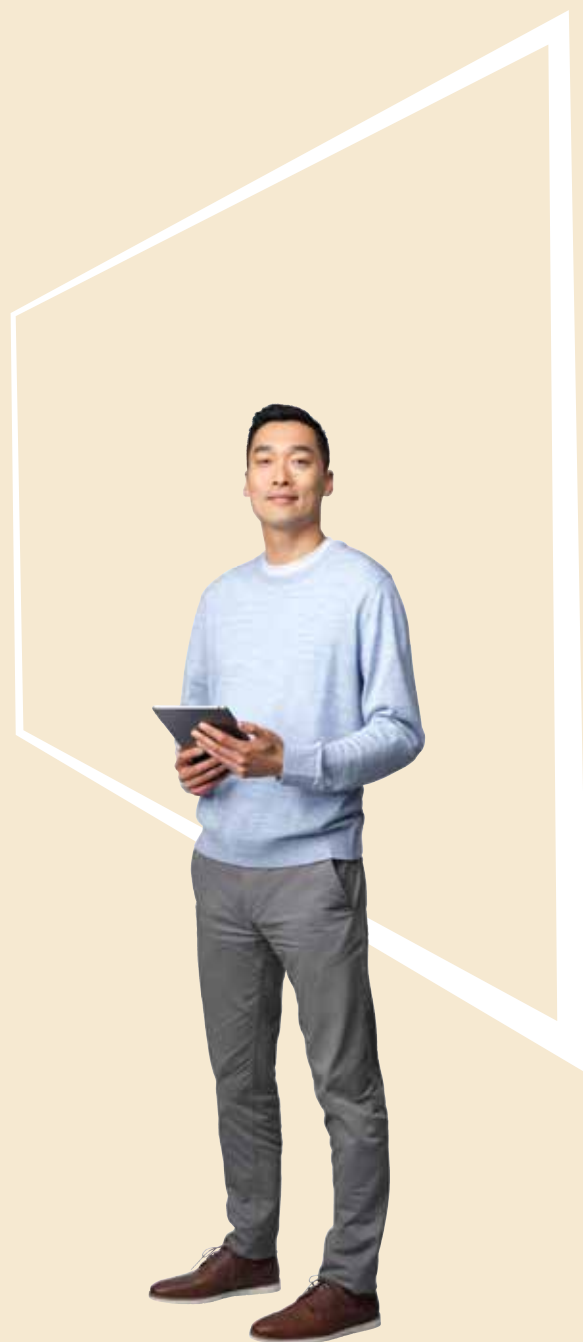
INFOHUB

The place to find everything from Konica Minolta manuals, service tools, training modules, driver downloads to firmware.

infohub.konicaminolta.eu

“WHEN YOU COLLABORATE WITH KONICA MINOLTA, YOU JOIN A NETWORK OF LIKE-MINDED PARTNERS WHO SHARE SIMILAR GOALS AND OBJECTIVES. YOU ALSO GAIN ACCESS TO A NATIONWIDE, INTEGRATED NETWORK OF SERVICE RESOURCES TO HELP YOU BETTER SUPPORT YOUR CUSTOMERS.”





**“OUR BRAND IS SYNONYMOUS
WITH PERFORMANCE AND
RELIABILITY. WE SHARE A
RESPONSIBILITY TO LIVE UP TO
THE HIGH STANDARDS WE SET
OURSELVES AS AN INNOVATIVE
COMPANY THAT’S ROBUST AND
CONTINUALLY EVOLVING”**



LET’S TALK

Konica Minolta Business Solutions

Miles Gray Road, Basildon, Essex, SS14 3AR

www.konicaminolta.co.uk/partners

partners@konicaminolta.co.uk

Giving Shape to Ideas