



KONICA MINOLTA
BUSINESS SOLUTIONS (HK) LTD

Art of Creating Value & Leading With Innovation!

Leaders in the world of imaging, globally respected KONICA MINOLTA is setting new standards. Managing Director YUJI NAKATA explains why investing in its total imaging solutions makes perfect business, and social sense.

Market-driven image solutions giant Konica Minolta is more than a business solutions provider. It is a thought leader and that makes all the difference. This passion to put more power in the hands of the consumer comes across clearly when you talk to Yuji Nakata, the company's Managing Director in Hong Kong.

To be a market leader today, you have to be more than just cost-competitive, Nakata says drawing attention to the four colourful toners on the table. Today, he says, the customer expects and demands more than merely quality of imaging from a global name like Konica Minolta.

"Going green is no longer an obligatory buzz word but a dire necessity. It is no longer 'ok' to just say you care for the customer. You have to underscore that statement with proven, acknowledged substance," he says pointing to the colourful glass toners 10 percent of the ingredients of which are made by plants. Konica Minolta has very definite Green initiatives and objectives more laudable of which is its target of reducing CO2 emissions by 80% by 2050!

"Social responsibility is a very important priority for Konica Minolta. Our efforts on the 'eco' front have won us 'Hong Kong's Green Label' and we've drawn applause from all segments of our



YUJI NAKATA: "With Konica Minolta you get total imaging solutions you can be proud of, depend on and sleep well at night."



markets, for our Green thinking, and that's not all. Our product consume 20% less electricity than our competitors.

Performance Matters

Keeping in step with the consumer is easier said than done today, as people grow more reliant on gadgets like phones and ipads. Executive mobility is here to stay and I'm proud to say Konica Minolta saw this on the horizon and was prepared much before the trend arrived. Today, you can order prints from our machine, from your phone or ipad and that's called giving customers the innovation and creativity they expect from a market leader, says Nakata.

Is there any end to customer expecta-

tions at all? "No, and that's good because increasing customer expectations fuels the growth of the industry, fosters innovation and puts more savings in the hands of the customer," says Nakata.

He cites the Asian Financial Tsunami as an ideal test of just how important cost-saving technology can be. "Companies can spend as much as 3% of their revenue on printing and that is not a small figure. During the economic crisis where all companies had to tighten their belts, customers clearly saw the benefits of the Konica Minolta brand. Our 'total-solutions' approach ensured users spent only on what they consumed and that made a huge difference to both, competitive companies and those firms

struggling to survive. Customers appreciated that Konica Minolta isn't just a hardware seller. We offer total integrated solutions along with our 'value-added' consultancy services aimed at showing customers how to get more for less."

"Our core business is about offering customers top quality at competitive prices, reliable life-enhancing technology and service you can depend on. Often customers are astonished to see our service engineer, Digital Doctor, show up when they haven't even noticed that machine needs servicing. This ability to offer the solution before the problem arises is possible thanks to our remote management systems where all machines are remotely connected to our service centre enabling us to monitor their performance at all times and identify issues before they show up and cause the customer inconvenience."

Market Applause

"As a market leader, you have to differentiate and specialize. You have to be creative and innovative, always finding new ways to offer your customer what your competitors cannot. Today, our 'services' approach has made us successful in the competitive commercial printing market. Our variable data printing solutions have won rich applause and our customers make huge savings in time and money with our 'print-on-demand' service," says Nakata adding that Konica Minolta's OPS service is finding huge acceptance with competitive multinationals keen to drive expense down and cut waste."

This approach has resulted in double-digit growth over the last decade proving that the market is doing it right. "When you offer value to our markets, you get loyalty in return," says Nakata. Come visit our showroom, check out our home page and discover how Konica Minolta is improving business and life for so many satisfied and impressed customers. Our innovative approach to business is helping companies all across the globe to get top quality at competitive prices while caring for our planet. Talk to us. Allow us to unravel the possibilities," concludes Nakata. ■

For additional information please visit
www.konicaminolta.hk



柯尼卡美能达商业系统(香港)有限公司

为客户创造价值 凭创意走在最前

柯尼卡美能达勇于创新，于视觉影像领域享负盛名。柯尼卡美能达商业系统(香港)有限公司董事长中田裕司认为，客户选择他们的全方位专业影像服务，不但是明智的商业决定，更对社会大有裨益。

柯尼卡美能达紧贴市场发展，为客户提供最佳商业方案。集团时刻不断创新的精神，令其稳占市场领导地位。他们以客为先的服务理念，我们不難从柯尼卡美能达商业系统(香港)有限公司董事长中田裕司的口中领会得到。

今时今日，单靠成本竞争力并不能令企业成为市场领袖。中田裕司边说边指著桌上四盒色彩缤纷的碳粉。「柯尼卡美能达是国际一流品牌，顾客除了对我们影像的素质有要求外，还会有很多其它期望。」

「对于环保，企业不能再像过去般只说不做；先说如何关心你的客户亦不足够。你必须身体力行，用行动去证明给别人看。」事实胜于雄辩，放在中田裕司面前的並不是一般的碳粉，当中有百分之十的成分取自植物。柯尼卡美能达推动环保不遗余力，致力推行多项环保政策，期望在2050年之前，减少百分之八十的二氧化碳排放量。

「柯尼卡美能达非常注重社会企业责任，我们对环保的贡献备受各界肯定，更获颁授「香港环保标签」。跟其它品牌相比，我们的产品节省高达百分之二十的电力。」

超卓表现 最佳证明

人们的生活越来越离不开手提电话和ipad等电子产品，企业要满足流动消费者的需要因而变得越来越难。柯尼卡美能达掌握市场发展趋势，早着先机；现时，客户可以透过自己的手提电话和ipad，以柯尼卡美能达的产品打印。这就是中田裕司所说的，市场领袖须以无限创意，为顾客不断推出创新的产品和服务。

顾客的期望无穷无尽，中田裕司却无



中田裕司表示：「柯尼卡美能达全方位专业影像服务出色可靠，令你安枕无忧。」

任欢迎。「顾客的期望是我们发展的原动力，推动我们不断革新，研发节省成本的产品。」

中田裕司更认为，亚洲金融海啸正好证明节省营运成本的科技是何等重要。「文件输出的开支可以占企业总营业额近百分之三，绝对不能小觑。经济不景气时，大小企业都要勒紧裤带，我们的方案无疑是节流工程中不可或缺的好帮手。我们的全方位服务确保客户按实际文件打印量计算收费，对需要减省成本的大小企业来说都非常有用。柯尼卡美能达除了销售硬件外，亦提供全面方案和顾问服务，让客户以最优惠的价钱享用最佳的服务，为企业增值。」

「我们的核心业务是为客户提供出色可靠的服务，以高尖科技改善他们的生活。很多时，客户对于我们的『数码医生』突然上门都会大感惊讶，对他们『未卜先知』的能力更是惊叹不已。我们通过遥控管理系统，将客户的数码多功能系统连接到我们的服务中心以便24小时监察。当系统发生问题时，我们能够即时发现，为客户的数码多功能系统『对症下药』。」

市场的认同

「市场领袖要与别不同，要有所专；要注重创新和创意，时刻为客户送上只此一家的产品和服务。打印业界竞争剧烈，我们服务为本的理念令我们得以突围而出。我们的可变数据印刷方案备受推崇；『按需印刷服务』则替客户节省大量时间和金钱。此外，跨国企业要节省成本、减少浪费时，很多都会选用我们的OPS服务。」

柯尼卡美能达在过去十年录得双位数字的增长，足证他们的服务理念行之有效。中田裕司深信，「你为市场创造价值，市场便会对你忠心不二。参观我们的陈列室或浏览我们的网页，你便会知道柯尼卡美能达如何促进企业营运效益，改善客户生活。我们创新的服务意念为各国企业提供最佳的方案，更为地球的将来出一分力。来跟我们谈谈吧，跟我们一起创造无限可能！」■

如欲知悉更多柯尼卡美能达的资料，请浏览 www.konicaminolta.hk