

Value Chain Sales and After-sales Support

Bolstering customer-centric sales and support systems for a swifter response to customer needs and issues

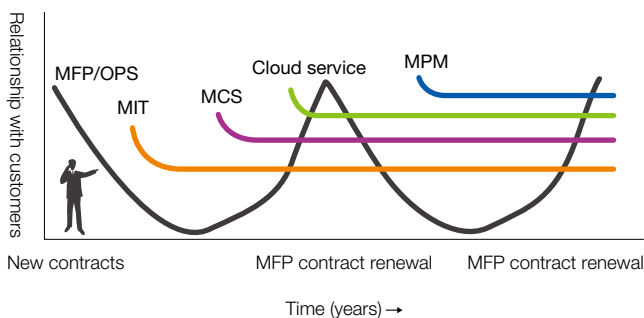
Strengthening customer-focused solutions

Customer needs are growing more diversified and sophisticated as working styles and the business environment change. In order to improve customer satisfaction and develop opportunities to profit while maintaining strong connections with customers, Konica Minolta delves deep into its customers' business processes to provide solutions that combine equipment and services.

With the goal of strengthening our ability to offer service solutions, Konica Minolta has been engaged in M&A activities for IT service providers in the U.S. and Europe since fiscal 2011. To enhance our MPM (Marketing Print Management) services, in fiscal 2014 we acquired UK-based Indicia and Australia-based Ergo. We also entered into a global partnership with US-based Hyland in the MCS (Managed Content Services) segment. In addition, in June 2015 we acquired U.S.-based dealer SymQuest Group, Inc., which provides document solutions and managed IT services.

Furthermore, to expand our customer-centric sales approach, we have been strengthening the direct sales channels in which Konica Minolta excels. In particular, there were a number of moves in the production print (PP) segment in emerging nations, where there is the most promise for market growth. In January 2015, we acquired Milsul, a major local dealer with strong market share in two southern states in Brazil. In April, we also acquired PP-focused business from Montech, a major local dealer in India, as a further effort to build a direct sales network covering the entire region.

Business approaches in the Business Technologies Business



By remaining in constant contact with the customer, we propose and provide a range of services informed by an understanding of various issues common to all business segments. Konica Minolta is transitioning to a sales style focused on strengthening relationships with customers.

Strengthening after-sales support

In recent years, our efforts have been focused on strengthening our after-sales support in response to increasing opportunities to provide a range of services, as well as equipment, on a global scale.

In fiscal 2014, we launched the Global Support Center to support the activities of GMA, which provide OPS. Concentrated management of support operations has enabled support that is globally uniform in quality while making such operations more efficient.

We have also introduced remote maintenance in the Healthcare Business. A decrease in the number of times technicians were dispatched resulted in a fiscal 2014 cost reduction of approximately ¥70 million when converted into gasoline costs.

Future efforts will focus on expanding our customer base and service domain.

Focused Topic

Green Marketing activities

Through its Green Marketing Activities, Konica Minolta provides products and services that answer the environmental needs of its customers, while at the same time using Konica Minolta environmental technologies and know-how to solve customers' environmental problems. One example is optimized print services (OPS). These provide a solution that delivers optimized equipment arrangement and improved capacity utilization through an all-in-one contract for the operation of printing devices such as printers and MFPs. These efforts streamline business operations and cut costs while reducing the strain on the environment by reducing power consumption and paper usage.

Optimal arrangement of printing equipment

Understanding worker traffic flow and consolidating print devices without compromising convenience

