

Readers' Choice 2007

The Market Has Spoken



Third Party Partners

Toshiba

Gold Award

About the Award:

MFPs are truly becoming the gateway to enterprise back-end IT assets. Manufacturers have responded by trying to position themselves as solutions providers. They have moved quickly to develop some of their software technology in-house, but for the most part they have relied on 3rd-party software vendors.

The challenge for manufacturers has been to form partnerships with the best-in-class software vendors, directing resellers to a specific vendor for a given technology —variable data printing, document management, or OCR to name a few. However, with an emerging market, often there is no one-size-fits-all product or technology solution. Manufacturers have often presented resellers with a confusing array of choices. They have also at times fallen short of giving resellers the training and background they need to make informed choices.

To learn more about how well resellers think their manufacturer has gotten the balance right between range and manageability, we surveyed resellers to learn the scope and focus of manufacturers' solutions programs.

About the Winner:

Toshiba's earliest history is rooted in two companies. In 1875, Tanaka Engineering Works was founded by Hisashige Tanaka, a well-known inventor who had previously built mechanical dolls and a perpetual clock. Under the company name Shibaura Engineering Works, Mr. Tanaka's company became one of Japan's largest manufacturers of heavy electrical apparatus.

Meanwhile, Hakunetsu-sha & Co., Ltd., was established as the first Japanese plant manufacturing electric incandescent lamps. In 1899, the company was renamed Tokyo Electric Co. and had diversified into a manufacturer of consumer products. In 1939, Shibaura Engineering Works and Tokyo Electric Co. merged and the name "Toshiba" was created as a blend of both company's names.

Today Toshiba is one of the world's largest integrated manufacturers of electric and electronic equipment, employing over 165,000 people worldwide. Toshiba's commitment to quality is reflected in its corporate mission statement: "We, the Toshiba Group Companies, based on our total commitment to people and to the future, are determined to create a higher quality of life for all people, and do our part to help ensure that progress continues within the world community."

About Readers' Choice:

The Readers' Choice Awards are the cumulative findings culled from thousands of BERTL surveys. Unlike other industry awards which are chosen by a small group of industry pundits, BERTL Readers' Choice Awards are decided by our readers the most experienced, technically savvy and discerning digital imaging equipment buyers and users in the world.