

Readers' Choice 2007

The Market Has Spoken



Reseller Training and Support

Toshiba

Gold Award

About the Award:

Today's MFPs boast sophisticated technology — once only the domain of desktop computers and other network clients. With its powerful embedded processor, high-res open-architecture JAVA-based console, sophisticated application-level and system software, the MFP is a true programmable device. In the analog past, device functionality changed slowly and often involved the complete replacement of a device with a newer model. But now MFP functionality in existing devices can change dramatically with just upgrades to lower-level firmware or with the addition of new application components.

Therefore, just as in the rest of the IT environment, training is now no longer an option. To keep up with new standards, new products, and new technologies, resellers must master an ever expanding knowledgebase.

Training, which was always an important factor in reseller success, is fast becoming the key differentiator between profit or loss. Resellers know that receiving comprehensive training from manufacturers and third-party software vendors is the key to their move from just selling boxes to selling and maintaining complete solutions.

We surveyed our resellers to learn how successfully manufacturers have delivered and supported comprehensive training 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.