

Printacom channel realignment complete, teething issues resolved

After some upheaval following the realignment of its channel to market, sole OKI importer and distributor Printacom says its clients can look forward to better levels of service and support with lower prices. That's the word from general manager Martin Venter, who says that after 12 years of supply from OKI United Kingdom, the company recently moved its business to the vendor's Dubai regional centre.

"After over a decade of familiarity, the UK knew our order cycles and stock requirements, while the physical logistics were also well settled and predictable. The shift to Dubai was not without its challenges and we have to admit to some short term issues particularly with stock availability," Venter explains.

Acknowledging that this has had an adverse effect for the company's network of resellers, he says the reasons behind the move remain sound. "The market is very competitive and the ability to compete aggressively on price is recognized as an essential factor in winning deals, in addition to the quality and performance of the products. That's among the key reasons for realigning the route to market for OKI solutions – it's cheaper to bring in through Dubai."

That's not all: lead times are also shorter, while Venter says there is less environmental impact as the product doesn't have to travel quite as extensively.

He says that no matter the channel to market or the nature of the products which are being handled, relationships remain an essential part of a successful international organization. "we enjoyed very strong relationships with the UK; since OKI South Africa represented some 20% of its business, the priority of our orders was clear and it was always possible to make a plan.

"It does take some time to establish a similar understanding with the new centre, but this process is well underway. We have also settled into the logistical structures to ensure predictability of delivery cycles, while the stock pipeline is fully aligned to the demand generated by the South African market."

With the move complete and the teething problems resolved, Venter says Printacom's reseller community has much to look forward to. "Marketing initiatives including advertising are underway for demand generation, while a raft of new products are being introduced or are in the pipeline for the next six to eight months. With the channel properly aligned once more, it is an exciting time for us and our resellers. We apologise for the problems experienced in the recent past, but at the same time must thank our resellers for their loyalty, which will be rewarded on the back of quality new printing solutions and a return to the backup and support to which they were accustomed."

About Printacom

Printacom Technologies, a member of the MB Technologies group of companies is the sole authorised vendor of the OKI Printing Solutions, TallyGenicom and Tally Dascom Line Printers brands of printer and printer consumables in South Africa and sub-Saharan Africa including the Southern African Development Countries (SADC) region.

The Tally Genicom range of line matrix technology is supplied by Printronix, while thermal and dot matrix printing by Dascom.

Ranked among the top three printer brands worldwide with representation in 120 countries worldwide, OKI Printing Solutions specialises in designing, developing, manufacturing and marketing business printing solutions which empower organisations to communicate more effectively. More information about OKI is available at: <http://www.OKISA.co.za>

MB Technologies is a member of the Royal Bafokeng Group of Companies.

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