

## **Printacom turns up the heat on OKI printing solutions**

*Introduces partner programme to complement the new standard 3-year on-site warranty,*

While OKI vendor Printacom is resolute in its position that the most important aspect of its relationships with distributors rests on product excellence, it is also well-aware of the necessity for sound support and backing to help reach the market most effectively. It is for this reason that the company has introduced a new partner programme which it says goes well beyond rebates and extends to marketing support and volume deals.

That's according to Martin Venter, Printacom general manager, who says the recently launched OKI Connected Partner Programme provides diverse rewards for resellers. "When we sought to create a partner programme, we observed that the many others such structures tend to only offer one benefit: rebates."

Nothing wrong with rebates, Venter notes, but he says Printacom wants to incentivise resellers further. "There are four categories of partner – bronze, silver, gold and platinum. As the reseller demonstrates commitment, effort and achieves sales, they will advance to the higher levels of partnership to unlock increasing rewards which will support their business further," he explains.

These rewards are geared to help the reseller to increase their market exposure and further drives sales and market penetration. "That starts at the bronze level with brochure, poster packages and several other marketing and sales tools. As the reseller moves up, they will receive vehicle and shop-front branding, increased rebates and bi-yearly sales training. In addition to this all partners will enjoy direct access to the Printacom team" Venter explains.

Via a login portal on the Printacom website, partners also enjoy access to pre- designed marketing templates, access to marketing and sales tools, high res images and technical information.

While OKI enjoys an enviable reputation in high-speed line printing, Venter says its range of compact colour LED printers and multifunction devices are ready for a broader market. "OKI competes fiercely on specs and total cost of ownership with unique, highly reliable and fast single pass LED technology. And we are the only company to offer a standard 3-year on-site warranty across the full range of printers and multifunction machines," he notes.

Turning his attention to service and support, which Venter says is a crucial factor in enterprise printing environments, he says resellers on the OKI Connected Partner Programme now have access to 'OKI One'. "That means just one number to call for a response within an hour and within 24 hours an indication of when a problem machine will be repaired," he says.

The launch of the partner programme, continues Venter, is a component of a broader strategic overhaul for Printacom and the OKI printer range. It has moved our route to market from the United Kingdom to Dubai, while the company has also relocated its South African operations to Linbro Office Park east of Johannesburg. "With more space at the local facility and with a shorter lead time on stock from Dubai, we have increased our first time fill rate; and the effect of this is a leaner supply chain as it is simpler to manage and deliver what the market demands." Improved repair and technical facilities are also in place at Linbro Park.

The national footprint offered by Printacom ensures that support and maintenance is always within easy reach, while Venter adds that the company is also operational in 7 African countries. "However, we're so comfortable with the reliability of our machines that extending that maintenance is a rarity – hence our confidence in extending the warranty to a full three years," he says.

Venter says the OKI Connected Partner Programme is another component within a long term sustainable plan which Printacom is executing to extend the reach and market appeal of OKI printing solutions. "The channel plays a central role in this plan and is the chosen route to market for the OKI brand. We've put lot of effort into the programmes, we have the backing of outstanding product and we believe it is a really good time to be one of our partners," he concludes.

### **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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