

Press release

DEVELOP presents harmonised Partner Programme Transparent and fair partnership with Europe-wide approach

Langenhagen, April 2015

DEVELOP has unveiled its harmonised Partner Programme for dealers, commencing on the 1st of April 2015. Having a strong background in the Indirect Channel, DEVELOP used its experience to align the indirect sales structure in Europe. The Partner Programme has been set up to ensure an aligned approach across Europe. Existing country-specific Partner Programmes have been revised and new Partner Programmes have been introduced in countries where no Partner Programme existed beforehand. This initiative integrates the best aspects and most rewarding experiences of DEVELOP's cooperation with its representatives in the different European countries, a perfect approach for the international DEVELOP sales Network of specialist outlets.

With a clear focus on growing its partner business channel, DEVELOP wants to entice and motivate its resellers with realistic targets and profitable benefits. The Partner Programme was created to recognise, reward and support those resellers who demonstrate their commitment to selling and promoting DEVELOP products.

DEVELOP has now, more coherent partner levels, broken down into categories: Gold Partners, Silver Partners, Bronze Partners and Partners. Dealers are assigned to these different levels by means of a scoring system. Each level has unique benefits and advantages. The higher the Partners' level, the more benefits they will enjoy. These benefits offer dealers support in business development, sales, IT, marketing, HR and training, and also include bonuses and discounts. To support specific expertise, dealers can also become accredited in areas like Production Printing, Solutions, and/or Service & Support Partners.

"DEVELOP is strongly focused on the indirect business. It is important to us that our Partners maintain their business identity as a Partner. Their business is where it is because of specific success factors that are unique to them. We want a win-win relationship from the very beginning. DEVELOP's Partner Programme is purposely designed to ensure that it answers the expectations of both sides. We are convinced that our programme will boost our channel business and generate success for our growing partner base," says David Nuttall, Manager Cluster Sales Support DEVELOP Brand Business, Konica Minolta Business Solutions Europe.

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DEVELOP

As a brand of Konica Minolta Business Solutions Europe GmbH, DEVELOP stands for modern and professional office communication solutions. We market systems, software and services for document production and document management. Through our range of products and services we are establishing ourselves as one of the leading brands for small and medium-sized businesses in Europe.

As trendsetters we are making a confident and creative contribution towards shaping the future. Our understanding of advice far exceeds mere analyses and recommendations: we assess, design and guide. Our primary objective is to increase productivity in our customers' environment.

Our nationwide presence in Germany is ensured by more than 300 authorized dealers. Our extensive international sales network, represented by independent distributors and specialist outlets in more than 60 countries, facilitates corporate client operations and guarantees worldwide servicing for our products.

Konica Minolta Business Solutions Europe GmbH, which is based in Langenhagen, Germany, is a wholly owned subsidiary of Konica Minolta Business Technologies, Inc., Tokyo, Japan. Konica Minolta Business Solutions Europe is represented by subsidiaries and distributors in Europe, the Middle East and Africa (EMEA). Worldwide, more than 27,000 employees work for Konica Minolta Business Technologies.