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MWA Intelligence, Inc. Aligns with Toshiba America Business Solutions, Inc.

January 10, 2007: Last year I wrote an article about remote diagnostics in which I stressed how it allowed servicing entities to better manage their copier/printer populations. Our dealer research in 2006 indicated an increase in the number of dealers over those in 2003 that were implementing some type of tracking methodology and therefore demonstrating a greater acceptance of this emerging technology.

The natural extension beyond remote diagnostics is the utilization and analysis of the data to better manage the machines making up those adopting dealer's population. So undoubtedly those same dealers who added remote diagnostics to their service deliverable realize that their service departments, their profit centers, have to get better at managing those machines in field and ultimately their customers. Well, Toshiba America Business Solutions (TABS) has taken a proactive step to make all of their dealer's service force more efficient, their dealerships more profitable and ultimately enhance customer satisfaction with this announced agreement with MWA Intelligence.

TAB's dealers will now be able to enjoy a discounted user fee to implement and deploy MWAi's Intelligent Service solution which offers mobile device-independent solutions including Windows Mobile, laptop and Blackberry solutions. It's obvious to me Toshiba America Business Solutions has taken its purchasing power and is leveraging it to offer this business management tool to all its dealerships, regardless of size. Most of Toshiba dealers will be able to utilize their co-op dollars for this program and those smaller ones can take advantage of MWAi's Choice Plus program, an ala-carte menu, to help them get started. By getting this solution into the hands of their dealers, TAB's is endorsing the value this program has in helping copier/printer dealers

improve customer service. That's important in today's market where customer referrals represent 28% of an office equipment dealers' lead generation.

With the myriad of solution in the MWAi's program including barcode scanning, electronic signature capture, mapping, intelligent routing and scheduling, service data reporting and benchmarking to manage employees, assets and business operations, Toshiba dealers can reduce their dependency on a dispatcher's physical skills and limitations and rely more on the automated efficiency of the program with customer log-ons, automated technician paging, access to parts availability and service history prior to making the on-site service call. As we have said before – it's more profitable to have the right part on the first service call and fix the problem the first time then scheduling a callback.

Toshiba dealers with OMD and Digital Gateway will be supported with this service. MWAi will do the training and initial support. After completing the training and implementation, those Toshiba dealers with MWAi's Intelligent Service module will be able to employ remote management of mobile workers, automated dispatch workflow, streamlined service operations and provide business-critical information to the service and dealership management. The end results from this implementation will be to have tech reps up to date and knowledgeable about the installation and service call, ability to track parts and ultimately able to cover more calls within the same territory in a more proficient manner on a daily basis. In most cases it helps the technician and dealership in making more complete service calls.

Toshiba dealers will be able to eliminate: the manual collection on service reports, technicians calling in at the end of the day for next day service calls, anecdotal calls telling the dispatcher that he/she has closed the service call, the manually prioritizing of the next call, and the elimination of human error that costs hundreds of dollars in parts, supplies or time and material charges. I can even see how a Toshiba dealer might use this MWAi solution as a sales tool, getting a prospective customer to log on and get a real-time demo of how their service call will be managed. For one that still has toner under his fingernails, this is another win-win solution giving Toshiba dealers real professional business tools that will produce an immediate return on investment plus a differentiation from other dealerships selling competitive brands. And this agreement gives MWAi solid footing in an evolving market of connectivity and remote service management.

Bob Sostilio