

MWAi Proposing “Improve Service Profit” to Dealers ITEX 2009 in Las Vegas

High Quality Attendees

Cost reduction is clear target

Mike Stramaglio, CEO of MWA Intelligence (MWAi, Scottsdale, AZ) and Steve Etter, Greyrock Capital (San Francisco, CA), an investor to the company, responded to our interview as follows.

- From when are you participating in ITEX?

MS: From the first time.

- Your booth always attracts lots of visitors, doesn't it?

MS: For this year, specially, I think people are crowded in our booth. The total number of visitors this year has decreased but quality of the visitors was high. I feel there are lots of people to come to purchase something, instead of just coming to see.

- Does it indicate dealers are serious in cost reduction under the recession?

MS: That's right. As it has become clear that MPS or remote service automation enable dealers to save their cost, they are considering adopting them aggressively.

- I saw Sharp and Samsung MFPs in your booth this year.

MS: ITEX this year turned out a good chance to show how our company has become better. We showed it in many ways such as new management team, partnership with large OEMs, sales or so forth. In our booth, we could show we are carrying out what we have promised.

Greyrock

Raising Investment from Japan

Steady and stable return about 20%

- Steve-san, what are the reasons for you to invest in MWAi?

SE: Taking an example of chair, the first one of its four legs is people. Mike Stramaglio, the company's CEO is one of the strong leaders in the world and a solid management team can be built under him. He has got great career, and is well known in the industry. The second one is the company can actually resolve the customer problems. Third, our company Greyrock invests only number one company in the industry. We invested as we understood MWAi is No. 1. The fourth one is this industry is very big and markets are not only in the US but worldwide.

- How is ITEX from your eyes as an investor?

SE: Best people come to our booth. Best products are showcased. And, best relationships have been established. I felt it real by seeing it by myself, not just hearing from someone reporting to me. I have been seeing it for the last three years and it looks as if one beautiful flower is blooming.

- Do you have a plan to enter into Japan market, Steve-san?

SE: We would like to raise investment from Japan to the US market. Greyrock, as an investment group, has got approx 350 million dollar capital, and has invested 35 portfolio companies on the US. For the last twenty years, our company has made stable 17 to 20 percent returns to our investors.

Related Four Companies Made Presentation

On March 17, MWAi held a joint presentation at ITEX about "improve service profit", together with other three companies like a toner supply company.

Copier/printer users in the US also showed high interest in reducing service or supply expenses under the recent recession. It is the moment that may decide dealers' fate to increase their profits in ways of cutting service cost or triggering increased prints by users.

Each of those four companies made proposals to meet such needs. John Brostrom, SVP Operations of MWAi, explained the remote monitoring systems and service automation enable billing with automated meter reading, improve service efficiency with appropriate grasp of machine status or more.