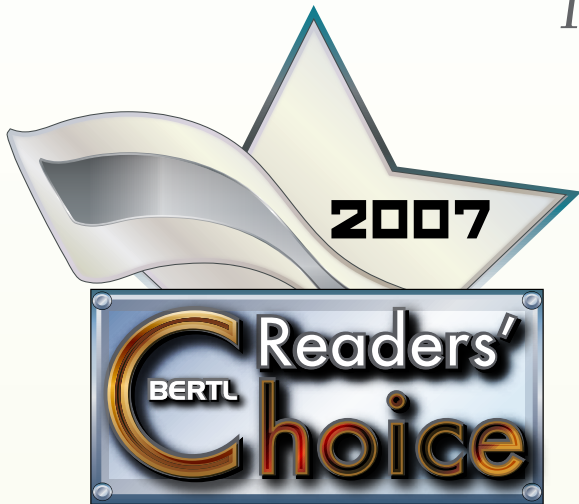


Readers' Choice 2007

The Market Has Spoken



Integration Toshiba

Platinum Award

About the Award:

Many companies have made major investments in the past few years on enterprise-wide information platforms such as electronic document management systems, customer relationship management software, specialized vertical business management applications, accounting systems, etc. These major buying decisions would have all gone to the boardroom for final sign off and will still be very fresh in their minds.

Illustrating how office equipment can integrate with these major business investments has become very important. Many of these core infrastructure investments have been implemented for improved business and staff efficiency. By proving that an MFP can integrate with these applications, vendors and resellers become part of the drive towards greater efficiency rather than just another piece of hardware that costs money and consumes time. It now becomes:

- The portal by which the mail can be routed into the correct folder for everyone to access.
- The effective way for users to print important information they found on the document management application.
- A genuine portal between the hard copy and soft copy workflow needs of a company.

Integration can be achieved by both manufacturer home-grown solutions and through the use of third party vendors. In fact, with many MFP vendors now having open architecture platforms the doors are opening to much greater integration than ever before. The limiting factor with manufacturers being viewed as a good integrator by the buyer may not even lie with their technology, but with their channel's understanding of the integration options that are available to them and knowing how to apply them to a customer situation.

About the Winner:

Toshiba's earliest history is rooted in two companies. In 1875, Tanaka Engineering Works was founded by Hisashige Tanaka, a well-known inventor who had previously built mechanical dolls and a perpetual clock. Under the company name Shibaura Engineering Works, Mr. Tanaka's company became one of Japan's largest manufacturers of heavy electrical apparatus.

Meanwhile, Hakunetsu-sha & Co., Ltd., was established as the first Japanese plant manufacturing electric incandescent lamps. In 1899, the company was renamed Tokyo Electric Co. and had diversified into a manufacturer of consumer products. In 1939, Shibaura Engineering Works and Tokyo Electric Co. merged and the name "Toshiba" was created as a blend of both company's names.

Today Toshiba is one of the world's largest integrated manufacturers of electric and electronic equipment, employing over 165,000 people worldwide. Toshiba's commitment to quality is reflected in its corporate mission statement: "We, the Toshiba Group Companies, based on our total commitment to people and to the future, are determined to create a higher quality of life for all people, and do our part to help ensure that progress continues within the world community."

About Readers' Choice:

The Readers' Choice Awards are the cumulative findings culled from thousands of BERTL surveys. Unlike other industry awards which are chosen by a small group of industry pundits, BERTL Readers' Choice Awards are decided by our readers the most experienced, technically savvy and discerning digital imaging equipment buyers and users in the world.