

Readers' Choice 2007

The Market Has Spoken



Total Solution Provider
Toshiba

Platinum Award

About the Award:

The days of the MFP being treated differently from the rest of the IT infrastructure are fast ending. The MFP is truly a gateway to an enterprise's information assets. But it's a two-way street. Besides digitizing paper for back-end workflows, the MFP also queries data from remote databases and the Internet to dynamically print forms and perform other local processing. Packed with embedded software built atop middleware, the MFP is becoming the first-stop for information resources. Today's MFPs touch directly every significant IT function, including networking, security, file systems, and CRM.

Users expectations have grown with the MFPs new role in the IT landscape. After all, if an MFP interconnects with back-end servers, shouldn't its level of support be at the level of other networking clients? Therefore resellers must become adept at quickly responding to user requests to tap into new IT functions. They must think "beyond the box" and understand a customer's network topology, server architecture, software release levels, and at a lower level, even APIs and software languages.

BERTL asked its end-user readers to rate their reseller's ability to provide and support a total solution.

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.