



**KEYPOINT**  
INTELLIGENCE

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PREPARED FOR:

**TOSHIBA**

# WHITE PAPER

## **TOSHIBA LEADS IN SERVICEABILITY:**

New European Survey Ranks the Vendor Highly

JANUARY 2019





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## Introduction

In June 2018, Keypoint Intelligence-InfoTrends surveyed 113 office equipment dealers and IT resellers in Western Europe on the topic of A3 printer/copier serviceability. The survey sought to understand which manufacturers are perceived as providing the highest level of support to service technicians in a variety of areas (e.g., quick parts turnaround, fast installation, ongoing training). The online survey was deployed across Germany, France, the United Kingdom, and a sprinkling of other European countries. To qualify, survey respondents had to sell and service A3 MFPs as well as be knowledgeable on technical service issues. This white paper will discuss Toshiba's high ratings across multiple areas of serviceability.

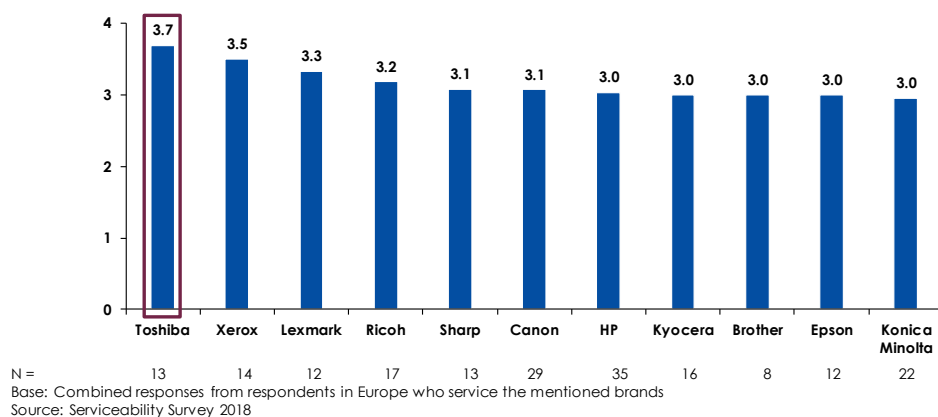
## Support Materials

Compared to dealers and resellers for other brands, those selling and servicing Toshiba A3 copiers as a number one or two brand gave Toshiba the highest of marks for the support materials they provide. In this case, support materials refer to resources like documentation and predictive analytics that help technicians troubleshoot problems in an efficient and optimal manner. Predictive analytics can even be used to prevent upcoming problems, considering factors like maintenance history records and operational status data.

Figure 1: Toshiba rates highest for Support Materials

**Q: How would you rate the support materials (e.g., documentation & predictive analytics) that you receive from each vendor?**

Mean: (Needs improving=1, Excellent=4)



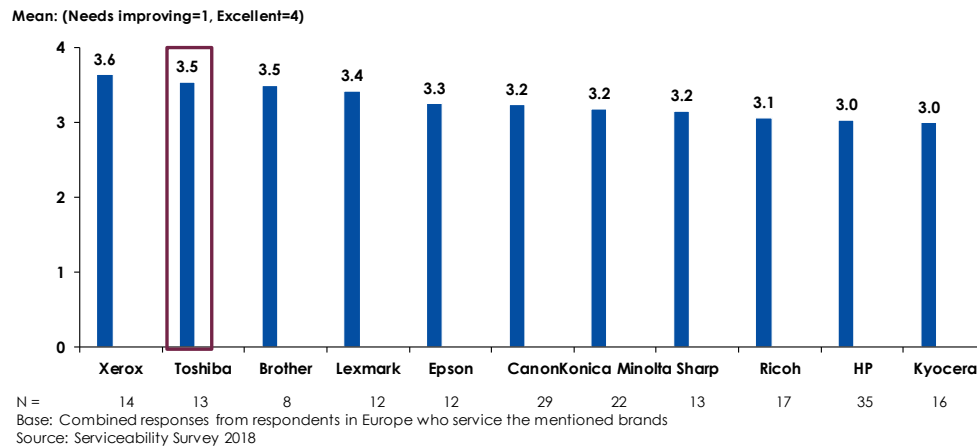


## Service Components

Toshiba also ranked very highly for service components, which cover areas like training, warranty programs, helpdesk, and service diagnostic tools. Tightly linked with support materials, these enable technicians to provide quick and effective service so that customers can maintain high levels of productivity as well as employee and client satisfaction.

**Figure 2: Toshiba rates highly for Service Components**

**Q: If you think about the service components that the two vendors offer you, how would you rate each vendor's offering?**



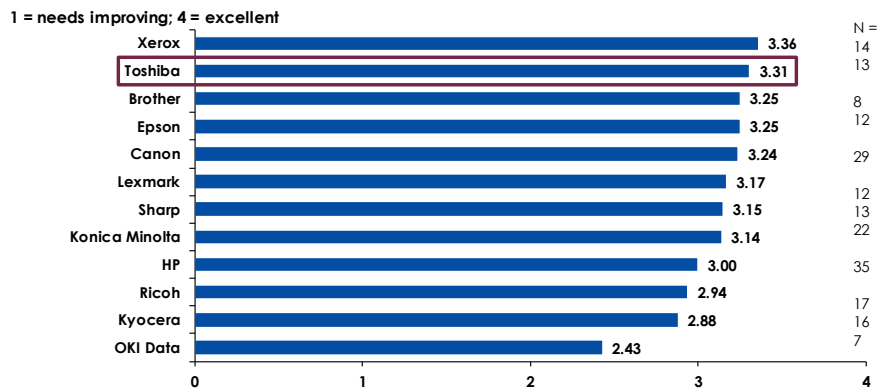
## Ease of Service

Toshiba also earned an outstanding score for its ease of service (e.g., time required to service the device, time required to get familiar with the device). While serviceability refers to tools and resources for technicians, it also applies to device features and engineering that enable quick and smooth servicing—getting the technician out the door and client back to work as fast as possible.



Figure 3: Outstanding score for Ease of Service

Q: How do you rate the ease of service (e.g., time required to service, time required to get familiar with the device) for your two main vendors?



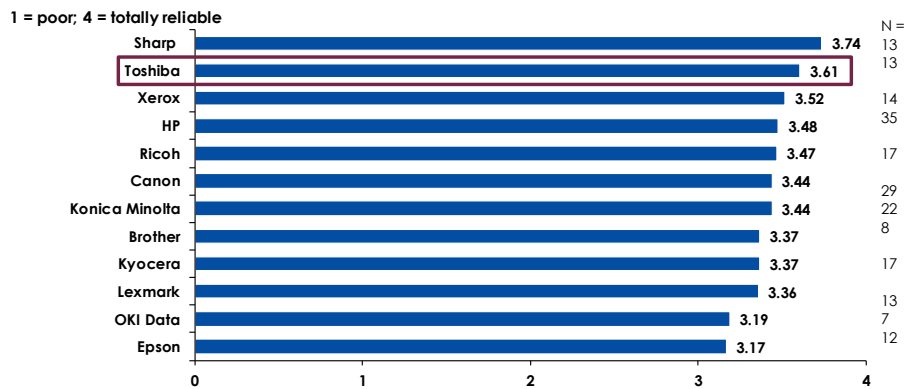
Source: Serviceability Survey 2018

## Reliability

The reliability of a print device, including its uptime and duty cycle performance, also contributes to its serviceability. Indeed, a robust and dependable copier will require a lower level or frequency of servicing—limiting work and costs for the dealer or reseller. Toshiba achieved an outstanding mark in this area as well.

Figure 4: Excellent score for Reliability

Q: Considering reliability, not only machine reliability but also out-of-box reliability and planned duty cycles, do you believe that your main vendors achieve service targets?



Source: Serviceability Survey 2018



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# opinion

## InfoTrends' Opinion

The serviceability of print/copy devices through a manufacturer's programs, tools, and engineering and design competency is crucial for office equipment dealers and IT resellers who are striving to satisfy customers while maintaining account profitability. Toshiba's leadership in various areas of serviceability, including support materials, service components, ease of service, and reliability, shined through in Keypoint Intelligence-InfoTrends' recent survey. Toshiba can serve as motivation for all manufacturers to ensure they are properly equipping direct and partner technicians for optimal device maintenance and repair. For more information on the *European Serviceability Survey 2018*, contact Donna O'Malley at [donna.omalley@keypointintelligence.com](mailto:donna.omalley@keypointintelligence.com).



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