

dnews

The Newsletter from DEVELOP | Edition 01/2010

Best wishes to you and your families for a happy, healthy and successful New Year!

Dear business partners,

At the start of this New Year I want to thank you for your continuous support in 2009. This was a big launch year for DEVELOP. With your support, we successfully launched several new products, including 6 new colour MFPs, 3 new black & white production printing models, 4 new AIO/printer models and 3 new solution products (iRC, Enterprise, Pcounter).

Even though we are still suffering from the global economic recession, business is picking up: Our total gross sales turnover from September to December 2009 is more or less equal to the same period in the previous fiscal year. However, sales turnover in the German market increased by 6 %. Now we are in a recovery phase and conditions are favourable to the development of sales; so we expect better sales figures from January to March 2010 compared to the same period in 2009.

Office MFP market trends like reducing the total cost of ownership (TCO) by device integration, less CO₂ emission and a wide-stretching customised flexibility have become a critical challenge for many businesses.

This year DEVELOP will continuously provide innovative products including solution packages for document management. In order to further drive our business, to improve customer satisfaction and to get in touch with prospective customers, well-trained members of staff are one of the key factors for success amongst others. By working closely with our clients it is possible to find fitting solutions for the client's particular working process while ensuring underlying objectives are met. Distribution companies need to adjust to those trends to survive in the future market. Of course, the entire DEVELOP team is willing to provide you with the guidance and expertise you need to be well positioned.

Another market trend is one of main players try to concentrate on cultivating big scale business through direct sales organisations plus large size dealers. This market trend together with the rearrangement of channel structure might bring dissatis-



faction from traditional key dealers. However, we are committed to working with dealers in the future. I believe that the experienced supportive approach by DEVELOP will be a strategic solution for all dealers.

Also in 2010 we are committed to providing you with the resources, innovative products, and new opportunities to help you meet your business objectives. And if there is a challenge, there is an opportunity for all of us to change things for the better.



Thank you for your partnership!
Warm regards,

Develop GmbH

Masahiko Nagao
President

News



Review web-meeting: ineo+ 35

In our last web-meeting on January 27th we shared early information about the ineo+ 35 with our partners. This totally new A4 multifunctional product will most likely be launched in May and offers a lot of functionalities our A3-ineos have however, with still just the right amount of differentiation. For all those who missed it, we have put the presentation on the FTP server. Upcoming: On Feb 17 our web meeting is about D240F and new Fiery options.

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Fiery Controller with new option

It is designed for sophisticated colour management and makes the handling with graphic files easy: the Fiery Controller. With the new Fiery SeeSequence Suite it is even easier to complete the pre-press process because this RIP-based Fiery-option automates and simplifies the labour-intensive document preparation based on intuitive visual workflows. It consists of the two products Fiery SeeSequence Impose and Fiery SeeSequence Compose.

- > Impose: Professional implementation of complex print jobs
 - > Compose: Professional preview and processing software
- Meaning it takes considerably less time to set up print jobs! You will find more information on both products in our dbox.

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United Kingdom: Launch of ineo colour MFPs Manchester's heritage with sights, sounds and smells provided a unique backdrop

As 2009 drew to a close, the United Kingdom saw the launch of the DEVELOP colour range of MFPs. DEVELOP distributor DSales (UK) Ltd decided that Manchester's Museum of Science and Industry (MOSI) would be a fitting venue within the North



Dirk Roos

West of England, to hold the event, highlighting the pride and passion which their region has about both their history and that of building their future.

The launch commenced in the Special Exhibition Gallery of MOSI where Jonathan Whitworth, Managing Director of DSales (UK) Ltd, welcomed over 120 delegates from over 60 DEVELOP dealerships from locations throughout the United Kingdom. During the presentations Jonathan and his team gave a history of DSales (UK) Ltd, announcing future plans for dealer support initiatives and the exciting news that DSales (UK) Ltd will be moving to new purpose-built offices during the new-year in line with the company's growth over the last five years. David Nuttall was thanked for his informative presentation along with Dirk Roos and Toshiyuki Yamada's attendance from Develop GmbH for joining the DSales (UK) Ltd team on this special occasion.



Dirk Roos presented crystal awards on behalf of DSales (UK) Ltd to their top dealers, in recognition of their efforts and success through the last twelve months even though the global economic climate was poor.

Following the presentations a local comedian provided the entertainment, after which delegates then moved over to the Power Hall where presenters from the museum operated a selection of the largest collection of steam engines and locomotives providing a unique backdrop

for the hands-on session with the new DEVELOP machines. The new range was well received and dealers noted the exceptional construction of the ineo+ 220 / 280 / 360 and next 452 / 552 / 652 range, including their excellent print quality. Jonathan's team were on hand to answer any enquiries the dealers had. The quantity of orders taken reflected the success of the day and is testament to the success the company is achieving in the UK.

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Jonathan Whitworth and Dirk Roos

dnews: a mouseclick away

For the purpose of clarity and speed you shall receive dnews as an E-Mail newsletter as early as next month. We will carry on informing you about product launches, innovations, workshops, marketing activities as usual. A so-called teaser will give you an idea of what kind of information is waiting for you when you click on the link. You decide whether you are interested in reading more or not. Apart from that nothing much is going to change: The layout is similar to the familiar printable version and all issues will be archived on our homepage and will be retrievable at any time. And as a DEVELOP partner you will receive dnews automatically.

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