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ISSUE 137 · 2026

PRINT IT RESELLER MAGAZINE · IN PRINT & ONLINE SINCE 2011

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WORKPLACE
Mandy Lewis picks her favourite work tools
PAGE 18



EVENTS
Sharp Inspire Expo 2026
PAGE 24



ONE-TO-ONE
Andy Muskett, Director of Channel at Xerox
PAGE 36



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PRINTITRESELLER
printitreseller.uk ISSUE 137 2026

04 **Bulletin**
News from the channel

12 **Bulletin**
Where do you take yours?

16 **People**
A round-up of new hires

18 **I couldn't do my job without...**
Mandy Lewis picks her favourite work tools

20 **My life in print**
Nik Modi shares details of his life in print

22 **PrintIT Awards**
The judging process explained

24 **Events**
Michelle Ryder reports from Sharp Inspire Expo 2026

26 **Focus on: What's New**
A round-up of recent product launches

29 **News feature**
HP brings Copilot to print and expands WXP capabilities

30 **News feature**
CO3 Technologies and Vektor Software announce UK partnership



32 **MPS Partner Programme**
Become a Brother UK Trusted Partner and grow your MPS business in a way that works for you

34 **Sustainability**
Print vendors accelerate sustainability efforts

36 **One-to-one**
Andy Muskett, Director of Channel at Xerox

39 **AI**
SMEs accelerate AI adoption

40 **VOX POP**
Industry leaders on AI – part one



46 **Industry Insight**
Russell Cole, COO, FUTERA

48 **View from the channel**
Phil Johnson, Managing Director, Archway Business Solutions



50 **60 seconds with...**
Alex Rollo, Technical Customer Success Manager, PaperCut Software

Editor's Comment

Our awards team are busy planning and preparing to launch this year's edition of the PrintIT Awards. We will be introducing a few changes this year, including some new categories and updated entry criteria, but you'll have to wait a little bit longer for the big reveal of the 2026 categories.

The judging process for the PrintIT Awards is intentionally rigorous, designed to ensure fairness, credibility and genuine industry recognition. All entries are evaluated by an independent panel of specialists, handpicked by us based on their knowledge and experience of the marketplace.

Before we officially open this year's awards, I thought it would be useful to explain how the judging process works – see page 22.

AI is driving change across the print and IT channel, enabling smarter workflows, predictive maintenance, data-driven intelligence, and more. In this month's VOX POP feature, we hear directly from leading industry players on how AI is being applied today and where it's headed next – page 40.

Also in this issue, Mandy Lewis, Head of Marketing at Xenith Group, picks the work tools she uses every day and couldn't do her job without (page 18). This month's Q&A is with Phil Johnson, Managing Director, Archway Business Solutions, and *PITR* spent 60 seconds with Alex Rollo, Technical Customer Success Manager, PaperCut Software.

If you've got any news about your business to share, would like to be included on our monthly VOX POP panel, have a compelling business success story or simply wish to comment on any industry issues, please get in touch with me at: michelle@printitreseller.co.uk

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KingswoodMedia

***PrintIT Reseller* is published by Kingswood Media Ltd., 7 Amherst House, 22 London Road, Sevenoaks TN13 2BT • Tel: 01732 759725 Email: neil@printitreseller.uk www.printitreseller.uk**

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BULLETIN

New research

Loftware has released its 2026 Top 5 Trends Report, revealing that global businesses are accelerating supply chain modernisation amid rising disruption, regulatory pressure, and geopolitical uncertainty. Based on insights from more than 400 professionals across 55 countries, the report highlights rapid adoption of connected supplier networks, cloud-based labelling, smart packaging, and AI-driven automation. Loftware President and CEO Jim Bureau said agility and intelligence will define the future of supply chains.

Loftware's report shows that autonomous supply chain technologies are gaining traction. Powered by SaaS-based labelling platforms, AI analytics, and integrated data, these systems help detect disruptions earlier, optimise logistics in real-time, and automate error-prone processes.
www.loftware.com

Uncertainty is holding back SMB digital and AI adoption

Digital solutions provider team.blue has published a new report examining the digital maturity of more than 8,000 small businesses across 30 European countries, revealing that while appetite for digital and AI tools is strong, many SMEs remain unsure how to begin.

According to the findings, 30% of small businesses do not know which digital tools they should be using, and more than 1 in 4 say they lack the skills or knowledge to get started. The challenge is particularly acute among older, more established firms, where reluctance to adopt AI rises above 60%.

Claudio Corbetta, Group CEO of team.blue, said: "Technology, especially AI, has outpaced the capacity of many small businesses to keep up. Small businesses understand that AI has the potential be transformative, but the current ecosystem too often assumes a level of digital fluency that simply isn't there yet.

"When we simplify the path and make tools genuinely usable, AI stops being intimidating and starts becoming a catalyst for creativity, efficiency and growth. The opportunity isn't just to help small businesses adopt AI, but to empower them to shape what's possible with it."

The report shows that small businesses are overwhelmed by the sheer volume of digital choices and unclear pathways. Many report that digital technology feels complex and time-consuming, with one in five citing a lack of time or resources as a barrier to adoption.

What's more, on average, small businesses rate their confidence in choosing and using digital tools at just 6 out of 10.

AI adoption is growing, with nearly 20% of businesses using it extensively and a further third experimenting. However, trust remains a sticking point, almost half of respondents trust AI less than human-led work, raising concerns about data security, accuracy and brand voice. More than 22% say they still don't know enough about AI to move forward.

The strongest demand from SMEs is for clearer guidance rather than more technology. Half of respondents say step by step support would help them progress, while 42% want advice on which tools to use and 38% value training and workshops. https://team.blue

The £120 million office printer perk

UK employees' personal use of office printers is costing businesses an eye-watering £120 million annually, according to the latest survey by Cartridge Save.

Office printers are meant to serve business needs, but a significant portion of printing is purely personal. From CVs and event tickets to forms, recipes, and even kids' homework, staff are quietly racking up huge costs.

21% of respondents admitted to printing resumes during office hours; 17% use office printers for concert or travel bookings; 14% print government forms, mortgage applications, and similar documents; 9% have used work printers for children's assignments; and 6% printed horoscopes, memes, or dating profiles.

Ian Cowley, Managing Director of Cartridge Save said: "The hidden cost of personal printing is bigger than most businesses realise. Simple interventions, like implementing print quotas, tracking usage, or offering small allowances for personal printing, can drastically reduce costs without alienating staff. It's about balancing responsible use with employee goodwill."
www.cartridgesave.co.uk


Ian Cowley

Compliance key driver behind cloud repatriation

New research from digital infrastructure provider Pulsant suggests that compliance pressures linked to the rise of AI will become the leading force behind cloud repatriation projects over the next two years.

The independent study, conducted by Vanson Bourne, shows that 97% of organisations are confident their current data strategies will remain fit for purpose. 90% predict an increase in their technology investment over the same period. This follows 78% reporting that they have increased investment over the past two years.

Digital infrastructure is the top priority for this investment, with 37% of businesses prioritising the area. 78% of respondents ranked AI among the top three factors influencing data strategy. Data sovereignty and residency concerns follow closely, cited by 55% of respondents. Nearly four fifths (79%) say sovereignty considerations are shaping their infrastructure decisions, and these organisations plan to increase investment by an average of 13% over the next two years.

The research also indicates that UK businesses may have reached peak public cloud. 87% plan to partially or fully move away from public cloud services, with 54% considering private cloud, 38% exploring an increased reliance on their own datacentres, and 36% exploring co location.
www.pulsant.com

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Apogee supports Rudolph Fun Run

In December, Apogee once again joined forces with RBVE to make the annual Rudolph Fun Run a huge success. RBVE is committed to improving the lives of veterans and their families, and the Rudolph Fun Run plays a key role in fostering community spirit and creating positive change for those who have served.

Held at Leybourne Lakes in Kent, the event featured two routes, a 2.5km family-friendly course and a 5km chip-timed challenge, encouraging participants of all ages to get involved. The run generated essential income to sustain RBVE's life-changing work, raising an estimated £20,000 for the charity.

Marion Brooks, Apogee's Chief People Officer said: "We're proud to sponsor RBVE's Rudolph Fun Run as it's a fantastic way to get involved in community events near our Maidstone head office."

This sponsorship reflects Apogee's ongoing commitment to supporting local initiatives in Kent and beyond, making a positive impact on communities across the UK and other jurisdictions. **www.apogeecorp.com**

A first for Agilico

Agilico has been awarded the BSI Kitemark certification under BS 8887-220:2010 for remanufacturing under its Agilico Zero programme, becoming the first independent managed print service provider in the UK to achieve this standard.

Independent lifecycle analysis conducted by Anthesis has shown that the Agilico Zero process produces 97.5% less CO_2e than the manufacture of brand new devices.

CEO Simon Davey said: "Achieving the BSI 8887 Kitemark is a proud milestone for Agilico. It provides independent assurance of the quality and sustainability of our Agilico Zero devices and validates the hard work by our teams across the UK. This recognition proves that remanufactured equipment can meet the highest standards of performance and reliability while delivering a measurable carbon reduction for our customers." **www.agilico.co.uk**

50 Years of technology innovation

Avoira is celebrating its 50th anniversary in 2026, marking a major milestone for the technology solutions provider as it reflects on half a century of supporting organisations across the UK.

Founded in 1976 as Pennine Communications, the business has grown from a specialist in two way radio systems into a fully integrated provider of audio visual solutions, unified communications, managed IT, cyber security, critical communications, connectivity and AI-driven analytics.

Over the decades, the company has expanded through the acquisition and integration of companies including Videonations, Co Channel, Rocom and Yellowbus. These brands were unified under the Avoira name in 2019.

Today, Avoira employs around 150 people and delivers mission critical, end-to-end technology solutions for public and private sector customers. Its 'One Avoira' approach brings together specialist teams to provide a seamless service across projects.

To mark its golden anniversary, Avoira will donate 50 Amazon Alexa devices to Age Concern, helping older people who may feel isolated or disconnected from the digital world. This initiative complements the company's ongoing community work, which includes providing free Wi-Fi, temporary network links and radio equipment for charities and local events.

The anniversary also marks two years since Managing Director Dr Andrew Roberts took full ownership of the business. **www.avoira.com**

SCC ultra athlete wins Namib Desert race

SCC's Manchester-based ultra-athlete Alex Welch has claimed victory in the 2025 Beyond the Ultimate Desert Ultra – a five-day, 250km race across the ancient Namib Desert, one of the world's most extreme endurance environments.

Welch works as a Senior Cyber Security Sales Specialist at SCC, which continues to support his ultra-running journey through sponsorship, specialist kit and workplace flexibility. In addition to his extraordinary performance in Namibia where he won the race and set a new course record, he became the youngest-ever winner of the Beyond the Ultimate Arctic Ultra in 2025 and also secured a podium finish in the Mountain Ultra in Kyrgyzstan.

The Ultimate Desert Ultra race saw Welch, 29, overcome punishing daytime temperatures peaking between 53-58°C and near-freezing nights. Across five stages – 50km, 50km, 42km, 22km and a brutal 92km final day – athletes were required to be completely self-sufficient, carrying all food, supplies and mandatory equipment for the full week. The field included elite female competitors and a highly ranked Italian mountain runner, making his achievement even more remarkable.

He said: "Namibia was unlike anything I'd ever experienced. The heat was on another level and every stage demanded absolute focus. To come away with the win – and a course record – is overwhelming. After the Arctic and Kyrgyzstan, this was the challenge I had been building towards all season. I'm grateful for everyone who has supported me, particularly my colleagues at SCC who have backed me every step of the way."

Adam Clark, Chief Revenue Officer at SCC added: "Alex continues to embrace extraordinary challenges. Following his success in the Arctic and a podium finish in Kyrgyzstan, he has now triumphed in one of the world's most demanding environments – Namibia. His exceptional discipline, resilience and ambition exemplify the spirit of SCC, and we are incredibly proud to support him throughout this remarkable endeavour." **www.scc.com**





Data Direct offers live demos

Data Direct has announced its Bradford showroom is now fully equipped and ready for live demonstrations of the latest wide-format and specialist print technologies, including the new Mutoh HA-1642, the Mutoh XpertJet 661UF, and a range of advanced Rowe wide-format scanners.

Alongside the HA-1642, which features Mutoh's ground-breaking water-based UV technology, visitors to the Bradford office can also experience the Mutoh XpertJet 661UF, a compact yet powerful UV LED flatbed printer ideal for personalisation, promotional items, packaging prototypes, and short-run production. Its small footprint and broad media compatibility make it a highly attractive solution for both entry-level and established print businesses looking to expand their service offering.

Completing the demonstration line-up is Data Direct's range of Rowe wide-format scanners, showcasing high-speed, high-accuracy document capture for CAD, GIS, AEC, and technical reprographics environments. Together, the technologies on display provide a comprehensive view of modern wide-format print and scan workflows.

"Our Bradford showroom is designed to be a practical, hands-on environment where dealers can see real output, ask real questions, and explore real opportunities," said Caroline Savage, UK WF manager for Data Direct. "By bringing together Mutoh's latest print innovations with Rowe's market-leading scanning solutions, we're giving our partners the confidence and insight they need to grow their wide-format business." www.data-direct.co.uk

BLOC welcomes ACS GROUP



BLOC is delighted to welcome ACS Group into its community, bringing a wealth of experience across workplace technology, IT services, print, office interiors, and sustainable solutions, enhancing the collective strengths within the group.

As a member, ACS Group will gain access to an extensive portfolio of services and solutions and all the benefits derived from being part of a wider community with strong industry partnerships in place.

Elizabeth Stevenson, Strategic Director of ACS Group said: "We are excited to be joining the BLOC community going into 2026. We see it as a great opportunity to collaborate with like-minded businesses and share ideas that drive innovation and growth in our industry." www.BLOC-group.co.uk


Mark Glasspool

New distribution deal

TD SYNNEX Maverick has been appointed as a distributor for the full range of meeting room solutions from Barco in the UK and Ireland.

With immediate effect, the complete range of Barco ClickShare meeting room solutions are available from TD SYNNEX Maverick, enabling partners to benefit from Maverick's specialist knowledge and long experience in the collaboration and audio visual solutions, and to access the extensive value-added services, stock holding and financial options available from TD SYNNEX. The alliance builds on the strong and established relationships that exist between TD SYNNEX Maverick and Barco in other European countries.

Mark Glasspool, Senior Director, UK and Ireland, TD SYNNEX Maverick said: "Barco is another significant strategic addition to the TD SYNNEX Maverick portfolio and one that extends our presence in the market for BYOD meeting rooms and enhances our range of collaboration solutions.

"We'll be working closely with the Barco team to reach out to the B2B community and maximise the opportunities for all partners with the full ClickShare range, and in particular working to raise awareness of the huge potential for the Clickshare Hub solution for room-based conferencing." https://uk.tdsynnex.com/portfolios/maverick-av-solutions

Datech extends BricsCAD distribution partnership

Datech, TD SYNNEX's specialist design software division has extended the availability of BricsCAD across Europe.

Under the expanded agreement, partners can access BricsCAD, a comprehensive CAD platform for 2D drafting, 3D modelling, BIM, mechanical design, and surveying workflows.

Jaap Smit, Senior Vice President, Datech and Business Applications Global at TD SYNNEX, said: "Datech is dedicated to uniting design software solutions that deliver real business outcomes. By adding BricsCAD to our portfolio, we enrich the breadth and depth of our offerings and provide customers with solid alternatives that the CAD market demands.

"Our robust digital distribution platform and value-added services, based on the LAER model (Land, Adopt, Expand, Renew), will enable resellers to drive customer success and unlock BricsCAD growth opportunities across Europe." https://eu.tdsynnex.com/datech-solutions


Jaap Smit

Phil Jones named among the North's top leaders


Phil Jones

Brother UK Managing Director Phil Jones has been named as one of the most influential business leaders in the North of England.

He has been included for the second year running in Business Cloud Magazine's Northern Leaders for 2025 list, recognising his contribution to regional business growth, strategic leadership and long-term investment in the North and also been named in the first ever North West Business Insider Business Power List of the region's 100 most trailblazing business leaders.

Jones said: "We remain committed to the North, investing in people and technology that strengthen the region's role in the UK's tech economy. Being named among the North's most influential leaders is a privilege – but more than that, it's a signal of the trust people have in our reputation for sustainable business practice and our investment in our people." www.brother.co.uk


Rowan Jeffreys-Hoar

Ricoh launches new partner programme

Ricoh UK has officially launched the Ricoh Unity Partner Programme, a strategic initiative designed to redefine partner collaboration, enhance both partner and customer experience, and accelerate digital transformation and growth for partners in the UK.

The new programme is structured around four clearly defined levels – Bronze, Silver, Gold, and Platinum and recognises partner growth and success. The levels create a progressive pathway where each stage unlocks increasingly valuable benefits, enhanced support resources and commercial advantages.

Beyond the traditional levels, Ricoh Unity introduces specialisms across the Ricoh strategic portfolio that acknowledge partners' depth of expertise across the customer engagement lifecycle. These include Sales = Specialist: focused on revenue generation and market development, Sales + Pre-Sales = Expert: enhanced capability including solution design and consultation and Sales + Pre-Sales + Technical = Elite: comprehensive expertise spanning the entire customer journey.

Rowan Jeffreys-Hoar, Director of Partner Channel, Ricoh UK, said: "We are delighted to introduce Ricoh Unity to the UK market – a programme designed to strengthen collaboration and drive growth. Unity reflects our belief that sustainable success comes through genuine partnership. By investing in our partners' capabilities and providing the tools, training, and support they need, we continue to help them succeed and deliver exceptional value to their customers." www.ricoh.co.uk

Epson Europe advances towards net zero

Epson Europe has released its FY24/25 ESG/Sustainability Report, highlighting significant milestones in its sustainability journey, including external validation of its decarbonisation pathway underscoring the company's commitment to achieving net zero by 2050.

This year, Epson secured official validation from the Science Based Targets initiative (SBTi) for its ambitious greenhouse gas reduction targets, committing to achieve a carbon-negative footprint by 2050. The company aims to reduce total Scope 1, 2, and 3 emissions by 90% within this timeframe. These science-based goals represent a transformative shift, focusing on eliminating reliance on underground resources and fundamentally reshaping Epson's entire value chain for a more sustainable future.

In addition to SBTi validation, Epson's sustainability efforts have also been recognised by EcoVadis, which awarded the company a Platinum rating for its comprehensive environmental, social, and governance practices.

Epson continues to lead sustainability efforts through innovation that supports circular manufacturing and resource efficiency. Following the completion of its state-of-the-art metal recycling facility in Japan, Epson Atmix, a group company, has expanded its sales presence into Europe to meet the rising demand for high-quality metal powders. The facility recycles used metals from Epson's operations and the wider community to produce the metal powders which serve as raw materials for advanced manufacturing. www.epson.eu

Kyocera names UFP as distributor

Kyocera Document Solutions UK has named UFP (UK) Ltd as a new Tier 1 distributor for its ECOSYS hardware and wholesale toner for all channel customers, as well as ECOSYS and TASKalfa fulfilment toner for Kyocera's authorised Servicing Dealers. This represents a resumption of a previous partnership between the two companies, with UFP formerly being a distributor for Kyocera genuine consumables.

Kyocera and UFP will work closely together as part of the new partnership, collaborating on existing and new business opportunities to ensure favourable outcomes. UFP already has strong relationships with a number of Kyocera partners, which should ensure a seamless transition for resellers, dealers and customers.

Pete Lunn, Head Sales Lead at Kyocera, said: "It's great to be working with UFP once again. We're always looking to expand our distribution network and connect with companies that offer long-standing expertise and experience in the reseller market. UFP ticks all the boxes in this respect, so we're looking forward to seeing the partnership develop, and bringing the benefits of ECOSYS hardware and toner to more customers."
www.kyoceradocumentsolutions.co.uk


Pete Lunn

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Daniel Gilbranch,
Owner of Cargil Solutions Limited



Marius Engelbrecht,
Managing Director of CO3 Technologies

Nationwide Tour – February 2026
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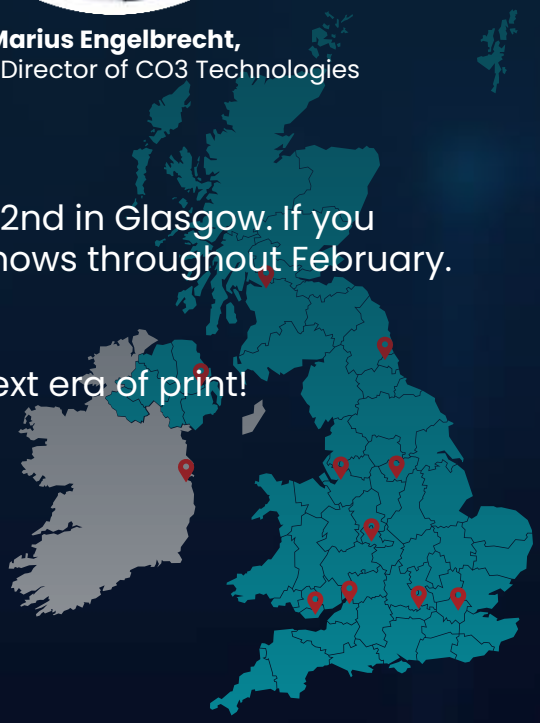


Toshitaka Uemura

Konica Minolta positioned as a leader

Konica Minolta Business Solutions Europe GmbH has been named a leader in the 2025 IDC MarketScape: Worldwide High-Speed Digital Label Printers 2025 Vendor Assessment.

The report notes: "The high-speed digital label printer market is undergoing the same type of digital transformation we have seen in other segments of the printing market, with a portion of the total label volume moving from analogue to digital production based on digital printing's economic advantages for short-runs. The demand for digital production is based on a move to shorter runs and on-demand production to impact consumer decisions and eliminate waste.

"Over that time, Konica Minolta has placed more than 1,700 of its toner-based label presses, which have found a 'sweet spot' in the digital label press market with its combination of quality and productivity."

Toshitaka Uemura, Head of IP Business at Konica Minolta Business Solutions Europe said: "Our purpose is to empower better communication and a more sustainable society through the power of digital printing. By addressing our customers' challenges – from shorter runs and tighter deadlines to the need for skilled labour and environmental responsibility – we continue to deliver innovations like the AccurioLabel 230 and AccurioLabel 400 that redefine what's possible in digital label production. We believe being named a Leader by the IDC MarketScape reaffirms we're on the right track."

www.konicaminolta.co.uk

Katun expands distribution partnership with MyQ

Katun has expanded its strategic distribution partnership with MyQ and now offers MyQ's print management solutions to dealer partners in the US, Europe, the Middle East and Africa (EMEA), and Latin America.

Katun became an authorised distributor of MyQ in the US in July 2025, Latin America in October 2025, and EMEA in December 2025.

"Katun's partnership with MyQ reinforces our commitment to delivering impactful solutions that add value for our dealer partners and their customers," said Tony Ko, Katun's Vice President of Hardware and Business Solutions. "MyQ streamlines management, strengthens security, and enhances the user experience, and we are proud to expand its availability across key global markets."

Andrius Keblas, Chief Marketing Officer, MyQ added: "We're excited to see our partnership with Katun continue to grow globally following a strong start in the US and Latin America. Expanding into EMEA is a natural next step and reinforces our shared commitment to delivering secure, efficient, and user-friendly print management solutions. We look forward to working with Katun and helping organisations benefit from MyQ through this partnership."

www.katun.com, www.myq-solution.com

IDC recognises ABBYY

For the second year in a row, IDC has named ABBYY a leader in its IDC MarketScape: Worldwide Intelligent Document Processing Software 2025-2026 Vendor Assessment.

Amy Machado, Senior Research Manager, Content and Knowledge Discovery Strategies at IDC said: "Maximising trustworthy straight-through processing (STP) is key to intelligent document processing, driving lower costs and faster outcomes. ABBYY continues to apply advanced AI, including LLMs where they add the most value, to minimise manual effort, enhance reliability, and help organisations focus resources on higher-value tasks."

According to the IDC MarketScape report: "ABBYY uses proprietary AI models, engineered for document understanding. Rather than repurposing generic LLMs, which can lack consistency and reliability, ABBYY uses a hybrid approach that begins with document AI and then applies GenAI if and where it can add value."

www.abbyy.com

Xerox named supplier on CCS framework

Xerox has been named as a supplier on Crown Commercial Service's (CCS) RM6190 Technology Services 4 framework, a new major public sector agreement designed to help organisations modernise digital systems and adopt technologies such as artificial intelligence and automation.

Xerox is named on Lot 1: Technology and Digital Consultancy Services – technology and digital strategy, design and advisory services; Lot 3: End-user Services – end-user support, including computing and device management, delivered as managed or professional services; and Lot 4: Infrastructure Management – IT operations, datacentre support and technology estate management, delivered as managed or professional services.

The agreement enables public sector buyers to access Xerox's technology and digital services via a compliant, value-driven route to market, supporting digital transformation, operational efficiency and improved service delivery across central government, local authorities, health, education and other public sector organisations.

"Xerox's inclusion on the Technology Services 4 framework marks an important milestone for our work with the UK public sector," said Ian Martin, General Manager, UK Public Sector, Xerox UK and Ireland. "It reflects our broader reinvention as a services-led, software-enabled business, and how we continue to evolve our capabilities to support public sector organisations as they modernise services, improve efficiency and adopt secure, scalable technologies through compliant procurement routes."

www.xerox.co.uk

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At Sharp Inspire Expo in Lisbon, the latest issue of *PrintIT Reseller* hot off the press, proved to be a popular read.



Michelle Ryder and Hannah White, Team Lewis



Jacqui Hendriks, IDC



Richard Hubert, Sharp UK Technical Support Manager



Marco Van Vliet, Sharp Netherlands and Oscar Nevado Contreras, Sharp Spain



Ben Lake, Sharp Europe and Luca Duro, Sharp Italy



The eagle-eyed amongst you will have spotted an error in Issue 135 where Dave's picture was incorrectly captioned. I'd like to say it was done on purpose to see who actually reads these pages....but it truly was a genuine mistake. As everyone knows, Dave Thompson works for Tungsten Automation, not Vasion.



Gerard Rudolph, Marketing Manager at CO3 Technologies wins the award for travelling the furthest with *PrintIT Reseller* magazine! Here he is in Durban Botanical Gardens, South Africa, behind him is a grove of lotus, and a colony of Sacred Ibis.

We want to see where you take your issue and where our magazine travels with YOU!

Please send your pix to me at **michelle@printitreseller.co.uk**

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Andrew Smith

Kyocera strengthens leadership team

Andrew Smith has been promoted to Managing Director and General Manager at Kyocera Document Solutions UK Group. Formerly Chief Information & Strategy Officer, Smith will lead the group, including Annodata and MCL, as it continues its evolution and next phase of growth.

In addition to Smith's appointment, Steve Doust has been named Group Sales Director (Direct Sales), while Suki Purewal takes on the role of Group Service & Operations Director. These appointments follow the return of Pete Lunn as Indirect Sales Lead in November 2025, solidifying a leadership team built for Kyocera's growth strategy for 2026 and beyond.

Smith said: "It is a privilege to lead Kyocera into this next chapter. My focus is on ensuring our managed services remain rooted in genuine customer value, delivered in close collaboration with our talented team and channel partners. As we move into 2026, we will double down on our heritage of innovation, forging new value in our core print market while aggressively scaling our IT and cybersecurity capabilities. With a strengthened leadership team and renewed momentum in our channel strategy, Kyocera is uniquely positioned to serve the market."

Yuji Doura will continue to serve within Kyocera Document Solutions UK, leveraging his strong relationship with Kyocera's headquarters in Japan to support Smith in his new role as Managing Director, while contributing from his newly defined position as Business Transformation Director.

www.kyoceradocumentsolutions.co.uk

Communicate Technology appoints new CEO


Paul Bryce

Communicate Technology has appointed Paul Bryce as group CEO as the MSP reports 102% year on year growth, following the integration of Blaze Networks and investment from private equity firm Rockpool.

Bryce brings more than 30 years' MSP experience. He said: "This is an exciting time to join the Communicate team, as it looks to continue its growth journey. My focus will be on scaling with purpose, by shaping strategy, strengthening culture, and promoting an environment where our teams and customers can thrive."

During his time at Node4, Bryce helped grow the business from zero to 1,100 employees and £190m revenue, and played a key role in ten acquisitions and three rounds of private equity investment.

Communicate founder and outgoing CEO Tony Snaith will remain on the board as a non executive director. https://communicate.technology

Jo Holliday steps into UKI General Manager role


Jo Holliday

As its new General Manager, Jo Holliday will lead Acronis' UKI business, focusing on accelerating regional growth, strengthening partner and customer relationships, and expanding market presence through a partner-first approach.

She brings more than 28 years of leadership experience across software sales, channel development, and go-to-market transformation and has held senior global roles spanning revenue ownership, global sales leadership, and channel strategy.

"I'm excited to step into the General Manager role for UKI at Acronis," she said. "It's a privilege to lead such a talented team and work alongside a partner community that plays a critical role in protecting businesses in an increasingly complex cyber landscape. I'm looking forward to deepening collaboration, helping our partners grow, and enabling customers to operate with confidence."

Holliday joined Acronis last August and was previously General Manager for the Benelux region before taking the UK and Ireland reins. She previously had exec roles at Redstor, Exclaimer, Core to Cloud, and Becrypt.

www.acronis.com

New CFO at BCN

Digital transformation and IT services provider BCN has appointed Jo Seymour as its new Chief Financial Officer.

Bringing a fresh perspective to BCN, Seymour, who was previously CFO at technology-led environmental consultancy Lucion Group, has also held senior roles in the tool hire and betting and sports data markets.

CEO Rob Davies said: "At BCN, we're continuing to strengthen our executive team to support our growth and deliver exceptional service to our clients. Jo brings a wealth of experience in financial strategy, and her insight and leadership will be instrumental as we scale our services and continue to innovate in the digital transformation, data and AI space."

https://bcn.co.uk


Liv Duncan

Marketing and HR appointments

Kubus has expanded its senior leadership team with two key appointments, Katie Hunt as Head of Marketing and Liv Duncan as Head of HR. The move supports the company's mission to operate as a flexible, ambitious, and trusted expert partner for IT infrastructure provision globally.

Hunt, who previously held roles at CAE Technology Services and Schurter Electronics, will lead Kubus's marketing strategy, focusing on delivering high-impact moments and value-driven interactions for people, partners, and customers. She will also build a scalable, high performing marketing team.

Duncan, who has been with Kubus for more than six years, will lead the company's recruitment drive and onboarding processes, with a specific focus on maximising employee potential.

www.kubus.com


Katie Hunt



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I couldn't do my job without...

Mandy Lewis, Head of Marketing at Xenith Group picks the tools she uses every day and couldn't do her job without


Mandy Lewis

❶ Collaboration

The people I work with are absolutely key. Marketing sits at the centre of many spokes in our business, and I can't be the subject matter expert on every technology. I can communicate it, but I rely on and really value the experts around me. Collaboration and cooperation are essential human qualities I look for.

❷ Digital tools

I've been a digital native for around 30 years, pretty much my whole career. I use the web constantly, and I use Claude AI to leverage LLMs for marketing communications. My marketing tech stack is also indispensable – HubSpot, Google and LinkedIn are tools I simply couldn't work without.

❸ Agency support

When it comes to specific developer level configurations, I need support. I'm a strong business user and administrator, but I'm not a developer. I can insert code snippets, but that's about my limit, so I rely on agency partners to help map and configure things properly.

❹ Meditation and running

I'm a big meditator, and I run five days a week. I used to run just three days a week, but over Christmas and New Year, I managed to go from 5k to training for 10k.

I've meditated since 2012, originally daily, now two or three times a day. It helps me process the overwhelm that comes with marketing with client services, sales, partners and agencies all needing your time. It keeps me grounded and helps me find my true north star.

Running brings me joy. I sprinted everywhere as a kid, and after motherhood it took time to get my body back into balance. Now I'm loving it again.

❺ My family

Without being cheesy, my husband and my family are my anchor. They're my reason for working hard and doing my best.

❻ My bicycle

I cycle to work – it's only 1.9km, but it's perfect. In London, when it's cold, you layer up to walk to the station, warm up on the way, and then end up packed into the Underground with hundreds of people. Cycling is fresher, calmer, and I get to ride along the Thames to Canary Wharf. It's lovely.



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My life in print

Nik Modi, MPS Sales Manager, Westcoast, shares details of his life in print, what he's learned, and the highs and the lows of our unique and challenging industry



Nik Modi

PrintIT Reseller (PITR): **What was your first job in print?**

Nik Modi (NM): When I was 17, I worked for the Crown Prosecution Service as a case worker. Part of my job as a caseworker involved me working in the print room on a Xerox production device, copying all sorts of stuff from casework statements, pictures, anything really that we needed to send to the Crown Court. But my first real job in print was in 2014, when I joined Sharp's indirect print team, working with dealers across the UK.

PITR: **What led you to enter the sector? Did you choose print by design, or accident?**

NM: By accident! I was working at Westcoast as an account manager but really dealing very little with print. A recruitment consultant contacted me and said I may fit the criteria for a job going at Sharp as an indirect sales account manager. Obviously Sharp is a large, well-known organisation, and I'm a big Man United fan – they used to sponsor Man United – and I thought this is a good fit! That's where it all began and I haven't looked back since.

PITR: **What excites you most about working in print today?**

NM: That's an easy question. It's the people. There's certainly a lot of big characters in the print industry and I'm lucky to call some of them my friends and mentors.

Also, I'm a bit of a printer geek and in my current role, I get to work with several manufacturers, so I get to see the constant evolution of print devices. Seeing the new portfolios and the new features does excite me.

We've seen the print landscape change over the past few years and we're starting to see a lot of managed print companies coming to us for things outside of print as well. So, whilst, we're still selling lots of printers, we've got resellers looking to us to provide everything from laptops, servers, to mobile phones. It's exciting to see print companies doing well and still selling print but also expanding their portfolio.

PITR: **What (or who) do you think has had the greatest impact in the sector in recent years?**

NM: I may be slightly biased here, but I'm going to have to say distribution! When I joined the print industry in 2014, whilst distribution was used, it wasn't used as much as it is now. At Westcoast we work with several major print manufacturers, whether that's enabling next-day delivery on toners or hardware, assisting their resellers with large rollouts, or even storage. Ultimately, our job is to make life easier for the print dealers. And our ability to deliver next-day has led more vendors to turn to distribution to help them fulfil toner and hardware orders when they would normally struggle to provide a quick turnaround. Our vendor list continues to grow and we're seeing vendors who wouldn't normally go through distribution coming to us. So, 2026 should be an exciting year.

PITR: **If you could speak directly to someone who inspired or challenged you most in your career, what would you want to say to them today?**

NM: One of my old bosses told me it's important to stay resilient in any role you're in, to stay positive, listen to your customers, keep learning and stay up to date with industry news. So, I'd like to say – you were right!

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PRINT IT 2025 AWARDS Shortlist RISO

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Royal Lancaster · December 8

PRINTIT 2026 AWARDS

PrintIT Awards 2026

Our awards team are busy planning and preparing to launch this year's edition of the PrintIT Awards. We will be introducing a few changes this year, including some new categories and updated entry criteria, but you'll have to wait a little bit longer for the big reveal of the 2026 categories

The PrintIT Awards are based on merit, and as such, the majority of categories require companies to submit a written entry.

The judging process for the PrintIT Awards is intentionally rigorous, designed to ensure fairness, credibility and genuine industry recognition. All entries are evaluated by an independent panel of specialists, handpicked by us based on their knowledge and experience of the marketplace, each is a seasoned business professional with many years of experience in their respective fields.

While Kingswood Media hosts the awards, neither its editorial nor publishing teams have any influence over the results. The judging panel is chaired by me as Editor of *PrintIT Reseller*, and I oversee the process to maintain consistency and integrity, but all final decisions rest solely with the judges themselves.

This structure ensures that every winner is chosen purely on merit, based on informed, impartial assessment of the information they provide.

The judging process

Before we officially open this year's awards, I thought it would be useful to explain how the judging process works.

After the closing date, our judges have access to all of the entries received in the categories they will be judging. As we receive an exponential number of entries, it would be an impossible feat for each

KEY DATES:

Tuesday May 5	Friday July 17	Friday September 18	Tuesday Septemb
Entries open	Entries close	Voting closes	Judg

judge to review every single entry across all the categories. So, the panel is spilt into three groups, each of whom is allocated a set of award categories to review.

These are carefully crafted to ensure we leverage the experience and expertise of each individual and also to ensure there is no potential conflict, for example where a judge has had a previous connection with a company or individual entrant.

Our judges individually review and score each entry against set criteria including but not limited to how well the entry line ups against all of the award criteria; structure, presentation and clarity; and if all of the requested information including testimonials is included. The judges also provide their feedback and comments on each entry.

Individual scores and comments are collated and combined by group, which serves as a reference point for judging day. Then on judging day as Chair, I host three, two-hour-long sessions during which each group of judges meets to discuss and debate their findings.

These sessions are always insightful, the merits of each entry are fully discussed, and each individual judge voices their views. The decision-making process is thorough and transparent. In the event of a tie, the group re-reviews submissions and collectively makes decisions.

At the end of each session, the judging group unanimously agree on which entries should be shortlisted, the overall winners in each category and which entries deserve to receive a highly commended.

Special awards

There are two highly coveted special awards – the Judges' Special Award and the Industry Leader of the Year Award. Both of these awards fall under my purview and follow a slightly different process; I do however discuss the decision-making process with the judging panel.

The Judges' Special Award is chosen from the very best entries submitted across all categories. This award is designed to recognise organisations or individuals who may not have won in their specific category, but who have demonstrated exceptional achievement, innovation, or impact.

The Industry Leader of the Year is selected based on my assessment of the market over the past year. Over the course of several months, I identify individuals who have truly made a difference and delivered standout accomplishments across the year. Extensive due diligence is undertaken, including discreet interviews and wider knowledge gathering, to ensure each decision is informed, fair, and reflective of genuine industry leadership.

Recognising excellence

Winning a PrintIT Award is a genuine mark of distinction, earned solely on merit through a process designed to recognise true excellence. Because every entry is judged independently and without influence from Kingswood Media, recipients can be confident that their success reflects real achievement and industry respect.

Securing an award not only validates the hard work and innovation behind each submission, but it also brings significant kudos within the print and technology sector, elevating the profile and credibility of every winner.

www.printitawards.co.uk

Sponsorship opportunities

There are a variety of sponsorship opportunities for those who want to raise their profile through association with the PrintIT Awards, on the awards evening itself and through pre- and post-awards publicity and marketing activities in Kingswood Media's magazines, websites and social media channels.

To find out more, please call Ethan, Neil or Jeff on 01732 759725 to discuss opportunities.

er 8

ging Day

Monday September 14

Shortlists announced

Friday September 25

Voting shortlists announced

Tuesday December 8

Awards Dinner

The next chapter at Sharp

A renewed commitment to the dealer channel, major investment in partner platforms, its broadest MFP line to date, and an expanded Synappx ecosystem, took centre stage at Sharp Inspire Expo 2026. Michelle Ryder reports

Sharp Europe used Inspire Expo 2026 which took place January 14 to 16 in Lisbon, to reveal the next phase of its transformation journey, showcasing a unified, forward looking vision that reshapes how organisations engage with technology, services and digital innovation. The event served as a clear signal of the direction Sharp intends to take in the years ahead.

Speaking about the new One Sharp ecosystem which brings together IT Services, AV, workplace technology, and digital solutions under a single, cohesive strategy, for the first time in the company's history, Joe Tomota, President of Sharp Europe said: "We are in step with your future.

"Inspire Expo 2026 marks a defining moment for Sharp in Europe. Over the past five years, we have deliberately transformed our business, expanding



our IT services capabilities, fully integrating AV, and unifying our business units. Now, under One Sharp we are bringing everything together to serve businesses in a more holistic way. Delivering meaningful digital experiences that help firms become more human led, and AI powered."

Partners play a central role

While the event showcased Sharp's broad technology portfolio, from an expanded Synappx cloud solutions offering, to the very latest in LFDs and dvLED solutions, energy-efficient ePaper technologies and next generation MFPs, the strongest narrative running through the event was that partners play a central role in its growth strategy.



For dealers, this shift translates into new tools, new opportunities and a more streamlined, collaborative relationship with Sharp than ever before.

Sharp emphasised that its success depends on the strength of its dealer network. Every major announcement from MFP innovations to software enhancements, was framed around how partners can sell more effectively, deliver more value and grow more sustainably.

The integration of Sharp Display Solutions into the core business was a prime example. For enterprises, it means a single partner capable of designing and managing complex, multi technology environments. For dealers, it opens the door to expanded revenue streams in dvLED, LFDs and emerging technologies like energy-efficient ePaper.

Similarly, Sharp's refreshed A3 and A4 MFP portfolio, including the new BP mono range, the upcoming MX428 A4 mono desktop device, and future high speed colour and entry-level mono A3 MFPs, provide an opportunity for dealers to differentiate in a competitive market.

SharpOne partner portal

The centrepiece of Sharp's partner investment strategy is the SharpOne partner portal that has been rolled out across all 17 Sharp companies.

Developed as part of the company's wider digital transformation, SharpOne replaces two legacy platforms, PartnerNet and the original SharpOne. The simplified new platform unifies sales, marketing and service resources together in a single, modern environment, providing dealers with faster access to accurate information and tools that support their growth.

SharpOne provides a gated, role-based environment where dealers and Sharp employees can access product data powered by Sharp's new Product Information Management from Inriver, ensuring information is accurate, consistent and up to date across markets, as well as sales and marketing materials including co-branding tools and brochure templates.

The platform also includes personalised dashboards that users can configure to suit their role, with the ability to bookmark frequently used content, and a global search function, designed to make it easier to locate information quickly.

Charles Nartey, Marketing Technology Programme Manager at Sharp Europe, said: "SharpOne is a significant step forward in how we support our dealer community. By bringing sales, service, and marketing resources into a single intuitive platform, we're making it easier



for partners to find the information they need, collaborate with Sharp teams, and ultimately do business with us more efficiently."

Built for continuous improvement

SharpOne has been designed with the dealer channel firmly in mind. Partners can now submit pricing requests directly through the platform, access consistent, up to date product information, collaborate more easily with Sharp teams across regions, use co-branding tools to create professional, customised materials and navigate a streamlined, modern interface that reduces administrative friction.

The platform also integrates with Sharp Academy and PartnerShop, with single sign-on (SSO) via Microsoft Azure coming soon.

Sharp has already mapped out the next phase of enhancements, including an AI-powered chatbot for instant support, deeper integration with Sharp Academy, expanded news and events sections tailored by business unit and Sharp branded widgets that surface key information directly from the platform.



The roadmap also includes future support for additional product categories, including displays.

Sharp Academy

Training and enablement were another major focus at Inspire Expo. Sharp Academy, the company's digital learning gateway, has been expanded to support deeper product knowledge and more effective sales engagement.

Partners can access interactive learning modules, use the integrated configuration tool to build MFP setups, export configurations as PDFs for customer proposals, refresh product knowledge on the go via the configurator app, download supporting assets and earn certifications by completing modules and exams.

A more efficient way to do business

Sharp also showcased PartnerShop, a single, streamlined platform where partners can order parts, consumables and products from across Sharp's portfolio in one place. Baskets can be mixed to speed up checkout and simplify day to day transactions. Partners also have full control over their account settings, with the ability to add or remove users and adjust roles and permissions as their organisation evolves.

A dedicated My Orders page offers real time visibility of all past and current orders, with access to invoices, order confirmations and available tracking information. To further improve efficiency, dealers can upload CSV templates or quickly add entire product families to their basket within seconds.

All product information displayed in the web shop is live, ensuring partners always see up to date availability and pricing aligned to their agreed price lists.

AI-driven innovation

Beyond hardware and partner platforms, Sharp used Inspire Expo to preview significant updates to its Synappx solutions ecosystem.

New solution highlights include enhancements to Synappx Cloud Print. V1.7 features embedded scanning and seamless connectivity to all major cloud storage services, expanded IdP support and improved print and scanning workflows.

The company also previewed Synappx Cloud Capture, its first software solution built entirely around AI and designed to automate document capture and processing, and Synappx Manage, its next-generation cloud-based remote monitoring and management platform,

Inspire attendees saw Sharp MFPs live and fully connected to Synappx Manage, demonstrating real-time monitoring, management and secure operation across the portfolio.

This unified approach simplifies IT administration, reduces operational costs, and ensures organisations can scale their printing and workflow capabilities efficiently, while maintaining strong data security, optimising energy use for sustainability, and leveraging seamless connectivity across devices and cloud services.



Equipping partners with the tools they need

The expansion of the Synappx ecosystem reinforces Sharp's goal to become a fully integrated digital solutions partner while giving dealers new recurring revenue opportunities for scans and document services.

The company's investment in SharpOne, Sharp Academy and PartnerShop represents one of the most comprehensive dealer support programmes in the industry. Combined with a strengthened product portfolio and an expanding digital solutions ecosystem, Sharp is equipping partners with the tools they need to thrive in a rapidly evolving market.



More news from Inspire Expo to follow in the next issue of *PrintIT Reseller*.

www.sharp.eu

Focus On: What's New



Kodak Alaris launches next gen IDP solution

Kodak Alaris has launched KODAK Info Input Solution IDP (intelligent document processing) software Version 7.5. The latest release introduces more native AI integrations and streamlined administrative capabilities for faster job creation and easier management, enabling organisations to make better decisions from better data – from any document, in any context.

KODAK Info Input Solution takes the guesswork out of the complex world of AI and provides an open platform for organisations to connect to their preferred services via native integrations with the latest AI models from hyperscalers including Google, AWS, and Microsoft. Version 7.5 makes it even easier for organisations to delegate more work to trusted AI services to automate complex document processing tasks with improved speed and accuracy.

This latest update builds on the IDP platform's existing connectors with industry-leading tools such as Google Doc AI, Microsoft Document Intelligence, Hyperscience, Amazon Textract and ABBYY Extraction, to include native integrations with Google Gemini, AWS Bedrock Data Automation, ChatGPT, and BoxAI. Advanced AI technology combined with human intelligence ensures accuracy and reliability in data extraction and processing.

Other developments include smarter assignment and validation features for faster throughput and a new drag-and-drop graphical workflow editor for simpler and faster process design. Version 7.5 also sees the integration of the IRIS OCR engine at no extra cost – creating searchable PDF/A documents with AI-based indexing to make information easy to find across repositories by both content and metadata.

Info Input 7.5 makes it easier to fully automate document workflows, from classification and separation to data extraction, indexing, and validation. By eliminating time intensive manual checks, it makes data extraction faster and more reliable, enabling organisations to unlock greater business value at speed and scale.

The IDP platform can handle any document from any source, including unstructured or handwritten files, and automatically verify critical details such as legal references, threshold amounts, and content plausibility. Automatic summarisation provides a quick overview of multi page documents or email threads, helping employees classify processes faster and save time on recurring routine tasks.

"Our mission is to make document intelligence open, application-oriented, and sustainable for the long-term," said Graham Etherington, Solutions Director, Kodak Alaris. "Info Input Solution 7.5 does exactly that – we reduce complexity, create more room for innovation, and enable customers to implement automation faster and continuously develop their processes in line with advances in AI."

www.kodakalaris.com

Zerto-powered DR service

IT managed services provider Assured Data Protection has expanded its disaster recovery (DR) portfolio with a new service powered by Zerto, an HPE company. The solution is designed for organisations operating mixed hypervisor environments that require highly aggressive recovery point and recovery time objectives.

The service leverages Zerto's host-based replication technology, enabling customers to maintain existing VMware or alternative hypervisor environments while achieving best-in-class recovery performance. It also offers flexibility for organisations reconsidering their VMware commitment in light of Broadcom's acquisition, rising licensing costs, and evolving support models.

Tony Giannini, Vice President of Global Innovation at Assured said: "Our partnership with Zerto enables us to provide ultra-low RPOs and RTOs for critical applications, independent of hardware, and with the flexibility to transition to Nutanix whenever customers choose. Just as importantly, Assured can customise protection levels by application, so customers aren't paying highest-common-denominator prices across the board. This is the perfect complement to our Rubrik Cyber-Resilience solutions to ensure an organisation is resilient against cyber, natural, and other disasters."

The solution groups applications by business criticality, ensuring the right level of protection at the right price. Mission critical workloads can benefit from Zerto's near zero RPOs, while less time sensitive data can be protected more cost effectively using Rubrik's immutable backup capabilities.

According to Michael Lebo, Global Zerto MSP Leader, by combining HPE Zerto Software host-based replication technology with Assured's managed service expertise, customers gain a proven, scalable foundation for modern disaster recovery.

The addition strengthens Assured's broader portfolio, offering enterprises a flexible, future proof framework for data protection and business continuity as they modernise their infrastructure.

www.assured-dp.com



MyQ unveils major time saving printer provisioning profiles

MyQ has expanded the capabilities of its MyQ X platform with the release of a significant new feature designed to transform how partners and IT teams deploy and manage print queues. Building on the major upgrades delivered in June 2024, which included a fully redesigned UI that seamlessly streamlines workflows and elevates the entire printing experience, the ability to create custom themes, a new workflow to assign unknown ID cards and improvements for embedded terminal devices – the latest enhancement – Printer Provisioning Profiles – reduces deployment time by as much as 80%.

Mark Asbridge, Head of Product Enablement at MyQ said: "Printer Provisioning Profiles are designed around a simple but powerful principle, ensuring the right print queue for the right person in the right place. The system dynamically assigns print queues based on a user's location and role. For example, an employee working at head office automatically receives access to the head office printers. A CEO working in their own office will see their dedicated device, but when travelling to another site, that personal queue disappears and is replaced with the appropriate local devices – whether Fujifilm, Kyocera or any other brand."

According to Asbridge, this is an important upgrade as organisations move away from on premise Active Directory servers and transition to cloud-based environments such as Entra ID and Intune. "In these setups, print queue deployment has traditionally been complex and time consuming. MyQ has addressed this challenge by embedding the new functionality directly into the MyQ Desktop Client (MDC). The MDC already manages authentication and print processes, and now also handles automated, location aware print queue delivery through a single unified application."

While the new feature delivers clear benefits for end-users, MyQ has also focused heavily on simplifying life for channel partners. Many partners deploy similar driver sets, configurations and profiles across multiple customer environments. Printer Provisioning Profiles allow them to import and export not only driver sets and configurations, but entire profiles. For large installations, partners can prepare a CSV file containing all queue names, parameters and settings, then import hundreds of profiles within seconds.

The system supports all OEM brands, enabling any driver with any configuration for any location to be quickly imported. This flexibility reduces deployment time, cuts IT overheads, and eliminates the need for end-users to call support because they cannot find the correct printer.

For organisations, the benefits extend beyond efficiency. Automated provisioning enhances security, reduces helpdesk tickets, and ensures consistent, policy-driven print behaviour across all sites. For channel partners, the new functionality represents an upsell opportunity. MyQ includes two profiles with perpetual licences and five with subscription licences, with additional profiles available through the new licensing module.

www.myq-solution.com

Canon expands inkjet portfolio

Canon has announced the commercial availability of its latest production inkjet technologies, the varioPRESS iV7 and varioPRINT iX1700.

Designed for efficient short-run B2 production, the varioPRESS iV7 has been created to address the increasing pressures of commercial print service providers (PSPs), online printers, and book and magazine producers. The varioPRINT iX1700 inkjet platform features Canon's new Qualinx technology and blends new and proven Canon technologies, bringing together Canon's expertise in inkjet and sheet-fed printing from its R&D centres in Japan, Germany and The Netherlands to produce consistent, high quality prints, meeting the needs of today's commercial and in-house print service providers.

Stuart Rising, Head of Graphic Arts at Canon UK & Ireland said: "With the introduction of the varioPRESS iV7 and varioPRINT iX1700, we can now offer customers the broadest range of digital sheet-fed presses in the industry. This expanded portfolio, combined with our close customer collaborations geared toward fostering growth, means commercial and in-house printers can feel confident that, whatever their needs, Canon can provide the right solution for any volume requirement."

The varioPRESS iV7 and varioPRINT iX1700 will be commercially available from Q2 2026.

www.canon.co.uk



Cloud migration and security suite

European IT services and solutions provider SCC has announced the availability of its Cloud Migration and Security suite as a multi-product solution in AWS Marketplace.

The new offering addresses critical challenges facing AWS customers, today, including analysing the performance of applications, managing cost and compliance and protecting the business through zero touch identity management.

Combining SCC's consulting and managed services capabilities and IBM, CrowdStrike and Zscaler solutions, the suite enables customers to accelerate cloud migrations, optimise cloud performance and cost, and strengthen security posture and compliance. The suite comprises five pre-defined solutions designed to support customers at different stages of their AWS journey, from initial migration through to ongoing optimisation and security.

Jean-Philippe Barleaza, Head of EMEA Software at SCC said: "By offering our Cloud Migration and Security suite in AWS Marketplace, we're making it easier for customers to accelerate their cloud journey. Bringing together multiple products and services in a single, pre-packaged solution allows customers to simplify procurement, speed up deployment, and unlock more value from their AWS investment." www.scc.com

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Explore the Brother P-touch connected range with our ready-made product matrix and toolkit.

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www.brotherzone.co.uk/pt-connected

HP brings Copilot to print and expands WXP capabilities

New HP for Microsoft 365 Copilot integration and expanded Workforce Experience Platform capabilities improve cost optimisation and fleet management, and deliver productivity gains right at the printer

HP has announced the launch of HP for Microsoft 365 Copilot, the first integration of Microsoft Copilot directly into its office print devices. Alongside this, the company has enhanced its Workforce Experience Platform (WXP) with new employee device management features, giving IT teams deeper visibility and control across distributed environments.



AI at the MFP

HP for Microsoft 365 Copilot is a new HP Workpath app that brings generative AI directly to HP multifunction printers. For organisations with HP Workpath enabled office printers and Microsoft Copilot subscriptions, the integration unlocks a set of intelligent, time saving capabilities right from the device panel.

Users can generate AI powered summaries of scanned documents or files stored in OneDrive and SharePoint, helping them extract key information without returning to their PC. The app also provides smart file naming and storage suggestions, reducing the manual steps typically required to organise scanned content. On-device translation, powered by Copilot, further streamlines cross language communication.

Crucially, the experience is consistent across devices. Whether an employee is working at their desk or standing at the printer, Copilot's capabilities follow them, supporting a more fluid and intuitive workflow.

Reducing manual steps

Print remains a critical touchpoint in many business processes, yet it is often where inefficiencies accumulate. HP for Microsoft 365 Copilot aims to eliminate those friction points by enabling direct Copilot ready scans from HP office printers, removing the need for additional devices or manual steps; seamless integration with OneDrive and SharePoint, ensuring secure, automated file handling; and enterprise grade security, combining HP's printer protections with Microsoft's cloud standards.

HP for Microsoft 365 Copilot will be available in Spring 2026 on managed and enterprise HP Workpath-enabled printers. The app will be sold within the Workpath Premium Bundle of Apps through HP's Microsoft Partner Solutions partners. HP and Microsoft are already collaborating on future enhancements, including deeper integration across the Microsoft 365 ecosystem.

Unified print management through WXP

Alongside its Copilot integration, HP has announced major enhancements to its Workforce Experience Platform, with several updates directly benefiting print management.

One of the most significant additions is unified printer management, allowing IT administrators to monitor their multi-vendor printer fleet through the same console used to manage PCs, video, and audio devices. For HP FutureSmart 5 enterprise printers, IT teams can also manage settings and security from within WXP.

This reduces the number of tools IT teams must juggle and provides immediate visibility into the full device ecosystem. For employees, it means fewer interruptions caused by print related issues. For IT, it supports a hybrid workplace and simplifies day to day operations.

WXP Print Management plans are expected to be available in February 2026 as standalone subscriptions or as add ons to a WXP Fleet Management plan for direct customers in North America.

Strengthening IT resilience

HP's broader WXP enhancements also support the broader IT ecosystem by improving overall device uptime and IT responsiveness.

The introduction of Out of Band Remote Connect gives IT administrators BIOS level keyboard, video, and mouse control on Intel vPro Enterprise-enabled PCs, even if the operating system fails to boot or is corrupted. Out of band remediation reduces the need for device swaps, on site visits, or employee troubleshooting, ultimately supporting business continuity and sustainability goals.

HP has also added Custom Alerts, enabling IT teams to set tailored rules for device health and performance monitoring, with notifications delivered via in-product messages, email, or Microsoft Teams.

Data-driven insights

To support smarter workplace planning, HP has integrated Collaboration Space Insights into WXP, combining room schedules, technology utilisation, and occupancy data from IoT sensors to help organisations optimise meeting spaces.

HP's latest announcements show a clear commitment to modernising print workflows and strengthening IT's ability to manage distributed environments. With HP for Microsoft 365 Copilot, AI becomes a native part of the print experience. With WXP's unified printer management, IT gains the visibility and control needed to support hybrid work at scale.

www.hp.com

CO3 Technologies and Vektor Software announce UK partnership

South African software specialist CO3 is expanding its UK business through a new partnership with Vektor Software (Copy Control), bringing a bigger support team and a broader solutions offering to resellers of all sizes


Paul Chadwick


Marius Engelbrecht

As part of the agreement, Vektor Software's Paul Chadwick has joined CO3 UK as Head of UK Sales, working alongside Account Manager and UK Director Rebecca Earath, who will oversee sales administration and marketing.

Although CO3 may be a new name to many UK resellers, the company has been developing software for the print and copy industry for more than 20 years. Its system supports some of the largest print businesses in South Africa, and the partnership brings that expertise directly into the UK channel. CO3's flagship platform, Nucleus, which is designed for larger organisations will complement Copy Control's established presence among smaller and mid-sized dealerships.

Chadwick pointed out that while the product will be rebranded as Nucleus Go, the core functionality will remain intact. "For existing Copy Control users, the message is simple – nothing changes. Your software, pricing, login details, everything stays exactly the same.

"What will change, however, is the scale of support behind the scenes. CO3's larger technical team will now assist with customer support, offering faster responses, more people who know the software inside out, and the same friendly service you are used to," he said.

Complementary platforms

CO3 Technologies CEO Marius Engelbrecht explained how the partnership emerged. "It was quickly obvious to me that Paul and I had two complementary platforms.

"Our enterprise-focused system won't work for smaller businesses where you've got people doing multiple roles. There are too many checks and balances in the system that's structured around having segregation of duties. When we looked at Copy Control, we could see that was exactly what those customers need."

CO3 UK will now offer both Nucleus and Nucleus Go, while the South African operation will expand its portfolio to include Nucleus Go as well. Support and implementation for both products will be handled by CO3's South African team. "The time zone really lines up with the UK and our first language is English, so we have the ability to support the people in the UK as well," Engelbrecht said.

CO3 plans to align both platforms. "We're going to do some look and feel work in the coming months, to make both systems look a little bit more similar," he continued. "If you're a smaller company, you want everything on one screen; if you're a bigger company, you only want to see your work on one screen, not everybody else's work. So that part of the user interface can't change because we're going to break the very thing that works. But we've used a style of grids in our system, and we will look to adopt a similar style within Nucleus Go."

Pressures facing the print industry

Pointing to the fact that the marketplace is vulnerable to external pressures and challenges. Engelbrecht said: "Our role is to equip and enable our customers to utilise their strong customer relationships and service teams to deliver IT, telecoms, IT security and subscription-based services alongside managed print services to their customers, to create efficiencies and help our customers operate better than the rest."

He continued: "Paul and I want to be a resource in the marketplace that people can come to for help and advice. One of the reasons we ended up partnering is because our values around people are pretty similar. Both of us view customers as friends, we both personally



talk to our customers regularly, and as we build the UK business, that's how we will continue to operate."

Core capabilities

Nucleus includes three key integrated modules – CRM, accounting, and stock control, and Chadwick believes this will appeal to many dealers in the managed print service space that are used to having a service management system separate from the CRM system. "The CRM integration is particularly exciting," he said.

UK roadshows

To build momentum, CO3 has launched a UK roadshow series, with events already held in Glasgow, Newcastle, Sheffield and Warrington. Upcoming dates include Bristol (10 February), London (11 February), Reading (13 February), Birmingham (17 February), Dublin (24 February), Belfast (25 February) and Cardiff (27 February). Resellers can register by contacting rebecca.earath@co3technologies.com.

"We're going to every corner of the country," Chadwick said. "It's not going to be a hard sell. We can show them our systems, show them all of the good things that we can do, and they can get to meet us and hopefully build some relationships."
https://co3technologies.com/uk/

Why voice should be your easiest revenue stream in 2026


Jonathan Walker, CEO UK & Ireland, Access4

Most MSPs are looking for the same thing right now: predictable, recurring revenue that fits naturally alongside what they already sell.

Voice should be an obvious answer. Every customer still needs it. It touches every user. And it's sticky.

Yet many partners have avoided it for years, not because it doesn't sell, but because it's historically been a pain to run.

Legacy voice platforms made everything harder than it needed to be. Provisioning was slow. Billing was messy. Support required specialist skills. For many providers, voice felt like effort without reward.

That's exactly the problem Access4 was built to solve.

Access4 gives partners a vendor-agnostic way to deliver voice and cloud communications without operational drag. One platform. One commercial model. The freedom to choose the right solution for each customer without juggling portals, processes or suppliers.

At the centre of that model is SASBOSS.

SASBOSS automates the parts of voice that used to slow partners down, provisioning, billing, stock and service management, so voice becomes simple to deploy, easy to manage and straightforward to scale. You don't need deep telephony expertise. You don't need a big ops team. You just need customers.

The result? Voice becomes what it should have been all along: a low-friction, high-margin recurring service that strengthens your wider customer relationship instead of complicating it.

To show this in practice, we're taking the Access4 Roadshow Series across the UK. Events in London and Manchester will focus on real-world demonstrations and commercial insight, not theory. We'll also be hosting a dedicated Belfast event in association with *Print IT Reseller*, supporting local MSPs and resellers looking to diversify and grow.

If voice still feels like "too much effort", this series is designed to change that.

Join us at the **Access4 Roadshow** and see how voice can become your simplest, and most reliable, recurring revenue stream in 2026.

To register, visit: https://eu1.hubs.ly/H0r9M800 or scan the QR code opposite.

access4

https://uk.access4.com

Become a Brother UK Trusted Partner and grow your MPS business in a way that works for you



To watch the video, please scan the QR code

Brother UK recently welcomed a number of MPS & technology providers to their Manchester HQ to discuss the opportunities open to them by becoming a "Brother Trusted Partner".

The gathering offered attendees an exclusive opportunity to explore how partnering with Brother can drive long-term business growth. From insightful presentations to one-to-one discussions, the event showcased how the vendor can help channel partners thrive in an ever-changing market with access to Brother UK's award winning range of Printers, MFP's & MPS bespoke support & marketing services.

The event featured insight from:

- Phil Jones, Brother UK, MD discussed the MPS marketplace, the current & future opportunities for MPS providers.
- Pete Westwood, Head of Sales Specialist Print, Brother UK, Introduced Brothers Trusted Partner programme and the features and benefits.
- Mike Anderson, Marketing Director & MPS Provider provided an overview of the bespoke marketing support and other services available to Brother Trusted Partners.
- Phil Johnson, MD at Archway Business Solutions discussed his own experiences and advantages of becoming a Brother Trusted partner.





To find our more and become a Brother Trusted Partner, visit the Brother Partner zone here: https://brotherzone.co.uk/user/login?destination=/home

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Print vendors accelerate sustainability efforts

Quocirca's *Sustainability Leaders 2025* report highlights rising customer expectations, regulatory uncertainty and growing demand for transparency across the print ecosystem

Quocirca's *Sustainability Leaders 2025* report provides a comprehensive view of how print manufacturers are accelerating environmental goals and embedding sustainability across products, services and channel programmes. The study complements the analyst firm's *Sustainability Trends 2025* report, which examines how IT decision-makers are prioritising sustainability within their print infrastructure strategies.

According to Quocirca, the sustainability landscape is being reshaped by shifting political priorities, delays in regulatory implementation and ongoing economic pressures. These factors are creating a complex environment for vendors, who must balance commercial realities with the need to demonstrate measurable progress across Scope 1, 2 and 3 greenhouse gas emissions, reduce lifecycle impacts and provide customers with credible, accessible environmental data.



Despite these challenges, the print industry continues to evolve. Longstanding experience in circular economy practices and product innovation provides a strong foundation, but vendors are under pressure to do more across the broader IT ecosystem. The rapid emergence of AI, ongoing market disruption and pressure on traditional business models add further complexity.

Sustainability embedded in corporate strategy

Quocirca's latest research, conducted across IT decision-makers in the UK, France, Germany and the US, shows that sustainability is firmly embedded in corporate strategy. More than eight in ten organisations (82%) are accelerating their sustainability plans, and 77% have a company-wide sustainability strategy in place. For the first time, corporate reputation has entered the top three drivers for sustainability initiatives, alongside operational efficiency and compliance with industry standards.

Nearly half of respondents (49%) say their organisation's sustainability commitments significantly influence their choice of print supplier. At the same time, concerns about greenwashing continue to rise, reinforcing the need for transparent, data-driven reporting on device performance and environmental impact.

Vendors must act decisively

Quocirca CEO Louella Fernandes says vendors must act decisively. "To remain competitive and meet the evolving needs of their customers, print vendors must accelerate their sustainability goals and demonstrate strong environmental credentials through transparent reporting on performance, including carbon emissions, waste reduction and energy efficiency," she explained.

"Vendors must also enhance sustainability across their products and services, providing clear data on performance, and collaborate with suppliers and partners to promote sustainable practices throughout the supply chain."

Customer education remains a critical gap. Louella continued: "There is a notable gap in understanding around issues such as remanufacturing and refurbished devices where, despite vendors offering as-new and better-than-new devices with full guarantees, customers remain concerned about hidden costs, reliability, and security."

Momentum is building

Momentum is building as vendors work towards net zero. While 2050 remains the dominant target for full net zero, many manufacturers are setting ambitious 2030 goals for significant reductions across Scope 1 and 2 emissions.

Scope 3 emissions, which typically account for more than 80% of a company's carbon footprint, remain the most challenging area. Some vendors, however, have committed to achieving net zero across all scopes by 2040.

Across the market, manufacturers are introducing design improvements, packaging changes and innovations aimed at improving device sustainability and providing customers with the data they need to make informed decisions.

Lifecycle assessments (LCAs) are becoming more common, with Xerox targeting LCAs for 100% of newly launched products and its entire portfolio by 2028. Other notable initiatives include HP's Carbon Emission Sync Service, Canon's Discovery Assessment Service, Epson's Optimisation Tool, Ricoh's Sustainability Services dashboard, Lexmark's Co2mpute lifecycle assessment tool and Toshiba's Encompass Green Report.

Recycling and reuse

Recycling and reuse remain central to green manufacturing. Vendors continue to increase the proportion of post consumer recycled plastics and metals in devices, with new products incorporating higher percentages. Hardware remanufacturing and refurbishment programmes are also gaining momentum.

Supplies are also under scrutiny. Vendors are expanding cartridge remanufacturing programmes and improving OEM cartridge and component recyclability. In 2024, Xerox introduced four new remanufactured toner cartridge families, Epson Europe launched an ink cartridge refill initiative and Brother opened an ink cartridge remanufacturing line at its Wales recycling centre.

www.quocirca.com



Growth fix in 26

Valuation of businesses is an integral part of our business. Across the print, IT and comms channel there is a decent level of awareness of valuation metrics, particularly "multiples." In short, multiples are a useful benchmark that compares how businesses are valued. For example, if a business has £2m of profit and sells for £10, the profit multiple is 5x.

The next school of thought is that different market segments attract different multiples. Certainly, as a broad guide to smaller deals, we are seeing higher multiples in the MSP space (7x to 9x) in comparison to Comms (6x to 7x) and Print (4x to 6x). But why is this?

From our perspective it has a lot to do with Competition amongst acquirers and investors. During the marketing phase of a sales process, we attract multiple offers and clearly having a strong negotiating hand will result in a high valuation.

Investors perceive different levels of long-term risk between the sector and view the MSP world as having a higher long-term potential and want to ensure that their investments (which include most of the acquirers out there) have the best chances of realising value for themselves.

Interestingly this has resulted in a wholesale change in company names and descriptions with the channel now boasting a higher number of "MSPs" that at any other time.

However, tracking deals over an extending period of time that takes out the impact of technology change and sentiment shows that the two biggest drivers of Value are (1) size and (2) growth. The right strategy and the right team delivering the right products to the right customer will deliver growth (easier to say than do).

Service providers from across the Print, IT and Comms channel may all service the same customers, they may also generate similar levels of customer spend from those customers, but the value attributable to those customers varies between sectors based purely on perception and risk assessment of the future risk profile and growth prospects.

That perception is a "bet" that growth is more likely to be sustained in certain sectors. However, the long-term view says that any channel business that sustains a high level of organic growth (regardless of technology/sector) will achieve a premium valuation.

The channel has proven itself in terms of being able to retain and services customers, the big question is where will you get your growth fix in 2026.

www.knightcf.com

One-to-one with Andy Muskett

In this exclusive interview with *PrintIT Reseller*, Andy Muskett, Director of Channel at Xerox, talks about the acquisition of Lexmark and how the integration of the two businesses is progressing. He explains how Xerox's Reinvention is driving a more channel-centric model, highlights some of the key benefits emerging from the combined operations, and how a comprehensive portfolio across print, IT, and digital services, will benefit channel partners. Here's an excerpt of the conversation


Andy Muskett

Michelle Ryder (MR): **How is the integration of Xerox and Lexmark progressing, and what strategic benefits are emerging from the combined operations?**

Andy Muskett (AM): Things are progressing well. But the important thing really is to understand why we wanted to acquire an organisation like Lexmark. We were looking for an organisation that could bring us significant benefits as we went through our Reinvention strategy that you and I have spoken about before, and it was the perfect fit for us.

Our intention, strategically, is to create an organisation fit for purpose, for the future of not just the print industry, but also the IT services industry. So, we have been focusing on ensuring that the integration gives us an expansive portfolio around print, it also gives us an expansive portfolio around managed print services and other additional services that the Lexmark organisation bring to Xerox partners and Xerox to Lexmark partners.

And also at the same time, not just from a technology and services capability, but culturally, the two organisations really do look like they're the perfect fit and the perfect match.

MR: **As part of Xerox's Reinvention journey, you announced a shift towards a more channel-centric model, in what areas in particular do you see opportunity for channel growth?**

AM: I think the first thing is to understand why do we want to move to a much more channel-centric role? There are clearly some efficiencies and commercial benefits in terms of doing so, but actually, we know the market has shifted significantly over time. Xerox is more than 100 years old. We've seen huge amounts of changes in the industry, and this is no different, really, as we continue to try to reinvent ourselves. So really, the intention is to give ourselves the ability to reach a much wider audience. So, we want to be an organisation that has print and IT services capabilities that can be delivered not just to corporate large, enterprise type customers, but also small and medium and mid-market size organisations, and therefore we need help and support to be able to reach that wider audience. Hence, moving to a more channel-centric model.

At the same time, we're adding value to those channel partners, who in turn, can add value to their customers.

MR: **We've spoken before about how Xerox has built on its print legacy and though acquisition, expanded its capabilities in IT and digital services. You have an advanced offering spanning AI-driven workflow automation, cloud-based solutions, and cybersecurity, presumably this makes you an attractive vendor to MSPs and IT service providers as well as traditional MPS providers?**

AM: Yes, we'd absolutely like to think so. There is a convergence going on in the marketplace that's quite clear. The print market continues to operate in the manner in which it has previously been accustomed to, but we also see that there are large numbers of dealers that have converged into forms of IT services and potentially digital services as well. So, we want to broaden our portfolio, to reach a wider audience of channel partners and MSPs, IT VARs and solution providers are absolutely key to our success in the future.

MR: **There are, I'm sure, many strategic benefits to the Lexmark acquisition. One in particular that stands out for me is the fact that Lexmark is a manufacturer. It owns its own technology end-to-end, which will help strengthen Xerox's overall offering, particularly in A4.**

AM: Yes, one of the strategic imperatives around the actual acquisition was taking back control of manufacturing our own products. And like you said, particularly A4. We know that the marketplace for A4 is greater than it is for A3. We're certainly seeing with the evolution of an expansion of the hybrid workplace, that actually

the growth in A4 outweighs the growth in A3, and therefore taking back control, or taking responsibility for manufacturing, product development capability, was a really important point for us to consider during the acquisition phase.

The A4 portfolio from Lexmark further enhances the A4 portfolio from Xerox. They have certain technologies and capabilities and applications that the Xerox range of products don't necessarily have today. So, it's important that we take the best bits of both organisations and put them together, that gives our channel partners greater access to a wider portfolio, which allows them to serve greater sets of customers in the marketplace.

MR: **Where are you investing for channel growth and how are you enabling both Xerox and Lexmark channel partners to sell and support your expanded portfolio?**

AM: One of the things that we will be looking to do as we transition through the integration is to take the best parts of the Xerox channel value proposition, the best parts of the Lexmark value proposition, and build something which is sustainable for the future, for both Xerox partners and Lexmark partners.

We believe that actually what we need to do is to create a best-in-breed vendor capability so that we can be classified by our channel partners as the vendor of choice, or the channel partners', partner of choice. That's a key strategy for us, and a key KPI that we want to try to achieve, that will encompass creating value-based solutions for those organisations – education, training, programs, support and more importantly, I guess, what we want to try to do is to invest in demand generation and awareness and consideration of our brand in those marketplaces where we perhaps don't have strength of awareness and consideration, like the SMB customer, for example. So that's a real focus area for us in terms of investment.

MR: **Another area that we should touch on is sustainability. Sustainability is such an integral part of every business's journey now and it's figuring quite heavily on tenders. Both Xerox and Lexmark are very strong in this area.**

AM: Lexmark has a recognised standing in terms of sustainability in the marketplace, as do we. We both have our ESG goals that we're looking to try to achieve, and again, we'll take the best of what we've got at Xerox and the best of what Lexmark offers and put those two together.

MR: **Will there be some changes to the partner program coming next year as well?**

AM: There is already some work going on to ensure that what we are able to do is to facilitate the Xerox technology on some of the Lexmark platforms, and some of the Lexmark technology on the Xerox platforms, which gives us cross pollination of the other good things of both organisations.

We're looking to try to offer something different to Lexmark partners, if Xerox has that on the table, and likewise, Lexmark products, technologies, and services that Xerox partners today may actually take advantage of and benefit from.

The acquisition was strategically made to ensure that our core print business stood at the heart of the Xerox organisation. Moving forward, we want to expand in the areas of growth in the print industry. So, whilst we want to dovetail that capability and add other services to it, print is still going to be a core business for Xerox moving forward.

www.xerox.co.uk

To watch the full interview, please scan the QR code



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SMEs accelerate AI adoption

New research from Sharp Europe reveals that while almost three-quarters (72%) of UK SME owners now trust AI more than they did a year ago, concerns remain about the workforce's ability to keep up

European small- and medium-sized enterprises are rapidly integrating AI into their operations, driven by economic pressures, competitive demands, and the promise of greater productivity.

Sharp Europe's study which surveyed 2,500 SME leaders across ten European markets found that more than half (52%) of respondents cite ongoing economic uncertainty as the main reason for accelerating AI use, with 53% feeling pressure to keep pace with competitors already leveraging these technologies. However, despite widespread uptake, 55% of leaders remain concerned that their business is not utilising AI as much, or as effectively, as it could be.



No longer a nice to have

"AI has moved from the back office to the core of how SMEs work, compete, and grow," said Roland Singer, Vice President of IT Services, Sharp Europe. "Our research shows we've reached a turning point – AI is no longer a nice to have. Businesses are asking not if they should use it, but how fast and how effectively they can scale it."

A significant number of SME owners (64%) report that AI is fully embedded in their business, with over half (51%) believing AI will open more opportunities for employees to develop new skills.

However, employee anxiety persists on the use of AI at work, with 35% of leaders saying staff are worried about their lack of tech skills, and 34% reporting a lack of trust in AI-generated outputs. Ethical concerns are also prevalent, with a third (33%) believing employees fear being seen as taking the easier route by using AI.

To address these challenges, 39% of SMEs have trained all employees on AI tools. Additionally, 36% have secured their data for AI integration, and 33% have invested in new licences to support ongoing use.

UK SMEs are clearly embracing AI

Reflecting on the UK findings, Mark Williams, Chief Operations and Technology Officer at Sharp UK said: "UK SMEs are clearly embracing AI, but adoption is just the first step. The real challenge now is building the confidence, skills, and governance frameworks so businesses can use AI safely and effectively.

"For many UK organisations, the tools are there, but the internal know-how can be strengthened," he continued, adding: "That's why investment in training, clear policies, and secure data practices are key to getting the most out of AI and what it can offer businesses."

Williams says that following the adoption of AI in the workforce, businesses are now exploring where these new technologies can take them next. "The next step for AI lies in developing Agentic tools that enhance efficiency and shift the focus to the execution of AI, not just the building blocks to test the technology. At Sharp, we're exploring and building this for our clients to allow them to fully harness the power of the platform."

Despite this adoption and training, nearly half (43%) of SME leaders say they still need clearer guidance on how to adopt and use AI efficiently and securely.

Sharp UK helps businesses adopt and leverage AI through its Copilot Consulting service. This is designed to help organisations and SMEs securely and confidently adopt AI through a structured, five-stage process.

This focuses on securing data for AI integration through an audit, tailored employee training and ongoing performance reviews.

www.sharp.eu



Roland Singer



Mark Williams

Industry leaders on AI – part one

AI is driving change across the print and IT channel, enabling smarter workflows, predictive maintenance, data-driven intelligence, and more. In this VOX POP feature, we hear directly from leading industry players on how AI is being applied today and where it's headed next

***PrintIT Reseller:* How are you using AI within your products, solutions and services offering. What benefits are you realising and do you see AI as integral to driving efficiencies and give you a competitive edge?**

Andy Bryant, *Sales Director EMEA*, Vasion: AI is deeply embedded throughout our Vasion platform through VAI (Vasion AI), our AI agent. Our AI Print Agent allows IT admins to update thousands of printers using natural language commands, reducing hours to minutes. Use cases include company mergers (inheriting hundreds of printers needing reconfiguration), office relocations (updating printer names and locations), and general environment cleanup.


Andy Bryant

Vasion Automate leverages AI for intelligent document capture, automated data extraction, and workflow orchestration. AI isn't just a competitive edge – it's integral to our mission of making digital transformation attainable by removing technical barriers and automating repetitive tasks.

Mark Asbridge, *Head of Product Enablement*, MyQ: MyQ uses AI across MyQ X and MyQ Roger for intelligent document processing, OCR, automatic classification, data extraction, and conversational AI assistants that simplify workflows and reduce manual steps. These capabilities speed up document handling, improve accuracy and deliver a smarter user experience that strengthens our competitive edge.

Khalid Aziz, *Marketing Director, Digital Printing & Solutions*, Canon UK & Ireland: AI is embedded across Canon's product and service portfolio, where it plays a central role in improving resilience, performance and customer experience. Across fleet environments, AI underpins remote diagnostics and predictive maintenance capabilities that identify potential faults before they disrupt operations, shifting services from reactive to proactive, enabling customers to maintain uptime and save on costs.

For connected devices such as imageFORCE, which handle significant volumes of sensitive data, AI also supports a multi-layered, security-by-design approach by improving visibility, enabling earlier detection of anomalies and strengthening proactive defence. Together, these capabilities are helping customers operate more securely, efficiently and confidently in an increasingly complex threat landscape.

Ryan Green, *Digital Services Director*, Carbon Group: At Carbon, we have tried to integrate AI where it delivers tangible, measurable value to our clients. This includes automating invoice capture and ERP posting to streamline financial workflows, optimising print and scan environments with advanced analytics for our clients and embedding AI into assisted-reality tools that empower our field service teams to improve first-time fixes.

These innovations accelerate processes, reduce downtime, strengthen governance, and drive sustainability improvements both within our own operations and for our customers. By packaging AI as outcome-based


Mark Asbridge

services and pairing it with actionable insights, I believe we have positioned AI as a core enabler of efficiency that gives a clear competitive advantage.

Daniel Gilbert, *Managing Director*, Key Digital: Using AI, or using AI as an add-on to our current service, is allowing us to deliver greater value for our customers. By improving the productivity of our existing resources through AI-generated insights, we've been able to deliver faster response times to customer queries and prevent future incidents.

Within our sales approach, AI-driven lead scoring and predictive modelling allow us to focus on high value opportunities that are most likely to convert, cutting out inefficiencies and assigning resources appropriately.

Operating as efficiently as we can is where we gain our competitive edge; if AI can aid in those efficiencies, then it's worth the uptake.

Andy Muskett, *Director of Channel*, Xerox: Xerox is applying AI across its products, solutions and services to enhance productivity, improve decision-making and automate routine

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Getting the Balance Right – Salary vs. Benefits

Attracting and retaining great talent has never been more competitive. For employers, the challenge isn't just about hiring new people – it's about getting the balance right between competitive pay and meaningful benefits.

There's no doubt that salary remains a key factor for new hires. In a market where skills are in high demand and cost of living keeps increasing, candidates expect pay that reflects their experience, the role, and the wider market. Offering a competitive salary is often the first step in getting candidates through the door, and falling short can quickly remove your business from consideration.

However, pay alone is rarely enough. Benefits still play an important role in how a role is perceived, particularly when candidates are comparing multiple offers with similar salaries. Benefits help tell the story of an organisation's values – whether that's a focus on wellbeing, flexibility, family life, or long-term security. Pensions, healthcare, flexible working, and learning opportunities can all make a real difference to how attractive an offer feels.

One area that frequently comes up in conversations with prospective hires is **holiday entitlement**. While statutory holiday allowance sets the legal minimum, it is often one of the first benefits candidates look to negotiate, especially if they have been in their current role for an extended period and have earned enhanced holiday. Additional days can be highly valued, particularly by those seeking a better work-life balance and can sometimes be more appealing than a small salary increase. For employers, this can be a relatively low-cost way to enhance an overall package while meeting candidate expectations.

Ultimately, getting the balance right means understanding what matters most to your workforce. Competitive pay gets attention, but a well-considered benefits package builds loyalty and engagement. By taking a holistic view of reward – rather than focusing on salary alone – businesses are far better placed to attract the right people and keep them for the long term.

If you need advice on recruitment or would like help with Salary and Benefits Benchmarking, give Max Levenger or Lynsey Arnold a call on 0333 567 4888 or scan the QR code in the image.

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Khalid Aziz

processes in the hybrid workplace – particularly across document workflows, service delivery and managed print services delivered through the partner ecosystem.

For example, Xerox DocuShareGo, allows partners to create and adapt document management workflows quickly without the need for specialist coding skills, reducing implementation time and complexity for client deployments.

Within service delivery and managed print services, AI supports predictive decision-making by optimising supply chains and enabling more proactive maintenance. This helps reduce downtime, avoid unnecessary site visits and lower environmental impact across client environments.

AI is integral to the company's competitive edge, supporting more intelligent, automated and data-driven workplace solutions for today's distributed workforce.

John Green, *Managing Director,* Commerce Business Systems: People often worry that AI is all about replacing the workforce, but we see it as 'adding more tools to our kit bag'. We are starting to see how efficiently we can respond to customers, offer more proactive servicing as well as summarise and document our customer review meetings. This also means the team is able to spend more time focusing on their areas of expertise.

Graham Foxwell, *Product Marketing Lead*, Kyocera Document Solutions UK: AI-native design is at the heart of our ecosystem, not just in print hardware but also in workflow automation and document intelligence through MDI Cloud.

While Kyocera's MFPs integrate AI features like handwriting recognition and super-resolution for better output quality, MDI Cloud brings this intelligence into the digital space. It enables intelligent document processing (IDP) capabilities such as smart document routing, automated filing, and metadata tagging, reducing manual intervention and improving compliance.

In addition, Kyocera's AI Confidential Document Guard strengthens data security by automatically detecting sensitive information within documents and applying appropriate protection measures. This proactive approach helps prevent data leaks, supports regulatory compliance, and gives organisations confidence in handling confidential content.

Kyocera is also leveraging AI and Hyper Automation within its UK-based 24/7 Managed Security Operations Centre (SOC) to deliver advanced cyber threat detection and response. Through our partnership with TORQ, we have implemented automated workflows that identify, analyse, and neutralise cyber threats, freeing up our cyber analysts to focus on proactive threat hunting and case escalations. This capability significantly reduces


Graham Foxwell

response times, minimises risk exposure, and ensures continuous protection for our customers.

The competitive edge comes from delivering a connected experience where physical and digital document processes are seamlessly integrated, saving time, reducing waste, enhancing collaboration, and safeguarding sensitive information while also providing robust, AI-driven cybersecurity that operates around the clock.

Ian Silvester, *General Manager*, EKM Global: Currently we are investigating the use of AI within our product, we have had rudimentary AI within the software for many years but are looking at new ways to use AI to improve the software's functionality. As the print manufacturers add AI capabilities into their devices, we will look to make this data available within our systems to provide enhanced service functionality to all our customers.

Kerry Rush, *Product Marketing Manager*, Sharp UK: AI is still at an early stage within print, but it's already delivering real value, particularly across capture and workflow solutions. Recent advancements are helping organisations classify documents and extract information more efficiently, reducing barriers that often slow down digital transformation.

Across our IT Services, we're supporting our clients in leveraging Microsoft Copilot through our Copilot Consulting service, leading the conversation about how our clients can use it to its full potential. This is about helping organisations move beyond experimentation and understand how to use AI tools in a way that delivers genuine productivity gains.

Education continues to play an important role here, too. We actively support clients with guidance on how AI is evolving, the use cases for it in business, how it can be used safely, and how to develop and implement appropriate AI policies. That foundation of trust and understanding is essential.

Our research shows that 72% of UK SME owners now trust AI more than they did a year ago, driven largely by economic pressure and the need to work smarter. In print, that trust is translating into practical use cases such as large-scale personalisation, where customised outputs can be produced without compromising speed or quality.

PrintIT Reseller: **Are you leveraging or planning to leverage AI to improve productivity in your own business?**

Andy Bryant: Absolutely. Our teams use Claude AI integrated with Notion, Gmail, Google Calendar, and ZoomInfo for instant access to product information, prospect research, meeting summaries, proposal generation, and calendar management.

We utilise Gong for conversation intelligence and deal risk identification, plus Seismic for AI-powered content recommendations. These integrations create a seamless workflow – from prospect identification and research through to proposal delivery and deal analysis. The result: research time reduced from hours to minutes, improved accuracy and consistency, faster deal cycles, and better customer experiences across EMEA and APAC.

AI enables our teams to work smarter, focusing on strategic relationship building rather than administrative tasks.


Kerry Rush

Mark Asbridge: Yes, AI is already improving internal productivity through AI-powered documentation search, automated support triage, and the MyQ Support AI Agent, which accelerates issue resolution and reduces manual workload for our team.

Khalid Aziz: Canon is already leveraging AI to improve productivity across the business, with AI embedded into everyday marketing and operational workflows. Within marketing, AI is helping to streamline planning, accelerate content development and support activities such as SEO and lead scoring, enabling teams to focus more time on strategic thinking.

Alongside this, Canon is also investing in upskilling its people to ensure teams can work confidently and effectively with AI tools. Structured training and clear guidelines help employees build the AI literacy and data confidence needed to use these technologies responsibly, securely and productively as they become more embedded in daily workflows.

Beyond marketing, AI is also improving operational productivity, automating mundane tasks such as monitoring device performance, identifying potential faults and prioritising maintenance needs. Ultimately, this is evolving our engineering services, saving time for both teams and customers and improving overall performance.

Ryan Green: We have already committed to leveraging AI to enhance productivity across our business. Internally, we deploy AI-driven automation to streamline workflows such as document handling and approvals, while advanced analytics help us optimise resource allocation and improve management decision-making.

Our field service teams benefit from AI-enabled assisted reality tools that reduce downtime and accelerate problem resolution. In addition, we have invested in AI-powered marketing platforms that deliver deep insights into client behaviour and preferences, enabling us to tailor campaigns and content to what truly matters to our customers. By embedding AI into operations and marketing, we aim to not only boost efficiency but also strengthen our ability to deliver value and maintain a competitive edge in the marketplace.

Daniel Gilbert: We're all time precious, so using AI to speed up administrative duties is where we've been able to gain those productivity boosts. We're planning to use more of that in our support function, for handling queries and reviewing when similar things might have happened before leading to a faster resolution. This speeds up administrative time and training of new staff members.

We've built a knowledge base that's accessible both internally and externally, meaning we can offer the best level of customer service in a quick and easy way, saving everyone time.



Daniel Gilbert

Andy Muskett: Yes, Xerox is actively using AI across its own operations to improve productivity, streamline decision-making and reduce manual effort.

In customer service, AI is embedded within the company's omni-channel virtual assistant, which uses generative AI to interpret the sentiment and intent of client requests. This allows many enquiries to be resolved automatically, while ensuring more complex issues are escalated quickly to human agents. AI is also used for email classification and sentiment analysis, helping service teams prioritise and respond more effectively.

Across the business, tools such as Microsoft Copilot are used to analyse dashboards, surface insights and support faster, more informed decision-making, reducing the time spent manually interrogating data.

Within marketing and communications, AI is being used to streamline content creation, including generating draft case studies from client call transcripts, improving efficiency and consistency.

Overall, AI use at Xerox reflects a practical, operational approach focused on simplifying processes and enabling teams to concentrate on higher-value work.

John Green: CBS has started to adopt AI technology throughout the business and for supporting our customers.

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Our technical team use it to assist with our support functions through managed print, IT and telephony. It allows us to respond to and resolve support tickets quicker, and the proactive monitoring means sales and service teams are often able to forecast and create plans more efficiently with our customers.

As an example, the telephony solution we provide and support our customers with, has AI Calling Assistants. We have the ability to record calls, create a summary of those calls with accurate notes and actions that can be automatically dropped into our CRM system, which is great for improving productivity within our busy teams.

Graham Foxwell: Yes. In addition to hardware, we are using AI to enhance workflow automation and document/content management. AI-driven analytics can enable optimisation of internal processes and deliver better customer experiences. For example, predictive insights into document usage patterns can help us refine service delivery and allocate resources more effectively. These capabilities complement Kyocera Fleet Services (KFS) for device monitoring, creating a comprehensive productivity model that spans both print and digital document ecosystems.

We are also exploring how AI can transform technical documentation by making it easier for technicians to access and interact with diverse content sources. This includes service bulletins, knowledge bases, and other repositories that often contain unstructured information. Our goal is to use AI to convert these materials into actionable insights, improving efficiency and accuracy in technical support.


Ryan Green

Ian Silvester: AI is currently leveraged in our business in the development, sales and marketing areas. We are investigating how it can aid our support infrastructure to further increase our resolution times and self-help capabilities.

As a company we are using AI now to help in creating marketing materials and to identify sales leads around the globe. During 2026 this will become more integral to our strategies. The key benefits will be efficiency and speed of content creation, and breadth of content that will form that creation. It will also allow us to deliver more personalised content in a reduced timescale.

Kerry Rush: Yes, like most businesses, we are adopting AI technology to streamline our own business processes, security and productivity. AI is helping to reduce manual and repetitive tasks, and much like our clients, we're using tools like Copilot with some of our teams, giving them more time to focus on higher-value work and ultimately what they do best.

Our research highlights that while AI adoption is accelerating, 52% of UK leaders believe their business isn't yet using AI as effectively as it could. That is why we also encourage vendors and partners to explore AI within their own organisations. Doing so helps streamline internal processes and enables them to authentically and credibly communicate the value of AI to their customers.

PrintIT Reseller: **In what ways are AI-driven predictive maintenance tools changing the way printers are serviced, and how is this impacting uptime and customer satisfaction?**

Andy Bryant: Whilst we don't service printers directly, AI transforms how we support customers proactively. Through AI-powered analysis of support ticket patterns, product usage data, and customer health indicators, we predict potential issues before they impact operations.

This enables our customer success teams to intervene early with targeted guidance or technical support. AI also identifies expansion opportunities by analysing usage patterns and feature adoption. The result: higher customer satisfaction through proactive support, reduced time-to-resolution, and better retention rates. Customers benefit from predictive insights that keep their print infrastructure running smoothly whilst we strengthen relationships through data-driven engagement rather than reactive problem-solving.


Andy Muskett

Mark Asbridge: AI-enabled monitoring and analytics help detect performance patterns and potential issues early, allowing proactive optimisation and maintenance. This reduces unexpected downtime and improves reliability, directly enhancing customer satisfaction.

Khalid Aziz: AI-driven predictive maintenance is changing service models from reactive to proactive. Connected devices and data-driven insights allow engineers to identify faults before they happen, rather than responding after an issue occurs.

In modern print environments, connected systems such as the latest imageFORCE devices and PRISMA workflow software automatically flag potential faults, order parts in advance and minimise service disruption. The result is higher uptime, fewer unnecessary journeys, improved reliability and time saved for both engineers and customers.

Ryan Green: AI-driven predictive maintenance is revolutionising printer servicing by moving from reactive fixes to proactive care. Solutions like Canon's new imageFORCE series harness real-time telemetry and machine learning to anticipate component wear and

schedule interventions before failures occur. This approach dramatically improves uptime, reduces emergency service calls, and enhances customer satisfaction by ensuring consistent device performance.

For Carbon's customers, it means fewer disruptions, faster turnaround, and a more reliable print environment that supports their business continuity and productivity goals.

Daniel Gilbert: Having real-time data analysis means we can take a proactive approach to maintenance jobs and assign resources at the best times. Anticipating potential issues before they escalate - looking at component wear, recent print jobs, and potential upcoming print jobs - means we can maximise uptime across our entire fleet without having to review individual cases every time.

Maximising uptime saves time for us as well as for our customers, presenting this as a tangible benefit to the customer means that they know they're getting value for the service provided.

Andy Muskett: AI-driven predictive maintenance is shifting printer servicing from reactive to proactive. By analysing real-time device and usage data, AI can identify when components or consumables are nearing end-of-life, allowing parts to be replaced before failures occur.

This improves uptime, reduces unplanned service disruptions and enables supplies to be replenished based on actual usage rather than fixed thresholds. As a result, consumable storage can be reduced and deliveries consolidated.


John Green

The outcome is fewer callouts, more reliable device performance and higher client satisfaction, alongside a reduced environmental impact through fewer unnecessary visits and deliveries.

John Green: Being able to plan and forecast service calls and offer preventative maintenance allows us to stay a few steps ahead and be better organised. We constantly look at ways to improve our service, so being able to carry out extensive research into possible issues, using AI technology, means we can ensure the customer doesn't feel any impact if their equipment has an issue.

Graham Foxwell: Predictive maintenance is already transforming service models. Kyocera Fleet Services combined with AI ensures early detection of potential faults, reducing downtime, waste and service costs.

When combined with intelligent workflow automation, this approach goes further by linking device health data with process continuity, ensuring that service insights translate into uninterrupted document operations. For customers, this means maximum uptime and uninterrupted document processes, which is critical in sectors like healthcare and legal, where delays can have serious consequences.

Kyocera is looking to add additional predictive AI features to help in monitoring device performance. This in turn will complement our existing KFS software, which already monitors and provides a predictive maintenance capability.

Ian Silvester: AI-driven predictive maintenance tools are transforming the landscape of printer management by proactively identifying issues before they cause downtime, reducing the need for reactive service interventions. These tools use data from printers such as usage patterns, performance metrics, and environmental conditions, to predict when a component is likely to fail or require servicing.

As a result, service teams can schedule maintenance before downtime happens, dispatch technicians with the right parts on the first visit, conduct platform remote diagnostics and firmware adjustments without a site visit, and prioritise service based on risk and business impact, not just alerts.

Predictive maintenance significantly improves uptime by reducing unplanned outages, which are the most disruptive and costly; shortening mean time to repair (MTTR) through accurate fault prediction; performing preventive maintenance as well as proactive to further increase the MTBF (Mean Time Between Failures); extending the usable life of components by servicing them at the optimal time; and enabling smarter fleet-level optimisation rather than device-by-device fixes.


Ian Silvester

For customers, this means printers are available when they're needed – especially in high-volume or mission-critical environments. The customer experience improves in several key ways – fewer service interruptions, leading to higher trust in the printing environment, faster resolution times and fewer repeat service calls (MTTR & MTBF), less disruption to end-users, since many issues are resolved proactively or remotely, and greater transparency through reporting and insights into device health and performance.

Over time this shifts the service relationship from reactive support to a predictive, consultative partnership, where customers feel their provider is actively protecting productivity rather than simply responding to problems.

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Industry insight

Russell Cole, *COO*, FUTERA


Russell Cole

Q: What's currently having the greatest impact on your business?
A: The continued shift towards hybrid working and managed services. Customers are rethinking how they use offices, technology and print, and they're looking for partners who can help them simplify operations, improve security, add measurable value and support long-term change, rather than simply supply hardware.

At the same time, security, cost control and sustainability are driving deeper conversations with decision-makers as they shape the most effective operating infrastructure for their organisation. Businesses are looking for greater visibility, more predictable spend and reassurance that their data remains protected wherever people are working.

Q: What's one strategic decision your business made recently that you believe will pay off long-term?
A: We are doubling down on being a managed services and solutions-led business, rather than a traditional hardware-led reseller. This means investing more in our people, processes and technology to support a broad and evolving range of managed IT services.

Over the long-term, this brings us much closer to our customers' day-to-day operations. While the shift will take time, we're confident it will deliver far more sustainable growth for FUTERA and its customers.

Q: What role do partnerships and collaboration play in driving innovation and growth in your sector?
A: Partnerships and collaboration play a huge role in driving innovation and growth across the print and IT sector. No single provider can be best-in-class at everything, so real value comes from working closely with technology vendors, software providers and specialist partners to deliver complete, joined-up solutions to customers.

It's these strong partnerships that help us stay ahead, from emerging security threats to cloud technologies, automation tools and evolving sustainability requirements. By collaborating with the right partners, we can move faster, innovate more effectively, and deliver solutions that go well beyond hardware. Ultimately, partnerships allow us to scale, add greater depth to our offering and ensure customers benefit from the best technology and expertise available, without adding complexity to their day-to-day operations.

Q: What do you see as the key challenges or pain points businesses are facing in today's hybrid working model, and how can you help your partners and customers address these?
A: Hybrid working has fundamentally changed how organisations operate, but many of the underlying systems have not evolved at the same pace. The result is an imbalance between what the business wants to achieve and what its technology is actually capable of supporting.

Cost control is another common pressure point. Print and document processes often sit in the background, unmanaged and poorly measured, making it difficult for leadership teams to understand true usage, eliminate waste or plan effectively. At the same time, security and compliance risks increase when sensitive information is accessed and handled across multiple locations without the right controls in place.

We help organisations regain control in this environment. By combining managed print, intelligent document workflows and integrated IT support, businesses can move from reactive problem solving to a more joined-up and resilient approach to hybrid working. The outcome is less complexity, lower risk and an environment that supports productivity rather than holding it back.

Q: How do you see the print and IT reseller sector evolving over the next five years - any disruptors or opportunities on your radar?
A: Over the next five years, the print and IT sector will continue to move away from hardware- led sales and towards managed, service-driven solutions. The biggest opportunities will sit around security, automation and sustainability. Those who succeed will be providers that position themselves as long-term technology partners, rather than simply equipment suppliers. The ability to help customers simplify, secure and future-proof their IT and print environments is where real, lasting value will be created.

Q: What advice would you give a young person starting a career in the industry?
A: Focus on skills, not just products. The print and IT industry is no longer about boxes and devices. The real opportunity lies in solving meaningful business problems through technology, both today and in the future. Building a strong foundation in areas such as IT fundamentals, networking, cloud services, security and customer service is essential, as these skills will remain relevant as the industry continues to evolve.

Technology moves quickly, so those who succeed are the ones who keep asking questions, learning from others and adapting. Get hands-on experience wherever possible, take time to understand how businesses actually use technology day to day, and do not be afraid to start in a support or technical role. It is one of the best ways to understand the industry from the ground up.

Q: What excites you most about the future?
A: The biggest opportunity for us is the ability to add even more value to our customers' businesses, not just through technology itself, but through how that technology is used to fuel growth. The shift towards hybrid working, automation and managed services mean we can play a much bigger role in helping organisations work smarter, more securely and more efficiently.

I'm also personally excited by the pace of innovation, particularly around cloud services, security and smarter workflows.

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View from the channel

Phil Johnson, *Managing Director,* Archway Business Solutions


Phil Johnson

Q: What do you see as the biggest challenges facing channel businesses today?

A: Retaining existing clients isn't a challenge. We're a service-based company and we retain 95 to 98% of our clients. It's only if they get bought out or move, that we actually tend to lose clients. It's finding new clients that's the biggest challenge.

The biggest pain point is that people are going on Google and then buying a printer from an online source based on price. The reality is they're buying the wrong machines for their needs, the running costs are prohibitive, and they aren't benefiting from professional advice, and that's so frustrating. They then quickly realise there's no support and then they come to us and ask if we can service it. For 35 years, our focus has been on providing clients with the best devices for their environments and then service them correctly so that they last over time.

Q: Which OEMs do you partner with and why?

A: We are a true multi-vendor provider. We partner with Develop, Xerox, have done a bit of business with Lexmark, and more recently Brother. Going back to my earlier answer, having a partner that offers channel-exclusive lines and that offers us the same pricing as other vendors is a huge value-add. That, combined with the five-year warranty, were among the main reasons we chose to partner with Brother. It enables us to offer clients better value for money and ensure they get the right machine. Develop are UK-based, we have a single point of contact and they deliver next-day, there's also no minimum order commitment which is why that partnership is strong as well.

Q: What are your customers most interested in currently?

A: There is definitely a move to A4, that's why we signed up with Brother, we realised that the A4 market is growing, and we needed to partner with a company that could cope with it. I am now selling more A4 than I've ever sold before. But A3 still has a place in many respects. For example, customers that want to scan a lot of documents need a robust A3 device, most A4 products aren't built to handle huge volumes. That comes back to our ethos to ensure we provide the right device for the customer's needs.

What I do find interesting though is that some vendors are now charging for scans, we don't do that, in fact we don't charge for any extras such as pickups, deliveries, waste etc. We're a service company that believes the customer is king and we are fully transparent about everything upfront. It's a strategy that works, as evidenced by our high customer retention rates and continued growth.

Q: How have you changed/are you changing business operations to exploit new opportunities?

A: The biggest shift has been to offer more A4 devices. In the past we focused heavily on A3, selling the odd A4, and now we have sold so many A4, I do wonder how many more we could have sold if I'd made the move earlier!

Q: If you could change one aspect of your job, what would it be and why?

A: This might sound cliché but I'm really lucky. I fell into copiers age 23 – I love servicing, I love looking after people and keeping customers happy, and I get to do that every day. Plus I work with my son. So, I love everything about the job and wouldn't change a thing.

Q: How do you spend your week – time on phone, face to face meetings with customers etc.?

A: I probably send 25% of my week face to face with clients on service-related stuff and the same again on sales. I don't spend much time on the phone; I much prefer in-person interactions. I also spend time networking, attending events etc. That's where I meet most of my contacts and my referrals come from there. I find the best way to build trust is to actually go out to meet people. The rest of the time I spend working from my desk, on sales generation, admin and getting stuff done.

Q: What would make your job easier?

A: Clients making decisions faster! But seriously, some might say that the future is a bit bleak, and people are pulling away from print. But when you actually do some research, signs point to the fact the market is increasing. It's definitely changing, but actually, I still think there is a future in copiers and printers so for now, there's nothing I need to make the job easier.

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Alex Rollo, *Technical Customer Success Manager*, PaperCut Software



Alex Rollo

When did you first join the print sector and what attracted you?
I joined the print sector back in 1999. I kind of fell into the industry after being made redundant from my first IT job. I applied to work at a company that provided document cost and output management solutions. It was based in Holborn, and I was working with clients to install systems and troubleshoot issues. Back then, we were working with an early DOS-based version of their solution. I was part of an amazing team back then, many of whom I'm still close friends with to this day.

What do you most enjoy about your job?
The opportunity to build relationships with customers and resellers and share knowledge with them. There's nothing better than explaining to our resellers how our solutions can help resolve common pain points such as deploying print queues, which can be complicated when a company has a large fleet of mixed-brand devices across one or many locations. I'm also surrounded by an awesome team of PaperCutters who genuinely care and help each other wherever they can. I'm very lucky to be where I am.

What's the best bit of business advice you've been given?
Focus on solving real world problems and be consultative in everything you do. Rather than just box shift, try to find the real world issues and the voice of the client, and use that to create a solution and narrative that ticks all of their boxes.

What would make your day job easier?
Someone to do my admin for me so I can spend more time with clients.

Which company do you most admire outside of our industry?
I really love Pact Coffee and I've had a subscription with them for a while. It's a carbon-neutral roastery, uses 100% green energy, and works with farmers on sustainable practices like reforestation. I like them because they don't just pay fair prices to farmers; they also have a strong focus on environmental sustainability and use recyclable packaging, which is a huge plus!

What excites you most about the future?
How AI will help print management become smarter and simpler.
The biggest shift won't just be automation; it'll be pure intelligence. I expect support will evolve from reactive troubleshooting to proactive optimisation, predicting issues before they occur. Workflows will become adaptive, learning from user behaviour to create frictionless, personalised experiences rather than enforcing rigid, business-defined processes.

Early bird or night owl?
I'm up at 4:30am pretty much every morning and asleep by 10pm.

Favourite app, and why?
I'm loving how Meta and my Meta glasses work together – from recording par 3s on the course, to getting real-time help with work questions. It's a glimpse of how wearable AI can blend into everyday life and actually add value across work and play.

One screen, two or more?
Just the one, unless I'm working with spreadsheets.

Favourite quote/motto?
"I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times I've been trusted to take the game winning shot, and missed. I've failed over and over and over again in my life. And that is why I succeed." Michael Jordan

Last film you watched?
Parasite, because it brilliantly uses a single-family home to expose the deep-seated and systemic class inequality that divides society, showing how the desire for a better life can turn into a desperate struggle for survival.

How do you like to spend your spare time?
Teaching/training Brazilian jiu jitsu or on the golf course.



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If, like us, you have a love for the Channel and the Mountains, then this European Event could be for you.

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On top of the skiing, this 4-day event will allow you to network and socialise with colleagues, customers and prospects. *This is a networking event without parallel.*

There is nothing like helping someone down a mountain to create a great bonding experience making colleagues or customers friends for life!

Trip includes:

- Transfer to and from Turin Airport
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Prices:

£950 + VAT per person
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This is a first come first served event so contact **Ethan**, **Neil** or **Paul** to book your place or ask any questions:

01732 759 725 **ethan@binfo.co.uk** / **neil@binfo.co.uk** / **paul@binfo.co.uk**