



KONICA MINOLTA



# SUCCESSING IN THE DIGITAL ERA – WITH KONICA MINOLTA IT SERVICES

MEETING TODAY'S IT CHALLENGES AND  
SEIZING THE DIGITAL OPPORTUNITIES  
OF TOMORROW

Giving Shape to Ideas

# THE CHALLENGE AHEAD: AN IT WORLD PUSHING THE LIMITS FOR BUSINESS PERFORMANCE

Information technology is the fabric of today's enterprises and global industries: it connects nearly all business processes with another, making it the fundamental basis for value creation. Its evolution is the pacemaker for innovation: today, key competitive advantages in various industries derive from the ability to utilise the advantages of state-of-the-art technology and IT, as well as from the capability to anticipate and quickly incorporate developments in these field. In other words, business innovation is becoming increasingly inseparable from innovation in IT. This makes being able to rely on an IT partner, who can address present company requirements yet also shape and prepare the integration of solutions for the future, key for company decision makers.

## A SKYROCKETING AMOUNT OF DATA

In this environment, sustaining a healthy IT infrastructure and managing internal and customer-related data seamlessly, safely and efficiently is becoming a prerequisite for business success, especially in the face of the ever-increasing amount of data in and for management. Statista predicts that the annual amount of data generated in 2016 will grow tenfold by 2025: from 16.1 zettabytes to 163 zettabytes.<sup>1</sup> The majority of companies will not be able to efficiently manage – and ensure the security – of the large amounts of data by themselves without the help of specialised experts and tools. As a consequence, the demand for external assistance will grow.



### **Meeting the needs of a changing work culture**

Ultimately, IT solutions and services can only unfold their full potential if they cater to their users' needs and reflect the way they prefer to get their work done. Therefore, IT service providers must gain a deep understanding of what future employees require and then anticipate these needs accordingly. With Generation Z entering the workforce and Generation Y establishing itself in this workforce, the requirements for IT services and technology shall become more diverse and complex. These generations have completely different expectations of IT solutions: they want powerful applications that provide an excellent user experience and adapt to their workflows rather than applications that force them to adapt their work processes. Concepts and digital infrastructures, which provide intuitive, flexible and secure mobile platforms to enable smooth collaboration in a professional environment, become mandatory IT requirements. They need to create an environment in which the knowledge workers of today and tomorrow can completely focus on their task of driving business success.

### **IT is becoming the crucial lever for business success**

With IT driving business success, healthy IT infrastructure is becoming a critical factor not only for traditional internet companies but also for businesses across all industries. New technologies will bring disruptive change to the way business is conducted, making them key areas of concern for C-level decision makers, particularly CFOs and CSOs. These technologies will also change the expectations these decision makers have towards their IT partners and their services. Increasingly dynamic business models, which develop with high agility across different industries, are heavily dependent on sophisticated yet fast and flexible IT solutions. In this process, a key success factor is having a partner who ensures seamless, powerful and reliable IT, but who also provides the necessary tools, security and usability while incorporating new functionalities as they emerge.



“The overall digital transformation, changing demands of the workforce and the growth in data volume test the limits of existing IT resources in companies.”

Yoann Fortini, Team Manager ITS Development,  
Konica Minolta Business Solutions Europe GmbH



### Business process complexity requires a partner for IT simplicity

Yoann Fortini, Team Manager ITS Development at Konica Minolta Business Solutions Europe GmbH, explains: “Now and in the near future, decision makers have a huge task right in front of them when it comes to IT. The overall digital transformation, changing demands of the workforce and the growth in data volume test the limits of existing IT resources in companies. New digital and physical IT infrastructure as well as external IT service partners will therefore become indispensable. Konica Minolta is able to precisely tailor IT solutions to existing software and hardware environments whilst providing a platform that not only reflects customer needs but which is also open to the integration of future solutions. Konica Minolta is thus able to provide solutions with the exact functionalities customers need.”

A reliable partner provides companies with vital support in the challenge to address their specific needs by tailoring IT services and products to their requirements. With solutions like Managed IT Services, Information Management and Business Process Services, Konica Minolta helps companies to relieve their IT staff and business users of arduous and

repetitive tasks. At the same time, these solutions help to increase the availability and reliability of IT systems by identifying and fixing issues before they can have a negative impact. This decreases downtimes, enables faster reaction times, improves the customer’s performance, takes care of the increasing importance of compliance rules and gives IT employees time to concentrate on core tasks. As a result, IT is simplified for companies to the extent that they can use their valuable internal resources and the capacity of their knowledge workers in order to unleash creativity, productivity and therefore foster business success. All products and services are scalable to optimally fit organisations. With these solutions, they have the full advantage of an integrated system, which not only works with their existing hardware and software, but which is also able to serve as a platform for future technologies whilst fulfilling the highest security and compliance standards.

“A strong focus lies on empowering customers by managing their IT infrastructure, their digital workplace as well as their cloud environment. Additionally, our solutions are able to optimise content and information flows to speed up and streamline business processes whilst fulfilling all necessary security and compliance regulations”, explains Yoann Fortini from Konica Minolta.

# INFORMATION MANAGEMENT – SEAMLESSLY MANAGING COMPLEX INFORMATION PROCESSES

In many organisations, the total number of digital documents continues to grow day by day, resulting in a greater need to manage such data. The data created in this process is inherently unstructured and scattered around different safe points. This situation can have very time-consuming consequences on company processes as well as decision-making procedures, and therefore also on

organisational competitiveness. Hence, solutions which are able to address these major emerging trends in Information Management are vital: the key factors here to empower the workforce are to effectively manage vast amounts of data, build up revision-proof electronic archives, provide the highest level of data security, maintain usability and ensure easy-to-find content at the same time. This market segment's potential is so enormous that it has already witnessed substantial market growth and an acceleration of product and service development. The information management market volume is predicted to almost double, growing from USD 33.4 billion in 2017 to USD 66.3 billion by 2021.<sup>2</sup>

## FUTURE PROJECTIONS OF THE ECM MARKET DISPLAY RAPID GROWTH

The ECM market is expected to more than double in size from 28.10 Billion \$ in 2016 to 66.27 Billion \$ by 2021.



## TREND 1: REACHING THE LIMITS OF CONVENTIONAL INFORMATION MANAGEMENT

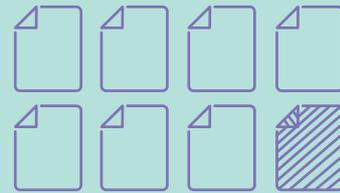
The increasing amount of data – both in volume and in the number of documents – and the growing complexity of workflows underline the need for innovation in IT: conventional work processes such as regular file sharing or data transmission via email have significant impediments. They are reaching their limits and are simply not flexible enough for tomorrow's workflow needs. New and more capable solutions must take on these tasks, improving workflows and ensuring an optimal user experience.

With today's data and information load, knowledge workers are spending far too much time searching for and managing documents: employees spend 1.8 hours of their working day, which is more than one whole working day per week, on searching for information in order to work effectively, according to a McKinsey report.<sup>3</sup> Information process complexity can have even more severe consequences: 7.5 per cent of the documents get lost completely in organisational processes.<sup>4</sup> Each misfiled document costs an average of \$125, and unfindable documents cost \$700.<sup>5</sup> At best, this loss only decreases organisational productivity, as the work has to be redone. The consequences, however, can be more severe: an unintended preservation of personal customer data can lead to legal issues, particularly with data protection rules becoming stricter. In legal disputes, missing contractual documents can weaken the company's position and lead to financial disadvantages.

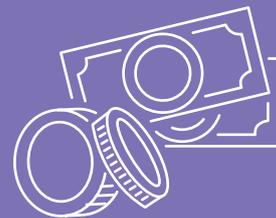
## FINDING DOCUMENTS QUICKLY AND RELIABLY IS AN IMPORTANT CHALLENGE TO MASTER THE FLOOD OF DATA



EMPLOYEES SPEND  
**1.8 HOURS** OF THEIR  
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AND MANAGING DOCUMENTS.



**7.5 %**  
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ORGANISATIONAL PROCESSES.



UNFINDABLE DOCUMENTS  
**COST \$700.**

EACH MISFILED DOCUMENT  
**COSTS AN  
AVERAGE  
OF \$125**

### Tools to manage the flood of data

Information management systems basically constitute the information base of modern organisations, since information itself and related processes are getting increasingly digitised. Hence, the approach to integrate a content services platform into existing information management services and other applications is becoming more popular. Knowledge workers can therefore create, access and manage content in an integrated way very easily. The concept of content services is an association of tools. The key is to combine document synchronisation and sharing and content management and migration services with original information management tools such as capture, classification, workflow and document management. The concept of content services can therefore be seen as a meaningful further evolutionary step. The results are tools with advanced technologies such as cloud, mobile, artificial intelligence and

metadata that allow organisations to manage and leverage business-critical information. Information management continues to play a supporting role as a complement to content services, as CIOs see information as an essential asset to the business.<sup>6</sup>

The most recent M-Files Intelligent Information Management Report shows how essential these tools are. 86% of workers experience challenges when it comes to searching for information they need to do their job because, in many cases, documents are not named correctly. 83% of workers even had to recreate a document which already existed because they were unable to find it.<sup>7</sup>

For information management systems, the trend, just as with Customer Relationship Management systems, is evolving towards cloud-based solutions. The documents are thus available regardless of location.<sup>8</sup>

## UNIFORM INFORMATION MANAGEMENT TOOLS ARE ESSENTIAL FOR BUSINESS SUCCESS



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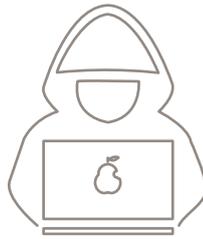
## TREND 2: THE NEW NORMAL – DATA SAFETY AND REVISION-PROOF PROCESSES

Ways to work are becoming more mobile, which increases the risk of data breaches triggered by human error. The probability that laptops or mobile phones are lost or stolen is increasing accordingly, as devices are more frequently used outside of the company environment. Often, there is also a lack of awareness among employees for sensitive data. The trend towards more flexible workspace is inevitable, which is why data security standards need to be adjusted accordingly.

Data breaches can have long-term consequences, such as financial loss, reputational damage and loss of customer confidence. An effective information management system optimises access and business processes, minimises effort, maintains integrity, eliminates bottlenecks by reducing the need for disk space, paper and email. Above all, information management systems optimise security so that data protection standards can be optimally met.<sup>9</sup>

Without a combination of secure technology and governance in place, sensitive data may be vulnerable to unauthorised access. A share of 28% of manufacturers report an average yearly lost revenue of 14% due to

### INFORMATION MANAGEMENT SYSTEMS ARE A VITAL ELEMENT IN PROTECTING THE DATA OF COMPANIES



**28%** OF  
MANUFACTURERS REPORT  
AN AVERAGE YEARLY LOST  
REVENUE OF 14% DUE TO  
CYBER ATTACKS.

Source: Manufacturing Net, 2018

cyber attacks.<sup>10</sup> Hence, it is necessary to ensure an increased level of security when it comes to mobile sharing of data and information. Secure information management systems, which are not only precisely tailored to customer needs and seamlessly integrate into the existing IT infrastructure but which also provide a platform to manage and share documents and information, are a suitable solution for the vast majority of companies.



### **Merging accessibility with compliance and efficiency**

In addition, organisations are provided with a huge time and cost advantage by having content organised in a revision-proof electronic archive system instead of in paper archives: beyond improved accessibility and the ease of finding documents in physical archives, storage costs are also strongly decreased. Furthermore, when it comes to protecting information, most governments are tightening regulations on the traceability of business activities. Therefore, it is a huge asset to be able to quickly access and revise all electronic documents as easily as possible. It is also crucial that the set-up solutions create and enforce clear rules for access and approval, ensure a high level of safety and confidentiality, and prevent unauthorised access.

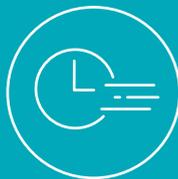
It is not only companies that see the need for an increase in data protection: data protection-related regulation is also becoming increasingly strict. For example, the General Data Protection Regulation (GDPR), which has been enforced throughout the European Union since May 2018, exemplifies this trend. Described as the most important change to data privacy regulations in 20 years, the GDPR entails widespread changes for businesses, with both EU-based and non-EU-based companies processing personal data from EU citizens having to significantly enhance the rights and protection of individuals.<sup>11</sup>

## TREND 3: THE NEED FOR FLEXIBLE WORK AND MOBILITY IS REVIVING THE PAPERLESS OFFICE

According to AIIM research, 72% of the companies believe that business at the speed of paper will be unacceptable in a few years' time. Paper in the office slows down work processes, causing customer dissatisfaction, and has a negative impact on the environment. Despite all the benefits of the paperless office, many companies are still hesitant to take the first step towards this concept. Although employees are aware of the benefits of a paperless office, they are opposed to this advanced way of working because they feel a certain affinity and habit in work processes with paper. It is the task of leadership to overcome the mentioned resistance on the part of the employees with solutions that are even more intuitive than paper-based processes.

AIIM indicates that mandates from above are the decisive step to paperless processes for 48% of organisations. Another reason for implementing a paperless office is the increasing number of workers who work outside a central, physical office. Mobile devices are the solution to maintain communication among workers while enhancing productivity. Scanning on these devices is an important part of a paperless office.<sup>12</sup>

## PAPERLESS PROCESSES ARE BECOMING CORPORATE REALITY



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MANDATES FROM ABOVE ARE THE DECISIVE STEP TO **PAPERLESS PROCESSES FOR 48% OF ORGANISATIONS.**



## Rethinking the workplace

Today's work reality makes rethinking the workplace necessary: nowadays, creative, knowledge-based jobs that do not need to be done at a specific place are becoming the new normal. In 2017, the share of employment including knowledge-intensive activities accounted for 36.1 per cent in the European Union. Information and data management thus needs to adapt to the changing demands of the workforce.<sup>13</sup>

Information management solutions that allow mobile work provide knowledge workers with the possibility to access their documents and to collaborate with others. This is particularly relevant for Generations Z and Y because both require technology that facilitates flexible and mobile work. Both generations also have different expectations when it comes to user experience: they are not willing to adapt their workflows to applications they have to learn to use first. Rather,

they expect maximum intuitiveness of solutions that adapt to the way they want to work. To them, these factors are prerequisites for efficient and fulfilling work. The ability to be able to freely access their documents and information as well as communicate with co-workers, whenever and from wherever, has a high priority. In fact, 70%<sup>14</sup> of Millennials state they are more productive when they work from home. And this figure is expected to continue to rise.

**HOME OFFICE IS  
AN INTEGRAL PART  
OF THE MODERN  
WORKPLACE**



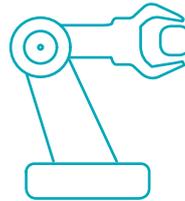
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Source: Polycam, 2017

### New solutions for truly mobile work are required

Digital invoicing is one prime example for this case. Here, the immediate benefits of a digital solution become quickly clear: financial accounting is an area where the transition from paper-based processes to digital processes holds huge potential, besides the gains in sustainability. For example, 58% of organisations in North America still have not implemented invoice workflow automation, and the percentage is significantly lower outside of the US and European countries. However, automation can significantly reduce invoice processing days from 20.8 to 3.8 and can increase invoices handled from 100 invoices per employee per day to 3,000.<sup>15</sup> Clearly, automation can help significantly in facilitating cash flow and also relieving pressure on finance departments. As a result, costs can also be lowered significantly. In the case of paper-based processes, the government obligation to keep records of all business transactions can lead to a significant need for resources and capacities. Keeping paper records often makes physical archives necessary. These physical archives can take up valuable office space and require a lot of time to organise. By digitising this process, companies are not only able to save this space and time but are also able to minimise the potential sources of error as well as prevent the loss of data or documents. It also enables accountant experts to take on this task remotely without having to be physically present. However, digital invoicing and signage processes are also crucial factors in enabling mobile work: paper-based processes mean employees need to come in for these – “gluing” them to the office at least a couple of times per month and reducing their flexibility to work from anywhere at any time.

## SAVING TIME AND MONEY WITH DIGITAL INVOICING



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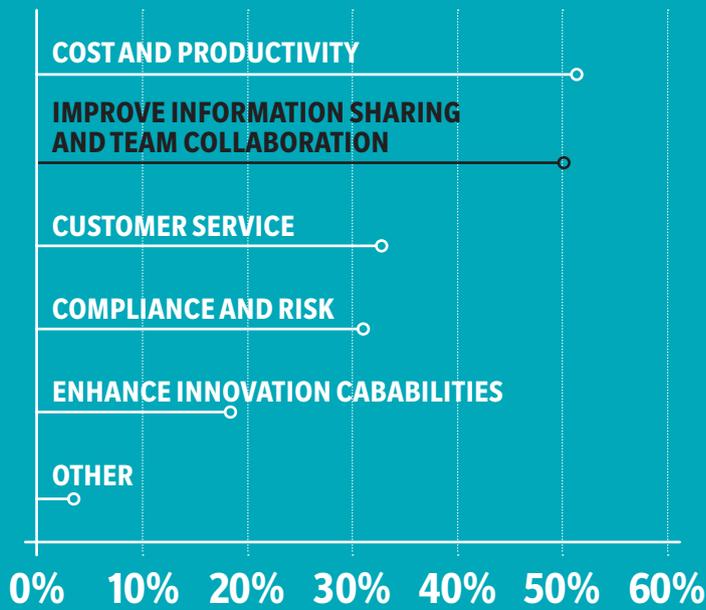


**AUTOMATION CAN INCREASE INVOICES HANDLED FROM**

**100 INVOICES PER EMPLOYEE PER DAY TO 3,000**

## COLLABORATION AS A KEY BUSINESS DRIVER FOR DIGITAL INFORMATION

When you consider Digital Transformation related projects, what is the most significant business driver for your organisation?



Source: AIIIM, 2017

### The importance of collaboration

At the same time, enabling collaboration is paramount when it comes to information management, since collaboration is one of the most important drivers of value that companies seek in their transformation-related processes<sup>16</sup>: connecting and sharing thoughts and ideas through an easy and seamless platform, which automatically keeps track of changes, manages accessibility and accelerates response times, is seen as a prerequisite for the contemporary knowledge worker. The information management system does not only connect people with information in the most efficient way but also acts as a facilitating catalyst for collaboration within an organisation – and in some cases even amongst the stakeholders along the whole supply chain.

## HOW TO MOVE FORWARD: MASTERING INFORMATION FOR BUSINESS SUCCESS

Finding an experienced partner who specialises in the field of professionally managed content services is key to optimising information management activities.

“We are able to combine the right strategies, methods and tools such as document capture and document management with extensive intelligent information management to tailor our solutions precisely to our customers’ specific needs. Our unique team of process consultants is there to optimise either individual business processes, certain company branches or complete organisations. All Konica Minolta information management solutions have the same goal: to empower the IT and workforce of our customers so they can save time and therefore money”, explains Marcel Cobussen, Business Development & Product Marketing Manager Managed Content Services at Konica Minolta Business Solutions Europe.

Optimising business processes enables business users to have more time on their hands to concentrate on their core tasks, rather than having to organise and search for information, for example. Unnecessary administrative tasks therefore play a background role. Information silos can be avoided through unified document and content storage as well as management because they are universally accessible from any device and any location. Additionally, the application of an efficient content management solution gives organisation an information advantage: it puts companies in a position where they are quickly able to detect changes in the market or in customer demands. The reaction time to such changes can be drastically shortened, thereby providing a competitive edge.

By digitalising work processes, customer organisations and their knowledge workers are able to gain a lot of flexibility in the way they work and confidence in the order they handle information in. Digitisation of mailboxes, email management, invoice processing, contract organisation, quality management, personnel

records, customer records and complaint management as well as process automation and the enterprise search give customers a variety of functionalities they can integrate into their systems. Almost every industry and every size of organisation can implement this wide range of applications, since information management solutions are always customised to best fit their application purposes.



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Business Development & Product Marketing  
Manager Managed Content Services,  
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### Email management

Employees struggle to deal with the flood of incoming mail on a daily basis. Only a few companies can handle the large amounts of paper arriving in their mail rooms every day, and, more importantly, can ensure the structured and efficient distribution of all enterprise-relevant information throughout the company. With an automated solution for digital mail management, the conventional internal delivery of incoming mail can be replaced, and the entire workforce can benefit from the instant distribution of information via the data highway.



### Contract management

In most cases, contract management is fairly complex and centrally organised in organisations. The users of the contractual services, however, usually work in different branches, meaning that evaluating running contracts and deadlines is often complicated. If companies have various locations, contracts may automatically be extended unintentionally because deadlines for cancellations are missed. These problems can be avoided with digital contract management. This solution gives the users full control and transparency over contract deadlines and sends reminders if approvals, changes or cancellations are necessary.



### Invoice processing

Incoming invoices need to reach the appropriate staff for review, approval or coding as quickly as possible. Many businesses, however, find that their accounts payable processing, especially if it is still paper-based, is not as efficient as it could be.

No matter how invoices arrive – whether as paper or email attachments – an automated solution can quickly capture, organise and deliver those invoices to the right people by using comprehensive workflow and routing options. Such a solution can extract key information directly from an invoice to automatically check details against a supplier database, purchase order or internal ERP system. All of these capabilities mean less manual handling of invoices – reducing errors, the amount of time taken and the cost of invoice processing.



### Enterprise search

One of the main data management expenditures is caused by having to search for documents and information among many, many files – a task which can be an absolute nightmare at times. This quest can be eliminated by installing a suitable enterprise search solution. Thanks to a universal search index and customisable access permissions, looking for information in any content silo and company archive from any device is made as easy as conducting an online search for any employee, as there is no need to migrate the data or change the underlying systems. This increases efficiency and makes work simpler yet more flexible at the same time.



### Quality management

Clarity, transparency and traceability are key factors for quality management. All these requirements can be perfectly met with the digital solution for quality management. The user interface is highly intuitive in order to support seamless operation. The quality management commissioner has full access to information and document history as well as an overview of quality management processes at all times thanks to this solution. Ideal solutions for digital quality management offer an integrated process road map – with it, all users have easy access to the necessary quality management information they need.



### Personnel file management

No matter if it is the application process, the management of pay cheques or training plans, the daily tasks of HR departments are diverse – and so are the contents of companies' digital personnel records. With a solution for digital personnel records, all documents, processes and deadlines can be easily organised. Processes can be drastically simplified because employees always have access to all data and information. In combination with MFPs, physical documents can be scanned and effortlessly included in personnel records. This solution can be easily integrated into existing HR workflows and provides improved searchability and automatic document categorisation in any existing system. Manipulation is rendered impossible.



### Customer file management

Regular customer contact creates a continuous stream of documents which are shared between different employees and company branches. As a result, different versions are frequently stored in different places, creating a non-transparent and scattered landscape of information. With digital customer records, employees have all information available in one place. Offers from the ERP system, orders and (paper or electronic) correspondence are all gathered in the digital customer record. This digital customer record conveniently incorporates all data and manages everything from the central content management system. Customer management also includes complaint management. In the case of a complaint, the customer's point of contact must directly contact the customer to provide answers on certain and often very specific topics. Introducing electronic complaint management makes it possible to centrally collect and store all data and information that is relevant for each complaint case, so that all data and information is instantly made available to the responsible employees. With this solution, it is possible to quickly gain an overview of all necessary information at any time – resolving the issue at hand in the best way possible.

## IDEAL INFORMATION MANAGEMENT

“With our integrated approach to information management, we help our customers to create an information environment which eliminates media breaches and facilitates content traceability and accessibility. This minimises the possible sources for mistakes and waste of resources in daily use and helps to accelerate business in general. 10,600 customers in Europe currently rely on us in this field. By putting these customers at the centre of our information management solutions, we are not only able to directly address their needs but also perfectly integrate our solutions into their environments and tailor them to the requirements of their knowledge workers: flexibility, mobility, searchability and usability”, explains Marcel Cobussen from Konica Minolta.

# MANAGED IT SERVICES – A SMART PARTNER TO HELP WITH THE HEAVY LIFTING

In a certain way, the IT landscape of modern organisations can be compared to a complex ecosystem: it is heavily interconnected with different local- or cloud-based applications, servers, workstations, network components, private devices and internet connections adapted for each other. If a new technology – say a new type of user device or customer relationship management tool – is introduced into this system, the organisation must ensure it is compatible with the infrastructure it relies on in a security-compliant manner. More often than not, this means that adjustments must be made on many sides to ensure seamless operation. In IT environments that also need to account for mobility needs as well as security concerns and rely on cloud services in different fields, regular adaptations like these lead to an organically grown and complex IT system.

Managing, maintaining and keeping an efficient IT infrastructure up to date can therefore become a significant task – and should any technology fail, the financial implications may be considerable. Working with a specialised managed service provider helps to reduce the burden associated with managing critical business infrastructure. This is the path being taken by an increasing number of organisations: experts predict that the market for Data Center Infrastructure Management (DCIM) will exceed \$3 billion by 2024.<sup>17</sup> Most importantly, however, cooperating with the right partner enables the organisation to successfully master the challenges brought on by major trends and developments.

**THE NUMBER OF COMPANIES WHICH  
TAKE ADVANTAGE OF MANAGED IT  
SERVICES IS INCREASING HEAVILY**

**THE MARKET FOR DATA CENTER  
INFRASTRUCTURE MANAGEMENT (DCIM)  
WILL EXCEED  
\$3 BILLION BY 2024.**

Source: Pallavi, 2018

## TREND 1: MAKING OR BREAKING BUSINESS SUCCESS – IT'S RELEVANCE TODAY

IT decisions taken today are much more business-driven than they used to be –and they have to be. Firstly, this is necessary, as IT's role in ensuring seamless business operation is becoming more and more vital. Key aspects revolve around much more demanding service levels, a need for increased responsiveness to business changes and a higher level of service quality. These factors require a high concentration of business resources in order to adequately service internal customers and both maintain and constantly improve business operations. While IT was once only critical to the business of larger corporations or internet-based companies a little more than a decade ago, today, medium-sized and even small companies are also heavily dependent on a reliable, working IT infrastructure. This situation is further amplified by the increasing relevance of mobility, the requirement for access to cloud-based services and rising security demands.

Each hour of downtime causes significant costs due to the fact that customer requests and deadlines are not met, leads are not followed and valuable work hours of employees are wasted etc. In the USA, the costs caused by downtime are USD 1,041 per employee per year, USD 1.8 million per company and USD 8.6 billion for all companies combined.<sup>18</sup>

### THE COST OF DOWNTIMES CAN BE SEVERE

#### AVERAGE ANNUAL DOWNTIME COST



# \$1,041

**COST PER EMPLOYEE**



# \$1.8

**MILLION COST PER COMPANY**



# \$8.6

**BILLION COST FOR COMPANIES IN USA.**



### IT expenditures in the spotlight

Technology has shifted in recent years. IT departments in companies continue to be the largest source of funding, at just under 52%. Nevertheless, technology promotion is increasingly being centralised in organisations.

So in daily practice, IT decision makers have to choose the right technology for their business as well as the right IT solutions. The purchase decision process

is thereby extended. The perfect storm is created together with ever faster technological developments. More than half of companies feel they cannot keep up with the pace of new technology adoption. 84% even claim that the IT systems they use are not optimal. Almost a third say that their company has lagged behind technological change. In this situation, reliable and experienced IT partners who are able to

assess the situation and provide suiting consultancy are of high value, as they are able to help IT decision makers prioritise. It is important to see the vendor as a trusted business partner, helping to maximise the available budgets. The task of the partners is then to reveal advantages but also restrictions of the products and services and to make a subsequent recommendation.<sup>19</sup>

## A WELL-PLANNED STRATEGY WITH THE RIGHT PARTNERS FOR INVESTING IN IT IS CRUCIAL



WITH **52%**,  
IT DEPARTMENTS IN  
COMPANIES CONTINUE TO  
BE THE LARGEST SOURCE  
OF FUNDING.



MORE THAN **50%**  
OF THE COMPANIES FEEL THEY  
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ALMOST **1/3** SAY  
THAT THEIR COMPANY  
HAS LAGGED BEHIND  
TECHNOLOGICAL CHANGE.

Source: IDC, 2018

### IT as a value creator

Thirdly and, arguably, the most significant shift in the long run: IT is increasingly expected to become a value creator on its own rather than just an enabler for value creation. This is probably best exemplified in – but in no way limited to – the automotive sector: with the traditional global car market becoming increasingly saturated, carmakers are exploring new business models such as car sharing or paid services, which require complex IT systems. By 2020, growing digitalisation and advancements in technology will have increased the automotive industry

investments to USD 82 billion.<sup>20</sup> Another example: small and medium-sized retailers for B2B products also need to adapt their business models and significantly invest in their online shops. This fundamentally alters the way IT needs to be organised within companies and in which direction internal IT resources are being directed.

All in all, these three factors show how IT is becoming increasingly important for business – IT today is the enabler of or the bottleneck for success. This situation is causing IT managers to increasingly turn to specialised services for support.

**IT IS THE BASIS FOR THE GREAT MAJORITY OF MODERN BUSINESSES – MANY INDUSTRIES ARE CONVERGING TOWARDS IT**

**BY 2020, GROWING DIGITALISATION AND ADVANCEMENTS IN TECHNOLOGY WILL HAVE INCREASED THE AUTOMOTIVE INDUSTRY INVESTMENTS TO USD 82 BILLION.**

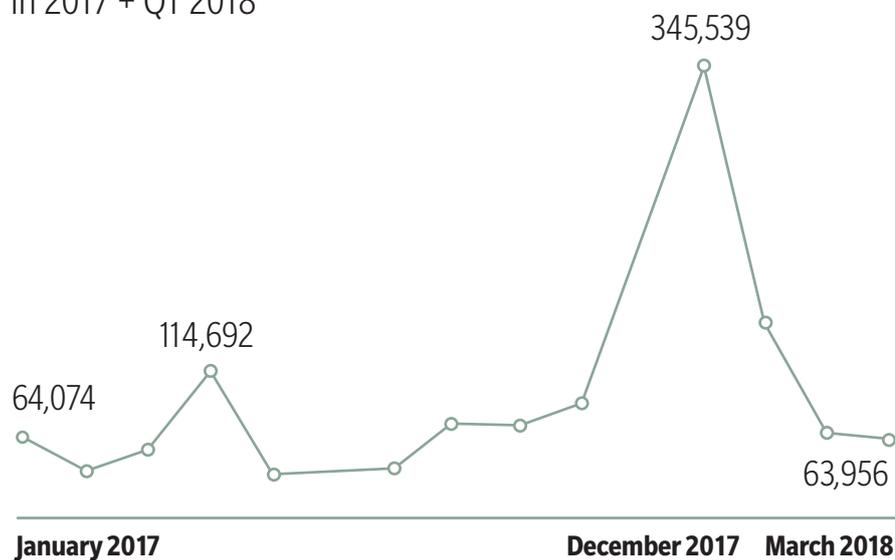
Source: Forbes, 2017

## TREND 2: BUSINESS PROTECTION INCREASINGLY TRANSLATES TO IT SECURITY

With data becoming increasingly centralised and omnipresent in today's world, it is also becoming the target for criminal activity. The possibilities to make money with criminal activity in the digital sphere are vast. Although the spread of ransomware started to decrease in 2018, after a strong peak at the end of 2017, this is still one of the most lucrative and easiest methods to infiltrate companies. Meanwhile, the number of blackmailer Trojans is also going down. However, these developments do not mean that digital environments are getting safer, but rather that the cybercrime industry has developed new models that can generate higher profits while reducing costs.<sup>21</sup>

## RANSOMWARE IS STILL ONE OF THE GREATEST THREATS FOR DATA SECURITY

Development of ransomware  
in 2017 + Q1 2018



Source: AV-Test, 2018

### Businesses are the main target

The attacks are carried out against the industries for several reasons. Industry espionage is merely the most prominent reason. Due to the value of their data and financial capabilities compared to private users, ransomware is also particularly targeted towards these businesses. This is why a majority of companies in Europe are worried about this specific threat.<sup>22</sup> And while two out of three decision makers in businesses expect a major security breach in the near future, only 22 per cent of them are confident that the data in their organisations is stored safely.<sup>23</sup>

### Privacy and data protection regulation

It is not only organisations that have to make changes due to security threats. Everyone who stores and uses customer-related information needs to recognise the true value of information, increase their level of awareness and take stronger action towards privacy and personal data. Stricter data protection policies, such as the new General Data Protection Regulation (GDPR), are part of this development and not only have implications for information management in companies but also for security operation management. In order to comply with this regulation,

**DECISION MAKERS HAVE LITTLE TRUST IN THEIR COMPANY'S CURRENT DATA SAFETY**



**ONLY 22% OF DECISION MAKERS ARE CONVINCED THAT THE DATA IN THEIR ORGANISATION IS STORED SAFELY.**

Source: NTT Security, 2017

companies must report personal data loss incidents within 72 hours of a security breach. This can prove difficult without continuous security monitoring and threat management. Failing to comply can lead to hefty fines of up to EUR 20 million or four per cent of the company's annual revenue. This is an issue underestimated by many companies: when asked directly about how prepared they are, 60 per cent of the companies who see themselves ready for GDPR implementation admit that they are not able to ensure data protection.<sup>24</sup>

### FAILING TO MEET GDPR REQUIREMENTS CAN LEAD TO HEFTY FINES

**FINES OF UP TO  
4%  
OF ANNUAL  
GLOBAL REVENUE**



**€20  
MILLION**




**€€€€€€€  
WHICH EVER IS  
GREATER**

## A RELIABLE PARTNER FOR IT SECURITY IS MANDATORY TO ENSURE SECURE BUSINESS OPERATION



**54%**  
OF COMPANIES TURN  
TO EXTERNAL IT  
SECURITY SERVICES.

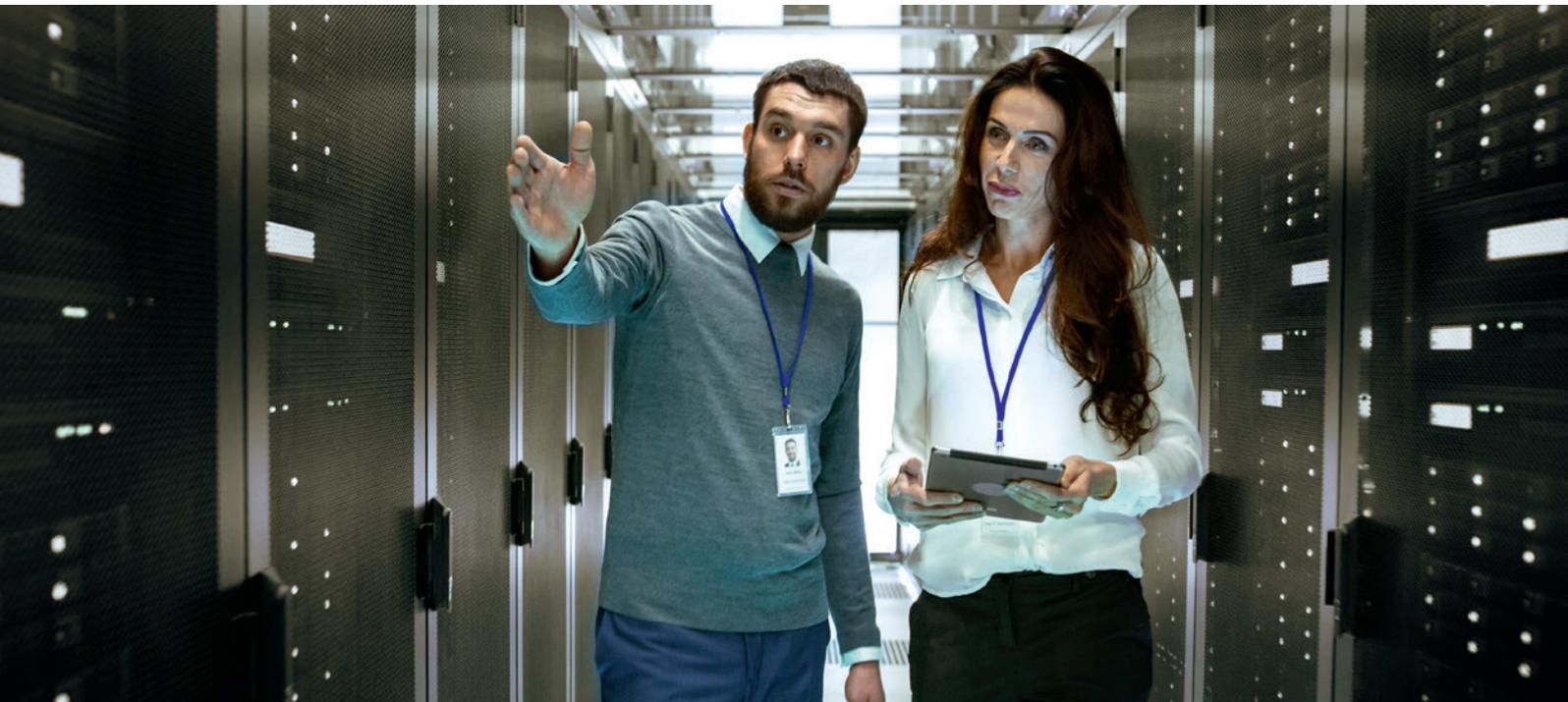


**NEARLY 40%**  
OF COMPANIES USE  
TWO OR THREE  
MANAGED SECURITY  
SERVICES PROVIDERS.

Source: Computerwoche, 2018

### New technologies add complexity

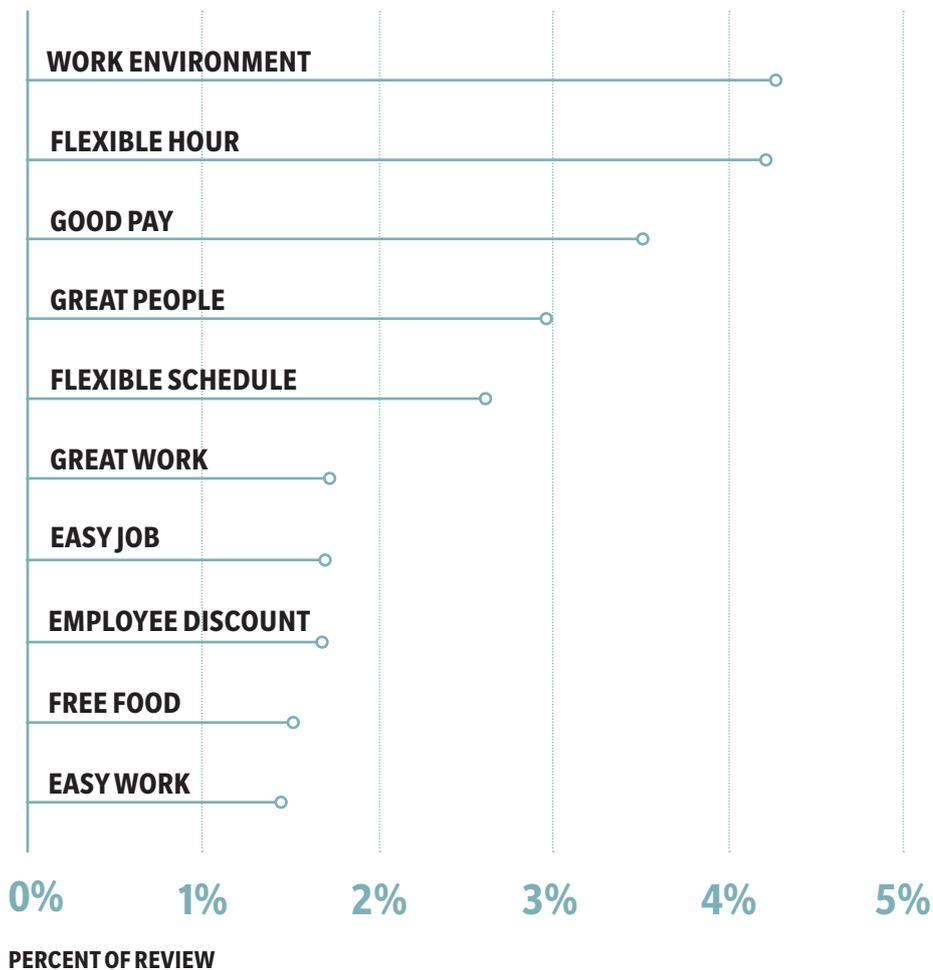
As complexity in IT grows, the common perception among those responsible for IT in businesses is a greater need for data protection. Ongoing developments like the shift towards cloud services, mobile devices, bring your own device (BYOD) or Internet of Things (IoT) devices are adding to this awareness. Therefore, companies are increasingly open to outsourcing their IT security to managed service providers<sup>25</sup>: at 54%, more than half of companies turn to external IT security services. Nearly 40% of companies even use two or three Managed Security Services providers. Most small and medium-sized businesses simply cannot afford to cover all necessary security operations and guarantee around-the-clock monitoring and reaction to threats.



### TREND 3: A FLEXIBLE WORKFORCE REQUIRES ADAPTED, SEAMLESS AND FLEXIBLE IT

Generation Z is the workforce of the future. “Work environment”, “flexible hours” and “good pay” are the most important factors for them in reviews summarised by Glassdoor.com.<sup>26</sup> Companies that adapt their working environment towards flexibility can utilise the potential of their new and future knowledge workers and gain a real advantage over their competitors in the war for talents.

### WHAT IS REALLY IMPORTANT FOR GEN-Z AT THE WORKPLACE



Source: Glassdoor, 2018

## BROKEN IT PROCESSES HAVE A SEVERE IMPACT ON BUSINESS EFFICIENCY



**62%**  
OF EMPLOYEES OBSERVE  
BROKEN IT PROCESSES WITHIN  
THEIR ORGANISATION, CAUSING  
INEFFICIENCIES OR EVEN A HALT  
IN WORK PROCESSES.



TECHNOLOGY  
TROUBLESHOOTING, WITH  
**59%**, AND APP  
TROUBLESHOOTING, WITH  
**36%**, ARE AMONGST  
THE COMMON SOURCES  
FOR PROBLEMS.

Source: Nintex, 2018

As work is beginning to revolve more around people, tasks and opportunities than around a defined physical space and fixed working hours, this changing work style has significant implications for IT. When pursuing a complete mobile IT approach, the tasks at hand go far beyond simply enabling VPN access, setting up more Wi-Fi hotspots on the premises and replacing desktop PCs with mobile solutions. Employees need to be able to freely and easily use their applications at any time from the external network they log in to. Ideally, they should also be able to do so from different mobile devices, thereby demanding the best possible user experience across different platforms. This, of course, creates several challenges for IT, the first and most important of which is data security.

Furthermore, when employees can work from anywhere at any time, they also need to rely on IT support around the clock. What good is it to be able to work in the evening hours when an IT problem can only be resolved the next morning?

In today's IT-world, the implications of IT processes being down or broken can be enormous, as they significantly impact user experience. 62% of employees observe broken IT processes within their organisation, causing inefficiencies or even a halt in work processes. Technology troubleshooting, with 59% and app troubleshooting, with 36%, are amongst the common sources for problems in the office environment.<sup>27</sup> And due to the rising working flexibility, these issues are becoming increasingly sensitive beyond traditional working hours as well. Around-the-clock monitoring and issue resolution thereby boost the overall productivity of a company.

### How to move forward: cooperating with partners to make IT future-proof

While facing each of these IT trends separately can be a challenge, in many organisations, successfully fulfilling them all at once requires a shift in strategy – and not just an evolution in IT management.

“An increasing number of businesses and organisations are reaching a point where they are actively rethinking their IT management. They are not only looking for an additional application here or a specific hardware solution there – they are re-evaluating their entire IT process”, states Kieron McDonald, ITS Sales Development Specialist at Konica Minolta Business Solutions Europe. “They are approaching us with a need for CIO-level consultancy and looking for a strong, reliable partner and service provider to help with the heavy lifting.” A strong partner providing Managed IT Services enables them to outsource the effective management of the IT infrastructure required to run their business.



### Help desk services

The IT help desk is an important – and normally the first – point of contact for any employee in need of IT support. If an employee contacts the help desk, their workflow has usually already been interrupted due to an IT issue where assistance is needed – and time is ticking. At the same time, dealing with numerous support enquiries on a daily basis means a lot of time and effort needs to be invested by IT administrators, thereby binding up resources required for other important IT tasks. An IT service partner can relieve its customers’ IT support by managing the user help desk via a live support system or by directly linking it up to individual systems. This partner can therefore be a single point of contact for all IT-related end-user problems, incidents and requests. Service infrastructure is specifically matched to the customers’ needs. Its highly trained specialists ensure that problems are quickly resolved when they arise and that minimum impact is caused to the business.



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**Kieron McDonald, ITS Sales Development Specialist,  
Konica Minolta Business Solutions Europe GmbH**



### Application monitoring & management

An application monitoring service remotely monitors the server hardware, storage, applications, operating systems and the associated network infrastructure from a central location. Proactive monitoring helps identify issues before they occur, significantly reducing the likelihood of application unavailability. This proactivity is crucial to ensuring that the applications used by the workforce are available around the clock and work reliably in order to avoid costly interruptions to the business workflow. Monitoring is an important step to achieving the optimum in business productivity demanded by today's IT.

With its application management service, a managed service provider can also take over the entire operational activities necessary to manage the applications. Beyond monitoring applications, a managed service provider can also support and manage the server hardware, storage, applications provided, operating systems and the associated network infrastructure. Issue ownership and resolution is then put in the hand of the service provider – including the management of third parties. Technical IT support on site is provided in the event that a remote resolution is not possible. This provides the customers' IT managers with significant relief, making it possible for them to focus on core business issues – and potentially realise new business opportunities.



### Server monitoring and management

The first step for the IT partner to take is to offer comprehensive analysis of the existing IT infrastructure, due to the fact that a healthy IT infrastructure is increasingly at the heart of business success. This analysis includes a detailed assessment of the customer's servers, network devices, PCs and peripherals in order to provide a transparent overview of all systems at the same time. This is followed by the planning, installation, hosting and full-service support for IT systems, such as server monitoring, management tools for business processes and 24/7 remote control capabilities. As a result, the IT landscape as well as its platforms and sourcing are optimised, standardised, consolidated and globalised.

Without permanent control and monitoring, the power supply might falter or a blackout might even occur. A managed monitoring service permanently checks the entire hardware to ensure critical situations are dealt with before problems occur, thereby significantly increasing reliability. Automating monitoring and proactively resolving possible problems prevents downtime at the customer's premises and supports the optimal use of the available capacities. Monthly reporting, scaling and evaluation of the IT infrastructure helps to achieve the best possible cost-value ratio expected of today's IT.





### Back-up and recovery services

Now that data has become the most valuable business asset, one of the most crucial components for customers to protect their business is to ensure that business-critical data can be recovered in the event of any unforeseen disaster – for example, in the case of a flood, fire or theft. To prevent data loss, an optimised back-up solution ensures availability and includes recovery services, protecting a customer's business-critical data and maximising a customer's business efficiency. This is achieved by providing a comprehensive, ultra-secure managed back-up service, quick, flexible access to data – when it is needed – as well as support to get the customer up and running, even if the worst happens.



### IT security

IT security is highly complex – and a suitable partner in this field is someone who is not only able to provide a broad range of services and solutions, but one who also helps to identify exactly what security measures are needed. The first step therefore has to be a thorough, holistic analysis and assessment of the required security measures. Ideally, this encompasses activities and solutions that prevent both virtual and physical unauthorised access to information – covering all systems, cloud solutions, devices and physical organisation premises. The maturity level of the customer's IT is also checked to determine requirements for optimisation, propose relevant security technologies and design an individual IT security infrastructure plus a matching security concept. An all-encompassing IT security concept is then created on this basis, defining the solutions and service levels required and reflecting the organisation's specific requirements and possibilities.



### Antivirus and antimalware services

With attacks on the IT of businesses on the rise, it is absolutely essential for companies to ensure their infrastructure and data are safeguarded against viruses, spyware, Trojan horses, password stealers and other malware threats. A strongly managed antivirus service protects the customer's business-critical data, minimising the vulnerabilities and threats posed by malicious cyberattacks. It eliminates both the risks associated with a poorly managed antivirus process and simple human error.

## THE CUSTOMER AT THE HEART OF ALL OF KONICA MINOLTA'S IT SERVICES

“We see our role in IT services as being crucial to the business success of our customers. We are there for our customers, providing them with the exact services they need for their specific business. So far, more than 13,500 customers in Europe have entrusted us with critical elements of their IT infrastructure to match it to their actual business needs, ensure optimal operation and support as well as reduce both risks and costs for their business”, explains Kieron McDonald at Konica Minolta. “This honours us and motivates us to continue down this path.”

# A NEW IT WORLD FULL OF OPPORTUNITIES – ESPECIALLY FOR THOSE WHO COLLABORATE

“While one may only see the challenges arising from the increasingly complex and dynamic IT world, we at Konica Minolta firmly believe that the opportunities far-outweigh the challenges. We can create working environments and processes that perfectly reflect the needs of today’s and tomorrow’s knowledge workers and enable them to realise their fullest potential. Freed of arduous, repetitive tasks, they can concentrate on driving business success. We are able to create open, flexible, yet fully safe data flows and business processes – eliminating the former contradiction between flexibility and security. Entirely new business opportunities arise and can quickly be seized thanks to the more efficient allocation of resources within the companies. Strong collaborations and far-reaching partnerships are providing a leading edge in this field”, concludes Konica Minolta’s Team Manager ITS Development Yoann Fortini.



Yoann Fortini,  
Team Manager ITS Development





KONICA MINOLTA

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