

Flexibility

We cope with various changes in the market.

Cooperation with Business Partners

We foster trust through working together.



Flexibility and cooperation developed by listening to customers

We are facing a rapidly changing business environment, such as the diversification of business tools and markets, and changes in customers' behavior. "Flexibility" and "cooperation with business partners" are indispensable for Brother to handle these situations.

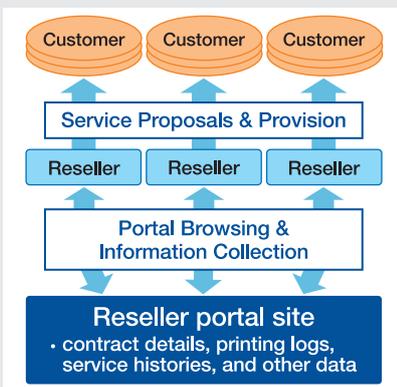
We cope with such changes by listening to customers, taking advantage of the technologies, expertise, sales channels and know-how we have developed, and working in proper cooperation with partners in the fields where we lack strength or experience.

Brother aims to be able to transform itself in this way.

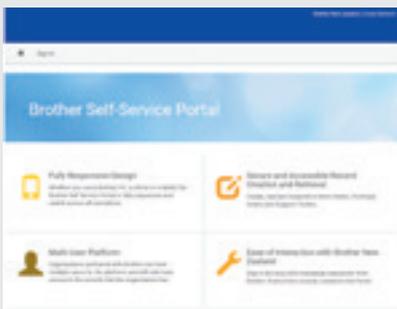


Case Example

A newly established reseller portal realizes service improvement and operational efficiency



▲ Process of value delivery to customers



▲ Front page of the reseller portal

Brother International (NZ) Ltd. ("BINZ") works with a lot of resellers to provide corporate clients with proposals to make their office printing environments much better, and maintenance services and consumables for their printers at the right time for each of them.

BINZ has launched a portal site exclusively for its resellers to help them deliver value to their customers more efficiently. This portal aggregates information and services necessary for the resellers to offer new customers proposals for improving their printing environments and to provide existing customers with enhanced value.

The portal site can quickly create a service model and a contract suitable for the business type of each customer, and stores information about contract details, printing log data, service histories, and so forth. The portal enables the resellers to enhance their

service quality by helping them suggest improvements in the printing environments of their customers, and to increase their operational efficiency by issuing a contract quickly with no mistakes and an invoice automatically. The resellers using this portal appreciate that this tool, which can give a variety of information speedily, is very useful when providing proposals and services to their customers.