



**NEWS RELEASE**

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## **Konica Minolta Partners with Avanquest Solutions**

Konica Minolta has formalised its relationship with Avanquest Solutions with a partnership agreement, which adds desktop network fax capability to Konica Minolta's Multi Function Printers (MFPs).

Gartner - Predicts 2009: Print Technologies Enable Cost Savings and Revenue Growth, stated that by 2012, 80% of organisations will have an enterprise fax solution.

The partnership offers new business opportunities for both organisations to leverage the power and flexibility of network fax - to automate the flow of faxes, paper, electronic documents and data - with Konica Minolta's MFP technologies.

Organisations are looking closely at ways of getting more out of their existing investment. They also want to cut waste and reduce their carbon footprint.

The energy guzzling fax machine has therefore come under scrutiny!

Integrating network faxing and document delivery capabilities with the MFPs used daily for printing, scanning and copying makes the most of existing investments and improves operational efficiencies.

Stand-alone fax machines and MFP Fax cards that allow MFPs to fax can be removed throughout the organisation. Fax consumable costs are reduced – electricity, paper, postage. Security is enhanced – no peeping at the photocopier! Time is saved – no need to walk to the fax machine and faster delivery speeds. The fax line can be disconnected.

Mike Rae, Sales Director, Avanquest Solutions said "We are delighted to be working with a leading industry vendor like Konica Minolta. There are huge benefits for customers when they (fax over IP enable the Bizhub devices), including lower costs, reduced paper, improved security and better control of documents and processes. Open Text Fax Server also compliments the range of other solutions that Konica Minolta offers as part of its managed print solutions offering."

Mat Stanley, Head of PSSG, Konica Minolta explains, "We are very excited about the new partnership between Konica Minolta and Avanquest. This partnership will not only enhance our solutions portfolio, but will also allow our salespeople to educate our customers in the vast benefits of network fax alongside our bizhub multifunctional range".

Avanquest customer, [Bernard Matthews Farms](#), has integrated fax technology with its Konica Minolta MFPs so that all faxing, copying and printing is initiated from the desktop. Edwin Pearson, Information Systems Director, Bernard Matthews said, "Integrating network fax has not only simplified our infrastructure and improved productivity but it has also allowed us to continue with our on-going commitment to reduce our carbon footprint and ensure that all our company processes have the minimum impact on the environment."

Further information about [Avanquest Solutions](#) and [Konica Minolta](#) can be found at [www.avanquest-solutions.co.uk](http://www.avanquest-solutions.co.uk) and <http://www.konicaminolta.co.uk/business-solutions>

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