



Abe: "More education is necessary ... as the level of awareness is still low."

Chan says: "We also have resellers' seminars here where we consistently train them (resellers) with the latest in scanner know-how and also link them up with software vendors so that they can propose a whole suite of applications, after all a lot of deals now are application driven."

CONVERGED PRODUCTS

Issues such as converged products being competitors to stand-alone products are always there. However, Chan made a distinction between printers and scanners, the former being an output device and the latter being an input device.

"Converging such devices is usually for low volume and not heavy-duty usage, and such products are readily available. For heavy-duty machines such as

printers and copiers converged into one is possible as both machines are essentially output devices. But for heavy duty scanning and printing, I have yet to see one in the market," adds Chan.

He also claims that there would still be a market for stand-alone products such as printers and scanners because these machines would have a dedicated usage in

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the organisation and also the cost of acquiring these heavy-duty business machines, whether stand-alone or converged, would also dictate their demand in the market.

Fujitsu does not foresee any unfavourable effect from such

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products on a worldwide basis. Furthermore, Fujitsu stressed that the reason for this is because all-in-one (AIO) machines are mainly printer cum copier-based and scanning function in these machines is highly immature. Hence, they are just not robust enough to do document management applications.

Abe adds that these devices don't last as long when scanning option is used often and they cannot take the massive volume of scanning, unlike the entry level scanners which can take up to 1,500 sheets per day. They (AIO machines) also cannot achieve the speed of stand-alone products.

Moreover, Fujitsu also adds that for document archiving, a dedicated machine is required and this is not possible with AIO machines because when the printer is in use, the scanner cannot be used at the same time.

PROJECTIONS

In terms of market share in the scanner or document management market (as reported by independent resources such as Info Trends), Fujitsu enjoys about 52% share in the European and US market.

While in Asia this figure is easily 49% market share, with the workgroup range (entry level) at

about 75% market share – making Fujitsu a definite and undoubted market leader in the document management space.

In terms of achieving its projections for the year, Chan adds that it estimates to hit about 30%

to 40% of its projection for the scanner business.

The range of Fujitsu document scanners totalled 11 different models and is catered to these

segments – workgroup, departmental and production.

While the Scan Snap is its lower end office scanner that is targeted mainly for office use, which could ideally be the marketing communications department, management level, finance and also Human Resource department – an almost paperless environment.

For the printer market, Chan is still very optimistic about the market as it just launched its dot matrix printers to the marketplace.

Abe adds that in terms of market leadership position in the dot matrix printer market segment, Fujitsu is currently one of the top three players in the world market.

Looking forward, Chan also expects Fujitsu Malaysia to emulate its worldwide leadership position in the dot matrix printer space in the local market within the next three years.

Abe says: "The dot matrix printer segment is currently a niche market area. Previously, people used to use such printers but they have now switched to laser printers.

"Now, this type of printers could be used in the government, banks or financial institutions and also potentially the healthcare industry such as hospitals, as they are looking for high quality and reliable machines and mainly for document printing."

In Malaysia, Fujitsu markets its document management devices or scanners and printers through its appointed resellers.

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