

OKI



OKI Shinrai Partner Programme: Your ticket to business success

TRUST | LOYALTY | SUCCESS

信頼 SHINRAI
PARTNER PROGRAMME

Discover the Power of OKI's Shinrai Partner Programme



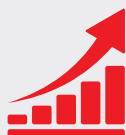
OKI has a reputation as a brand based on trust and reliability and this embodies the ethos of our Shinrai Partner Programme. At OKI we understand every business is unique and we work in close collaboration with our partners to ensure we deliver customer focused solutions.

We provide a rich set of incentives, tools and training opportunities, exclusively tailored to your requirements. Built on OKI's award winning technology, services and support programmes, we can help you manage customer relationships and grow your business through new opportunities.

Prosper with OKI

As a 100% B2B company, our partners are our only sales channel. Right from the outset, the OKI team brings its understanding of how we can help customers across a range of different industries driven by our unique applications focused approach. We help you win new customers and build lasting business relationships, increasing the value of every deal you close, while unlocking recurrent revenue streams.

Join OKI's Shinrai Partner Programme and reap the rewards:



Boost your sales

OKI's award winning applications driven devices and solutions combined with certified media and software offer customers a unique solution whatever their industry.



Generate Recurring Revenue

Build a profitable revenue stream by selling OKI Original Consumables and securing and fulfilling client contracts.



Increase Profits

With aftermarket sales of OKI Original Consumables, accessories, contractual and warranty services – as well as Certified Media and a wide range of on-demand signage solutions that can be produced in-house, you can continue to grow a profitable business.



Attract New Customers

Expand your customer base by offering an end-to-end solution – with The Design Hub – featuring ready-to-use templates, images and content saving time and 3rd party supplier fees.

It's easy to do business with OKI

Our vision is simple: we want to change the way businesses perceive printing and printing solutions, transforming them from a peripheral function to an integral part of their business success.

With end-customers in a wide range of different industry sectors, we have an in-depth understanding of the differing needs of end-customers within those sectors. Through our network of certified partners we aim to address and meet those needs with our portfolio of vertical focused solutions.



OKI's Shinrai partnerships unlock a range of powerful functions and tools:



- Exclusive access to a “Ready for Sale” portfolio of market-specific printing solutions and a generous rebate and bonus scheme.
- A dedicated OKI team on hand to help you change and evolve the way your customers perceive printing solutions.
- Exclusive access to OKI's PartnerNet, the digital workplace for Shinrai Partners to gain instant access to sales and marketing resources, including sales playbooks, customer references, TCO tools and more.
- OKI's sales enablement platform will help support your consultative skills requirements and deliver value to your customers – such as partner on-boarding, online training and OKI's Demo Programme.

Stay Connected

As an OKI Shinrai Partner you'll receive regular newsletters, invitations to webinars and OKI- hosted events – great opportunities for networking with experts from the print industry and with other Shinrai Partners.

In addition to tailored marketing and sales resources, you'll enjoy access to exclusive premium content through OKI's Shinrai PartnerNet where you'll find product and solutions information, industry news – everything you need for your business.



Professional-Standard Printing for any Industry

Our range of devices, solutions and services will fulfil the needs of customers across a broad range of industry sectors, providing them the flexibility to handle a wide variety of applications in-house.

From specialist label and transfer-media printing to medical imaging and patient centric healthcare solutions as well as signage and promotional material for retailers, OKI's applications focused solutions can help:



Healthcare

OKI's patient centric approach to printing supports hospital wards, pharmacies, examination, accounting and administration departments to print a wide range of materials from DICOM images, life size patient scans, patient wrist bands, IV labels, medical forms, reports, receipts and personalised patient portfolios.

Education

The education sector is often faced with tough budget constraints and OKI can provide flexible, cost-effective printing solutions for schools, enabling them to produce colourful and engaging learning materials as well as reports and back office documentation. OKI's unique 5 colour printers also play an integral part of Graphic Arts university courses helping students push the boundaries of creativity and develop their portfolio of design work in-house.



Retail

From pricing changes to special promotions, OKI will help retailers produce high quality signage up to 1.3m long in-store and on-demand, to help retailers improve customer satisfaction and loyalty, increase staff productivity and generate sales.



Public Sector

Public sector organisations handle a high volume of official public documents, statements and legal documentation which must be printed quickly and reliably under constrained budgets. OKI helps improve speed and efficiency while resilient network layers ensure all sensitive data is handled securely and responsibly.

Hospitality & Events

OKI can transform high pressure events into an easy revenue generator through the creation of bespoke, personalised collateral and signage from place cards to banners and floor stickers on a range of durable materials and formats that can be printed in-house when needed.



HoReCa (Hotel, Restaurant, Catering)

For HoReCa businesses having the flexibility to produce waterproof food and drinks menus, bespoke tablecloths, branded giveaways, personalised celebratory banners, place cards, door hangers and more, ensures HoReCa businesses adapt quickly and cost effectively within a high pressure environment.



Construction

OKI offers ultra-reliable printing solutions with easy user maintenance, ensuring documents can be scanned, stored, copied or printed at all times, including drawings, plans, blueprints, site signage and badges, contractor information and instructions, delivery orders and health and safety certificates.

Automotive & Auto Mechanics

OKI supports all types of businesses across the automotive sector, from dealerships requiring colourful high impact marketing materials including banners, posters and brochures for their showroom, to servicing and repair centres printing detailed certificates, invoices and documentation and even reflective number plates.



Print Service Providers

OKI helps print service providers to access additional revenue streams by including light production, transfer media applications for a faster alternative to Direct-to-Garment (DTG) printing as well as white toner, clear spot colour, 5 colour and in-house label printing solutions.



Professional Services & Finance

From loan contracts and bank policies to high volume customer communications and back office documents OKI provides the highest standard of security with resilient network layers protecting data and streamlining document capture, storage, management and output, saving time and cost.

Marketing, Publishing & PR

With OKI, agencies can create a range of assets from print and packaging proofs, event materials including signage, invitations, tickets and entry wristbands to direct mail campaigns, bringing content to life in vivid colour and professional quality.



Become a Shinrai Partner today


Call us now to find out more:

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For more information visit www.okieurope.com/shinrai



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