



# Proposal

To: **Ericsson** Representative Office in Moscow  
From: **DiMi Center** — Distributor of Minolta Austria International  
in **Russia**  
Date: 14 January, 1998

## Subject of the Proposal

**Comprehensive solution** for copying, printing & faxing at the Ericsson offices in Russia:

- **Supplies of MINOLTA copiers, printers & faxes;**
- **Excellent service (response time 6–12 hours);**
- **Supplies of consumables & spares;**
- **On-site training and consulting.**

MINOLTA office equipment is distinguished for its super **quality, reliability, fault-tolerance, economy, user & environment friendliness**. Throughout the world, Russia included, the company has **efficient service infrastructures**.

**This all makes the MINOLTA solution extremely attractive!**

The MINOLTA equipment is ideal for cases, which are generally called **mission-critical**. That is why it is widely employed **in aerospace, military and law-enforcement environments**. Governmental services of Sweden, Germany and other countries have made this equipment a standard for their agencies. It is widely used by foreign offices of various nations and their overseas services.

In Russia too MINOLTA equipment is used by various military offices, communication services, etc. Some major Russian users, such as the Home Ministry and the Menatep Bank, have **conducted meticulous analyses and testing of copier of various manufacturers and went for MINOLTA**.

|| Among other major clients that might be of interest to Ericsson, itself a user of MINOLTA equipment, are Moscow offices of **Procter & Gamble, and Alfa-Laval**.

## Copiers

MINOLTA's copiers are superbly robust, reliable, undemanding, and "fool-proof," ideal work-horses for Russia. They are surprisingly compact **to save your space**, they generate little ozone and noise **to protect your health**, they meet Energy Star standards **to reduce your electricity bills**, they require little service **to cut downtime and service costs for you**. MINOLTA's copier line is long enough to find a solution to any needs. It includes analog and digital, desktop and deskside, black-and-white and color machines.

### **Color copiers**

In a class by itself is the award-winning MINOLTA full-color laser copier **CF 900**. It is a unique machine. On 8 October 1996 CF 900 won with flying colors the most prestigious contest held by **Business Equipment Users' Association**, the most respected independent organization in the field in the world. In 1997 CF 900 was pronounced "**The Machine of the Year**".

## Printers

MINOLTA has more than 10 years of experience with laser printers, some of the company's models have been selling on OEM contracts under other names, e.g., by Lexmark.

In October 1996 *PC Magazine* tested 13 most popular desktop laser printers. The winner was MINOLTA **PagePro 6**.

CeBIT 1997 saw an exciting presentation of a family of state-of-the-art MINOLTA laser printers, among them two full-color ones.

## Faxes

In 1990 MINOLTA launched the world's first plain-paper fax machine. Ever since MINOLTA is a leader in this field. It is especially proud of its **Super Fine Micro-Toning** technology, which yields super high quality of images.

Another MINOLTA's forte are multifunctional office centers that combine a fax/modem, a printer, a scanner and a copier, all in one.

These heavy-duty faxes appeared to be ideal for large offices. Their in-built equalizers enable them to be fine-tuned to local lines, a feature that is very important in Russia.

MINOLTA faxes are extremely cost-effective.



One remarkable achievement of MINOLTA is its **Customer Satisfaction Program (CS-Pro)**. It concerns not only the quality of hardware, but also the quality of our service. It is a new philosophy. **We do hope that you will be able to appreciate it in Russia.**

## **MINOLTA equipment is ideal for the rigors of Russia!**

MINOLTA copiers, printers, faxes and other equipment seem to be as if specially made for the rigors of Russia. Of especial value in Russia are:

- **Fault-tolerance;**
- **Tolerance to static electricity;**
- **Tolerance to bad power supply;**
- **Tolerance to low-quality paper;**
- **Minimum service requirements;**
- **Space saving;**
- **Low noise emission.**

**Last but not least, comes our excellent service!**

## **Service**

**DiMi Center** service has been recognized to be **the best in Moscow** not only by our clients, but also by our competitors.

### ***Trained & certified service personnel***

All our service engineers have been trained at authorized MINOLTA training centers. All of them have MINOLTA **certificates** and **several years of practical experience.**

### ***Unparalleled response time***

It takes our service engineers **6-12 hours** to fix any failure or malfunction in Moscow.

### ***Service schemes***

We try to be flexible, and so we offer our customers **several service schemes** (described below). This flexibility enables our customers to chose the scheme that suites their situation the best. It is **CS-Pro** in action!

But whatever scheme you chose, you may rest assured that:

**We will do our best to have any problem or inconvenience of yours resolved quickly and efficiently.**

## **On-site training**

We train users on site or at a place of their convenience.

## **Optimal solutions**

We are interested in our clients getting **the most efficient and least expensive solutions**. To be able to achieve this, we would recommend that our technical expert be involved at the earlier stages of planning of the new offices.

**Our philosophy is that our supplies of MINOLTA equipment is just the beginning of our long-term partnership with our clients.**

## **Prices, delivery terms & conditions**

Our list prices are **CIF Moscow**, with VAT and other taxes and duties paid, ex stock. We are prepared to consider any other proposals. The **terms of delivery are negotiable**.

We would be happy to answer any questions and to provide **any additional information** personally, by fax or on the phone. We could organize visits to offices of our clients, and demonstrations of MINOLTA equipment.

We are looking forward to doing business with you.

Faithfully yours,

**Sergey Timirgaliev**

Managing Director

**DiMi Center**



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