

Frontier Leads Sharp To Top Market Share Position in Color Segment 3

Last May, we previewed the Frontier Series at our National Dealer Meeting with the promise that it would provide industry leading opportunities for you to expand your business. Since its introduction last December, many dealers have seized this opportunity to expand their business! According to International Data Corporation (IDC), Sharp has the Number 1 Market Share for Color Products in Segment 3 for the first quarter of 2009! In addition, the Frontier Series has garnered 40% Market Share in the A4 Category of the segment.

According to Keith Kmetz, Vice President, Hardcopy Peripherals Solutions and Services, IDC:

“Sharp’s entry into the A4 MFP market has helped propel the company into a leadership role in the segment 3 color multifunction MFP, and is changing the way the industry views the A4 market.”

The Frontier Series has revolutionized the way a copier dealer can go to market with a complete line of A4 and A3 products that operate in a consistent, award-winning manner. This enables you to provide your customers with a solution that they need, and not limited by a product offering.

Most importantly, the Frontier Series represents the remarkable quality and reliability that you have come to expect from Sharp. In fact, the Frontier Series has won every award from the top analysts in the industry. Among them:

BLI:

- Pick of the Year 2009 (MX-C311) – Outstanding Mid-Size Workgroup Color Multifunction Printer

BERTL:

- 5-Star Exceptional (MX-C311, MX-C401, DX-C311, DX-C401 & MX-B401)
- 2009 BERTL’s Best – Best Color A4 MFP Series (MX-C311, MX-C401, DX-C311 & DX-C401)
- 2009 BERTL’s Best – Best Workgroup Monochrome A4 MFP (MX-B401)
- 2009 BERTL’s Best – Best Value for Price Color A4 MFP (MX-C311, MX-C401, DX-C311 & DX-C401)

Better Buys for Business:

- 5-Editor’s Choice 2009 (MX-B401)

Wirth Consulting:

- Best Overall Performance – Office A4 Color MFPs (MX-C311, MX-C401, DX-C311 & DX-C401)
- Lowest B&W CPP – Office A4 Color MFPs (MX-C311, MX-C401, DX-C311 & DX-C401)



No other A4 MFP can claim such a list of accolades.

If you are not already selling Frontier, it may be time for you to take advantage of what many dealers are already experiencing and gain incremental customers for your business.

How are they doing it?

- Closing more deals with Competitive knock-outs. Going after new customers by leading with A4. Since the competitors have nothing like it, they have to "move them up to A3". As a Sharp Dealer, you have the same option, but the customer sees the value you offer as you provide a mix of products.
- A Strong Defense. They prevent a competitor from stealing their base by mixing in A4 and A3 products before the competitor can make an A3 only offer.
- Managed Print Services. Expanding their reach in the customer by mixing in A4 MFPs where departmental printers used to be.

What markets are they selling to?

- Healthcare: 15% of all Frontier sales have gone to this customer type, well above the ratio of A3 Sales. This means NEW customers.
- Insurance and Real Estate
- Legal and Accounting

The result of the Frontier offering is that Sharp Dealers have more flexibility than their competitors in meeting their customer needs and are expanding their customer base. An expanded customer base translates to increased clicks!

There really has never been a better time to be a Sharp Dealer.

Sincerely,



Mike Marusic
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Marketing & Service
Sharp Imaging and Information Company of America