



KONICA MINOLTA



Pent Net and Konica Minolta join forces



Established 14 years ago, Pent Net is an independent IT software and services organisation that provides comprehensive web-to-print solutions to a range of industries including the printing, prepress, advertising and publishing industries.

Pent Net officially inked a partnership with Konica Minolta last month, but has worked with the global printing solutions manufacturer for the past 18 months across various projects.

Peter Ludwig, Manager at Pent Net says the partnership was unexpected and has an internet search engine to thank for the business opportunity. "The Konica Minolta partnership came completely out of the blue. Konica Minolta was looking to sign a \$600,000 deal with Metropolitan South Institute of TAFE (MSIT) but they did not have the software solution to meet the client's needs. They scouted online for companies who could provide the software solutions that MSIT required and in the end deciding to take a chance on Pent Net. The gamble paid off with MSIT loving the solutions the partnership brought to the table."

The partnership has been mutually beneficial. For Pent Net, working with a global company like Konica Minolta has provided the company the chance to offer clients like Geon and Reserve Bank a 'total solution'.

Pent Net required a hardware solution and Konica Minolta was looking for a software solution to complement its hardware solution. "The manual procedure of ordering print used to be a painstaking slow process with approvals taking up to a week. However today through the Konica Minolta and Pent Net partnership, clients

can receive instant quotes, edit artwork, order, fast track approvals and pay for print jobs online with the click of a button," said Ludwig.

Konica Minolta found the complementary software solution with Pent Net, "By adding Pent Net document streamlined web-to-print solutions to our product mix, Konica Minolta can now provide online job quotes, print-on-demand, re-orders, variable data or inventory management, on one easy to use web platform." said David Procter General Manager - Production Printing, at Konica Minolta Business Solutions Australia. "We see Pent Net as a valuable partner to help address these challenges by helping customers save money and time."

Ludwig cites Konica Minolta as the best fit for their business operations. "We looked at a few alternative options but at the end of the day Konica Minolta stood head and shoulders above the rest. Konica Minolta not only had an excellent reputation in the business world but also possessed the same core values as the staff at Pent Net.

Mark Frankcom, Director at Adelaide Copy says Pent Net has changed the way Adelaide Copy does business. "We use to spend most of the day manually working through clients' order forms. Pent Net's software has made our workload easier by allowing our clients to order and receive instant quotes in just a few clicks on the Adelaide Copy website."

The future looks bright for the partnership, Ludwig says, "I cannot divulge any information at this stage but the projects that are in the pipeline will definitely leave their mark on the business world."