



connecting people  
with technology

## Top Reliability – 10 years and counting

“Our research has consistently shown that the number one buying criteria for customers is product reliability. In the past **ten years**, Kyocera MFPs have been ranked as the most reliable brand more than all other brands combined.”

— Industry Analysts, Inc.



**Kyocera Ranks #1  
in Product Reliability.  
(Again.)**



2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

# #1 We Value Reliability. Turns out, so do you.

Industry Analysts 2011 | OPA Multifunctional Product Reliability Study

Products	UNIVERSE	CANON	KONICA/ MINOLTA	KYOCERA	RICOH FAMILY GROUP	SHARP	TOSHIBA
Network Compatibility	8.72	8.77	8.33	<b>9.00</b>	8.33	8.80	8.78
Scanning Reliability	8.60	8.59	8.17	<b>9.67</b>	8.44	8.20	8.30
Ease Of Connectivity	8.59	8.65	8.33	<b>9.17</b>	8.22	8.80	8.40
Ease Of Installation	8.58	8.59	8.17	<b>9.17</b>	8.33	8.80	8.40
Fax Reliability	8.56	8.50	<b>8.83</b>	8.67	8.36	8.40	8.55
Printer Reliability	8.56	8.59	8.67	<b>9.00</b>	8.33	8.80	8.17
Copier Reliability	8.55	8.50	8.67	<b>9.33</b>	8.22	8.60	8.15
Image Quality For Copies	8.50	8.59	8.33	<b>9.17</b>	8.22	8.80	8.10
Overall Product Reliability	8.49	8.50	8.50	<b>9.00</b>	8.11	8.60	8.25
Image Quality For Prints	8.43	8.55	8.33	<b>9.17</b>	7.89	8.60	8.20
Ease of Operator Maintenance	8.41	8.41	8.17	<b>8.83</b>	8.06	8.40	8.40
Function Contention	8.38	8.50	8.17	<b>8.83</b>	8.22	8.20	8.10
General Ease Of Maintenance	8.30	8.23	8.00	<b>9.00</b>	8.00	8.80	7.90
General Application Compatibility	8.28	8.41	7.67	<b>9.17</b>	8.33	7.40	8.10
Cost Of Service	8.05	8.23	8.33	<b>8.83</b>	7.67	8.20	7.30
<b>AVERAGE</b>	<b>8.47</b>	<b>8.51</b>	<b>8.31</b>	<b>9.07</b>	<b>8.18</b>	<b>8.49</b>	<b>8.21</b>
<b>Service Support</b>							
Availability Of Controller/Software Upgrades	8.73	8.64	8.67	<b>9.17</b>	8.67	8.80	8.50
Effectiveness Of Internet Support	8.64	8.55	9.00	<b>9.00</b>	8.67	8.50	8.11
Effectiveness Of Controller/Software Upgrades	8.63	8.55	8.83	<b>9.17</b>	8.56	8.00	8.50
Availability Of A Manufacturer's Troubleshooter In The Field	8.57	8.18	8.67	8.67	8.83	8.00	<b>8.70</b>
Effectiveness Of General Service Communications	8.56	8.73	8.50	<b>9.17</b>	8.56	8.00	8.20
Availability Of Basic Service Training Program	8.53	8.60	8.50	<b>9.00</b>	8.50	7.80	8.50
Effectiveness Of Basic Service Training Program	8.49	8.73	8.00	<b>8.83</b>	8.44	7.80	8.50
Effectiveness Of Advanced Product Training Program	8.46	8.36	8.60	<b>8.83</b>	8.33	7.80	8.50
Availability Of Remote Diagnostics	8.40	8.09	8.60	<b>8.83</b>	8.22	8.00	8.56
Effectiveness Of Engineering Support	8.38	8.45	8.00	<b>9.17</b>	8.25	8.00	8.10
Effectiveness Of Software Support	8.37	8.00	8.50	<b>8.83</b>	8.63	6.75	8.67
Effectiveness Of Service Hotline	8.33	8.27	8.33	<b>8.67</b>	8.56	6.75	8.40
Retrofit Announcements	8.33	8.27	8.00	<b>9.33</b>	8.33	7.80	8.10
<b>AVERAGE</b>	<b>8.49</b>	<b>8.42</b>	<b>8.48</b>	<b>8.97</b>	<b>8.50</b>	<b>7.85</b>	<b>8.41</b>
<b>Product Reliability</b>							
Ongoing Product Reliability	8.42	8.36	8.17	<b>9.00</b>	8.39	8.20	8.30
Ongoing Product Reliability	8.32	8.36	8.50	<b>9.00</b>	8.39	8.00	7.70
Product Reliability When First Introduced	8.30	8.18	8.17	<b>9.00</b>	8.31	8.20	8.00
Retrofit Reliability	8.22	8.00	7.67	<b>8.83</b>	8.39	8.20	8.10
Product Service Profitability	7.98	8.00	7.83	<b>9.00</b>	8.22	7.60	7.11
<b>AVERAGE</b>	<b>8.25</b>	<b>8.18</b>	<b>8.07</b>	<b>8.97</b>	<b>8.34</b>	<b>8.04</b>	<b>7.84</b>
<b>Inventory</b>							
Accuracy Of Orders	8.73	8.91	8.67	<b>9.17</b>	8.56	8.80	8.30
Order Processing	8.65	8.73	8.33	8.67	8.44	<b>9.00</b>	8.60
Product Availability	8.61	8.45	8.17	<b>9.17</b>	8.44	8.80	8.60
Availability Of Supplies	8.59	<b>9.00</b>	8.50	8.83	8.56	8.80	7.80
Parts Delivery Time	8.53	<b>8.82</b>	8.33	8.67	8.44	8.80	8.00
Parts Availability	8.51	8.64	8.50	8.33	<b>8.67</b>	8.60	8.10
<b>AVERAGE</b>	<b>8.60</b>	<b>8.76</b>	<b>8.42</b>	<b>8.81</b>	<b>8.52</b>	<b>8.80</b>	<b>8.23</b>
<b>OVERALL AVERAGE</b>	<b>8.47</b>	<b>8.47</b>	<b>8.35</b>	<b>8.98</b>	<b>8.36</b>	<b>8.27</b>	<b>8.23</b>



## We're Extremely Honored. Here's Why.

Once again, Kyocera is proud to be named the Most Reliable Monochrome Multifunctional Product (MFP) line by Office Products Analyst, a publication of Industry Analysts, Inc. Their recent survey of dealer service managers awarded the top spot to Kyocera, naming them **#1 in Product Reliability** more than any other manufacturer in the past decade.

### Here's how it works:

- **Interviews.** Office Products Analyst polled 139 dealerships nationwide, asking them to rank several well-known lines of MFPs, more than 30,000 models.
- **Why dealer service managers?** Because they're the experts, servicing a wide variety of MFPs on a daily basis, developing a comprehensive firsthand knowledge of how these brands compare with regard to quality, cost, and of course... reliability.
- **Categories:** Frequency of Service Calls; Image Quality; Operating and Functionality; Maintenance; Total Cost of Service; Inventory.

The results speak for themselves.  
Kyocera is #1... again.

