



KONICA MINOLTA



INNOVATION CUSTOMER ADVISORY BOARD

Giving Shape to Ideas

icab INNOVATION
CUSTOMER
ADVISORY
BOARD
A Konica Minolta Program

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YOUR COMMENTS ARE VALUED

Konica Minolta values and appreciates your comments as a user and reader of this document.

As we write, revise, and evaluate our design documentation for Konica Minolta Innovation Customer Advisory Board, your comments are the most valuable evaluation we receive.

If you would like to contact us regarding comments and suggestions on the Konica Minolta Innovation Customer Advisory Board, please use the following email address:

icab@konicaminolta.eu



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Your comments are the most valuable evaluation we receive.”

INNOVATION CUSTOMER ADVISORY BOARD

OVERVIEW

Konica Minolta

Konica Minolta provides a comprehensive and integrated suite of products that empower users to improve their business operations and transform to a digital business. The objective of the Innovation Customer Advisory Board is to learn about the challenges, objectives and requirements of the members. Then to identify key actions Konica Minolta can take to improve business of all of our global customer.

As a true B2B2P company, the solutions Konica Minolta create contribute to the benefit of our customers and society overall. It's through building partnerships and by co-innovation, that we are 'thinking up new things' and 'doing new things'. Innovation for us is ultimately about working in partnership with our customers to shape their innovation needs.

Mission

The overall objectives for the Innovation Customer Advisory Board is strategic planning, long-term performance and growth.

As a result, of these objectives Konica Minolta will be working with the key selected customers to help set our future product direction, determine key focus areas for development, and learn specifically of any new requirements from change in their businesses. Our goal for the Innovation Customer Advisory Board is to have customers share how they are using our products and services in the "real world" and where they are going with these solutions. The Advisory Board members can share their company direction and requirements for success. By sharing their company direction and requirements, Advisory Board members enable Konica Minolta to further increase mutual business success. This collaborative exchange will improve the ability for Konica Minolta to bring additional needed value contribution, affecting the board members' business to achieve differentiation in the market. Board members will have input into our current plans and future directions.



Our vision is to create an environment that cultivates insight discovery, innovative idea exchange and delivers impact to both Konica Minolta and our global customers business.”

Scope

The Innovation Customer Advisory Board scope will address the core business, as well as, the innovation areas. This means current products and services, what we bring to market today and areas that are in development in both R & D and Business Innovation Centers for future market introduction.

Objectives

The objectives of the Innovation Customer Advisory Board are:

- Organize and focus customer recommendations on the most important issues.
- Provide a customer point of contact on development projects, products and services.

- Identify and discuss customer and industry best practices for Global Company Needs.
- Identify global requirements to facilitate the development of future global value.
- Discuss potential solution and implementation approaches identified by Konica Minolta.
- Involve customers in the current and next development life cycle at periodic review points.

Duration

The Innovation Customer Advisory Board and related membership will be active for 12 months. At the end of this period membership will be reviewed.

BOARD MEMBER BENEFITS

Members will have the following benefits:

- May influence the development of global product functionality to meet their needs and the needs of their industry.
- Have advanced knowledge of global plans and development.
- Obtain a preview of global feature plans.
- Share and gain knowledge and experience among other Advisory Board members.
- May lead to taking co-creation opportunities in-house to be collaboratively developed

Participation in the Innovation Customer Advisory Board is voluntary and offers customers an opportunity to convey their recommendation to the Konica Minolta product groups.



Trusted Partnership:

Be part of selected group of Konica Minolta Top Customers



New Ideas & Insights:

Getting access to workshops events & new ideas based on the latest technology & trends



Influencer:

Being influencer for developments at Konica Minolta based on own requirements



Information Exchange:

Learn from other Company Leadership in confidence atmosphere



Advisor:

Participants will be the first external audience to get access to new portfolio: Beta Testing



Prioritized Pilot:

Special conditions & treatment for pilot of new technologies

MEETING AND REVIEW POINTS

Advisory Board members will be invited to annual meetings and periodic review meetings.

The review meeting dates depend upon the work in development. Each review point has a specific emphasis as noted below:

Strategic Direction - Requirements

Definition:

- Assist in identifying general requirements of your company and industry.

Design - High Level Design:

- Review high level Konica Minolta product specific designs for completeness.

Beta Testing:

- Beta test results will be reviewed.

The meetings may be held at the following locations and will be determined in collaboration with the members:

- Konica Minolta Headquarters in Langenhagen, Germany or Tokyo, Japan, New York, San Francisco
- Host customer location
- User Group events
- The board may also meet via telephone conference if and when the need arises.



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Learning, exploring collaborativ
to improve business!”



MEMBERSHIP

Customer Requirements

Participation is welcome from customers all over the world. Customer contacts must speak fluent English, must have e-mail and may directly send and receive regular attachment documents.

Open to a limited number of customers who wish to provide direct in-depth feedback on future direction of the Konica Minolta solutions and services, participate in cyber seminars and attend the annual board meeting. Additional interactions may accure with the development organization directly.

Member Responsibility

In order to assure most valuable discussion of the topics, members are required to:

- Participate in all relevant review meetings.
- Participate in conference calls when necessary.
- Review development deliverables and provide feedback.
- Hold all customer materials and design documents in strict confidence.

Should the member company fail to participate in two consecutive meetings, it will be assumed that they no longer wish to participate. At that time, a letter will be sent to the principle contact stating that the company has been removed as a board member.

Membership Estimated Time Commitment

It is requested that Innovation Customer Advisory Board members make a commitment for at least 12 months. It is anticipated that this may require one to two day meetings that occurs once or twice per year (as outlined above). In addition to the above on-site meeting requirement, there may be additional preparation time required and the use of telephone conference calls to address focus items.

Membership Estimated Costs

Costs for member travel and accommodation are to be absorbed by the member only if company policy or local law prohibit Konica Minolta sponsorship.

Membership Nomination

Customers who wish to nominate members in future years must fill out the GMA nomination form. To receive a nomination form send an email request to icab@konicaminolta.eu including a brief description of your company and a list of supporting value reason for nominee to participate and be granted membership.



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Gaining insights to evolve and impact outcomes.”



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