



EASE OF USE



TOSHIBA

PLATINUM AWARD WINNER

Toshiba users reported the easiest overall experience with their devices.

"I've got about 30 MFPs on the network. We've had some training issues with products from other manufacturers, but I feel comfortable saying that all the Toshiba MFPs I purchased from our local dealer are at the top. I would like them to be cheaper, but can't fault their features or ease of use. Maybe it's because they are a computer company – they seem to get the software and controls right."

— IT Manager for a toy wholesaler

Ease of Use tops the "must-have" list of any seasoned digital equipment buyer. After all, there is no point in having an MFP that can do "everything" on paper, if workers can't figure out how to do "anything" at all.

A series of jobs that might appear simple to a highly trained IT specialist may seem like rocket science to a general office worker. And, unlike the days of typewriters and stencil paper, when an office worker has problems working the company equipment, it can literally grind workflow to a halt — not just for that worker, but possibly the entire department.

The affordability of color and wide range of finishing capabilities now available on office MFPs has placed the burden of complex document production in the hands of the typical office worker. So it's more critical than ever before for a device to be easy to understand, and easy to use, by the average employee.

ABOUT THE WINNER:

Toshiba is one of the world's largest integrated manufacturers of electric and electronic equipment, employing over 170,000 people worldwide.

Toshiba is involved in more than 500 major technologies, specializing in information and communication equipment and systems, electronic components and materials, and power systems, industrial equipment and consumer products.

Toshiba's commitment to quality is reflected in its corporate mission statement: "We, the Toshiba Group Companies, based on our total commitment to people and to the future, are determined to create a higher quality of life for all people, and do our part to help ensure that progress continues within the world community."

ABOUT THE AWARDS:

The Readers' Choice Awards are the cumulative findings culled from thousands of BERTL surveys. Unlike other industry awards which are chosen by a small group of industry pundits, BERTL Readers' Choice Awards are decided by our readers the most experienced, technically savvy and discerning digital imaging equipment buyers and users in the world.