

Document Capture & Workflow

ADS 4 Training: Section 1 - Introduction

Revised: January 2022

Categories: Document Capture & Workflow

Target Audience: Pre-sales, Marketing & Product Managers

Duration: 10 minutes



Define



Measure

The **all-new ADS4** opens a new chapter for **Brother**, today offers a chance to make sense of new directions in design, improvements to specification and competitiveness in the desktop scanner market...



Analyse



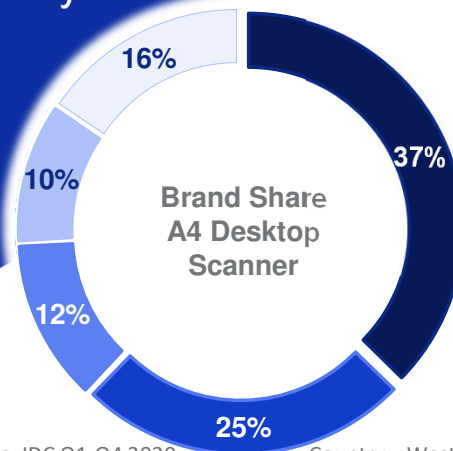
Improve

The Situation

With up to 6+ years in the marketplace for current ranges, the original goal to protect and grow sales has been achieved.

The demands of the high scan volume customer remains an opportunity for growth.

Price competitiveness and usability needs to improve.



Source: IDC Q1-Q4 2020

Country = Western Europe, CEE & RUS



- Fujitsu
- Brother
- Canon
- Epson
- Other

The Market Demand

There has been a trend towards hybrid working environments.

For those not already on the digital fast track, more than ever, companies are scanning their documents.

Our new range is ready-made to deliver a flexible capture solution for End user & IT Admin.



The Proposition

Brother will offer an A4 device line-up which ranges from USB only, aimed at SOHO and SMB, to the more business focused flagship information capture workstation for SMB corporate and higher scan volume customers.

There is an opportunity to take a lead in this area with a range of reliable A4 capture devices that offer higher speeds, ADF capacities and improved usability whilst maintaining price competitiveness.

New range 5 models as standard

The Market in General

Similar Fujitsu and Epson models that are appealing to SOHO and SMB customer needs for high quality, reliable capture are now equipped with today's modern features, Touch Panel designs and network capabilities.

Historically a core technology USP for brother at this price point. Although, we can still show differences when compared

The Opportunity

Brothers range of capture devices provide a digital on ramp in today's business environment where organisations operate across multiple sites and locations, and where remote working is increasingly the norm; the ability to capture, digitise and share data and information is vital.



Key Channels

- SOHO (ADS-4100 | ADS-4500W)
 - Channel – tendency to retail | eTail
- SMB (ADS-4300N | ADS-4700W)
 - Channel – tendency to Dealer | SI
- Corporate SMB (ADS-4900W)
 - Higher scan volume customers
 - Channel – tendency to Dealer | SI



Key Channel Benefits

With a variety of capture devices offering market leading spec in class provides an efficient sales offer from box moving to after sales service for SMB/Corporate customers

Meet the need for price competitiveness without additional workload to sell / manage
(Increase profitability)

Key Industries



	Accounts Payable
	Human Resources
	Healthcare
	Education
	Legal
	Logistics
	Local Authorities

ADS4.0 sharpens
the focus on the
same target
customer as before!

Key Industry Benefits

- Remote working
- Access to critical documents
- Instant use
- File Optimisation
- Save space
- Ensure compliance

OUR GOALS:

- Enhance value of P&S business by cross-selling dedicated scan products with print
- FY22 sales expansion in SMB market
- A 'door-opener' for Non-retail channels



Brother innovation

Product Concept

Customers & Dealers today are looking to simplify the way they work

For customers, in the workplace or home office -- you can stop managing paper invoices and documents, and capture automatically to your PC, the cloud, or a DMS simplifying your document organisation.

For dealers, making their lives easier by providing devices with class leading performance that help increase profits.



Brother innovation

Product Concept



Compact

Compact installation
area + height



Simple

Improve usability to
reduce complicated
operations



Trusted

Providing an overall
product experience
that customers
recommend over
competitors



Ready

Keep reliability and
improve feed
performance

SOHO

PRODUCT SCREENING PROCESS

SMB



Offer a range of models to target different users

The focus remains on performance and profitability

HW Line up

Develops successors to simultaneously to reduce development costs.

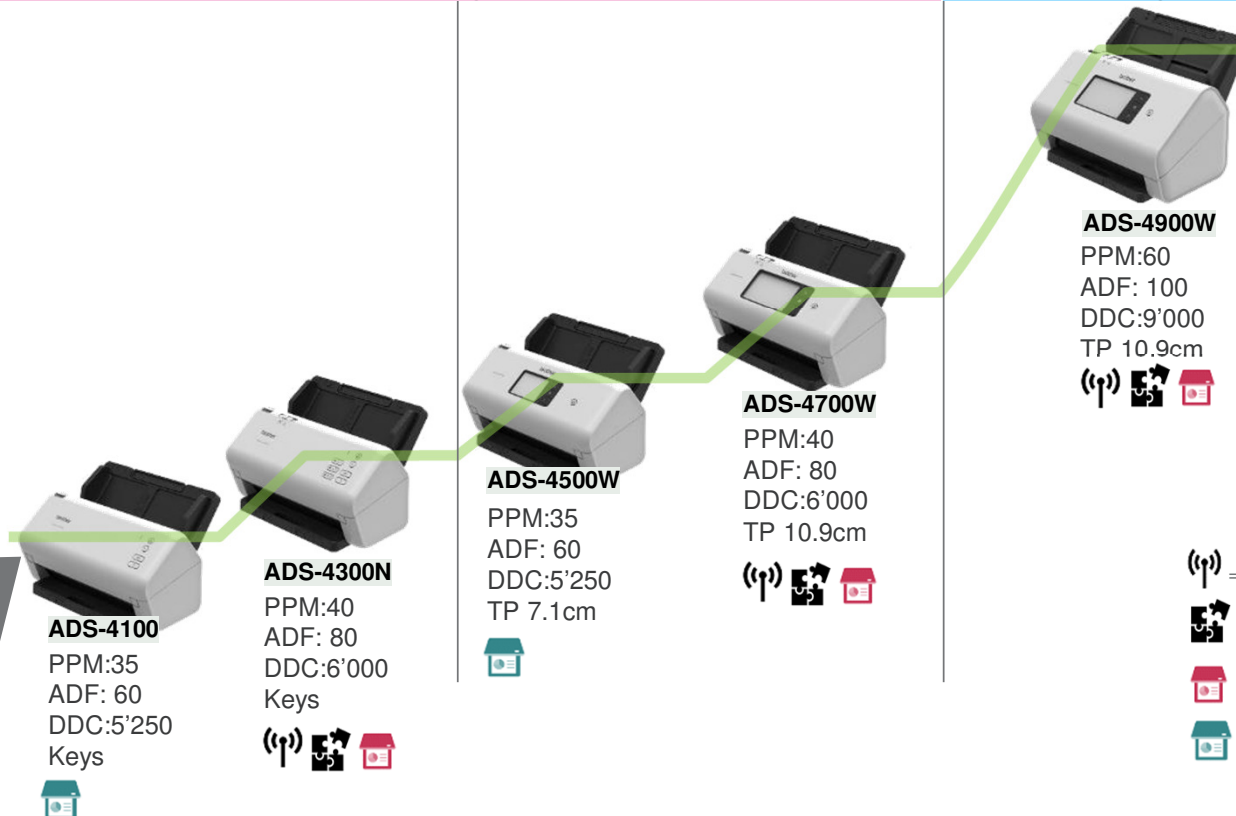
Create Differentiation between middle | Low

ADF capacity, Device UI, Scan Speed, Ultrasonic Detection, Network Capabilities, interoperability, New Brother Scan software versions, Scan duty, Product Upgrades...

Legacy Model	ADS-2200	ADS-2400N	ADS-2700W	ADS-2800W	ADS-3600W
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New engine 1

New engine 2



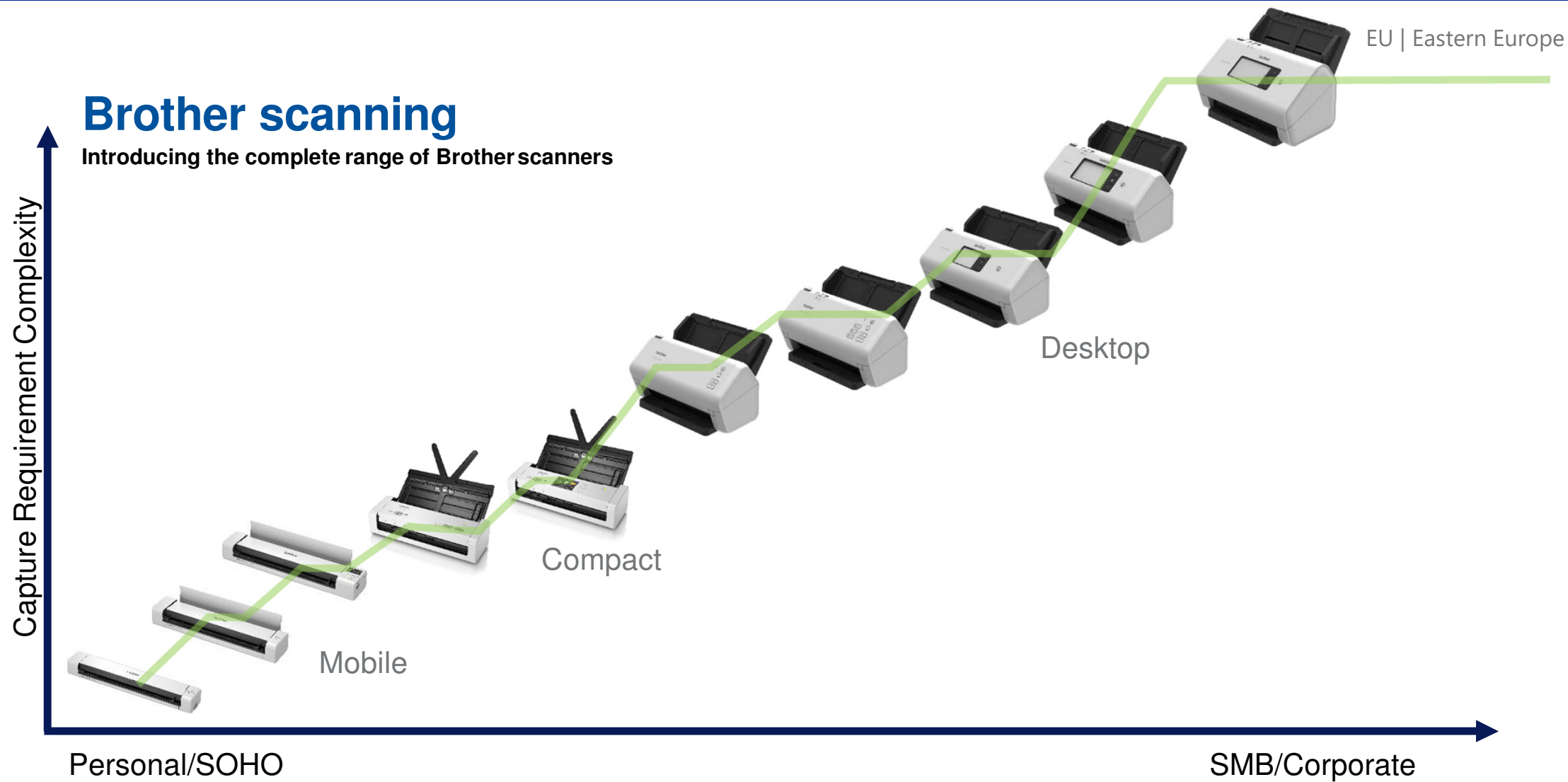
EU | Eastern Europe
Line up

New engine
high speed / large
ADF capacity

- = Ultrasonic
- = Product Upgrade Solutions Compatible
- = ScanEssentials
- = ScanEssentials Lite

Brother scanning

Introducing the complete range of Brother scanners



^correct @25/01/2022 and is subject to change

Brother scanning segmentation

Introducing the complete range of Brother scanners

