

# 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



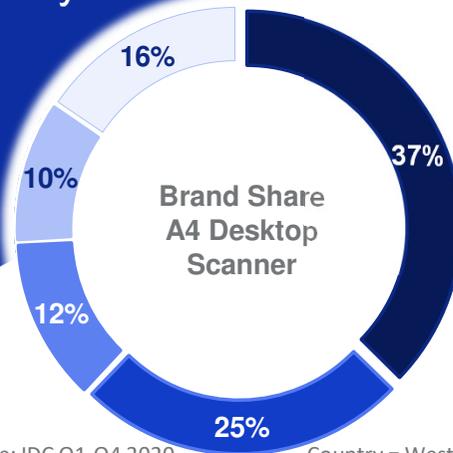
Improve

# 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

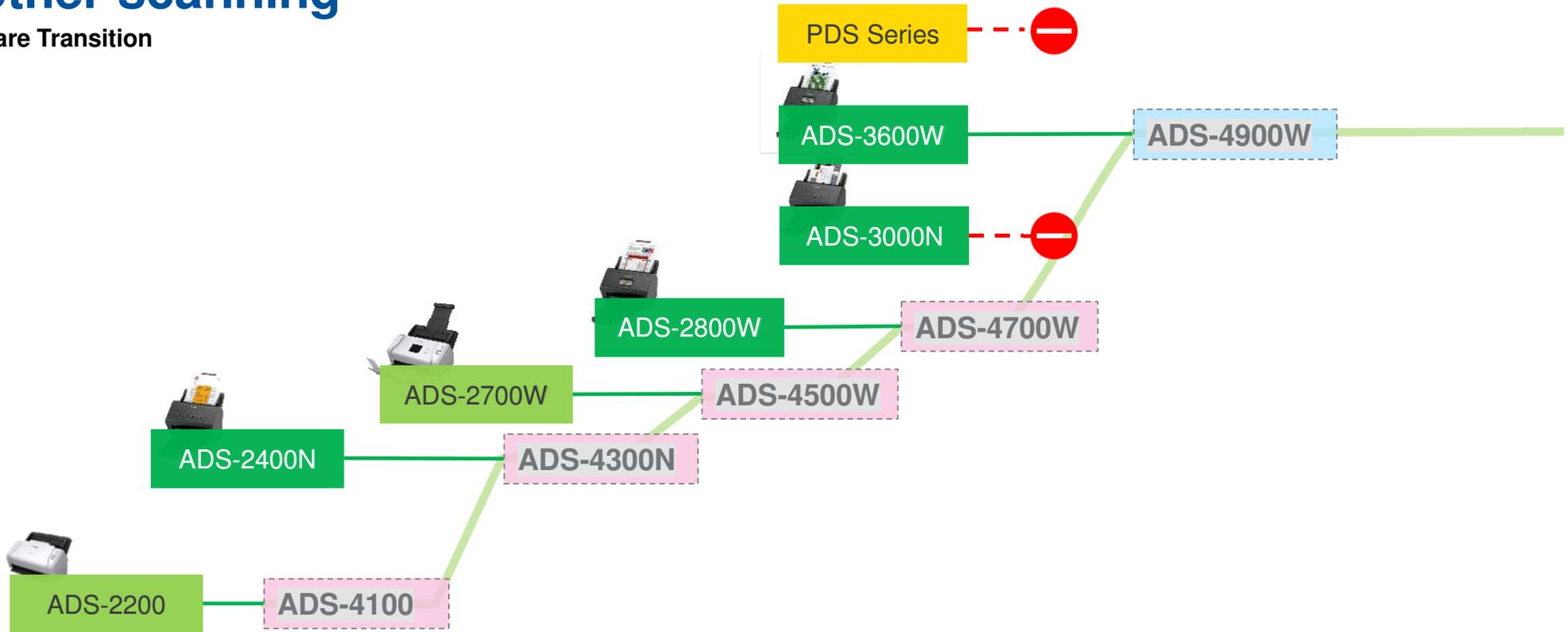
SMB



Offer a range of models to target different users

# Brother scanning

Hardware Transition



The focus remains on performance and profitability

# HW Line up

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

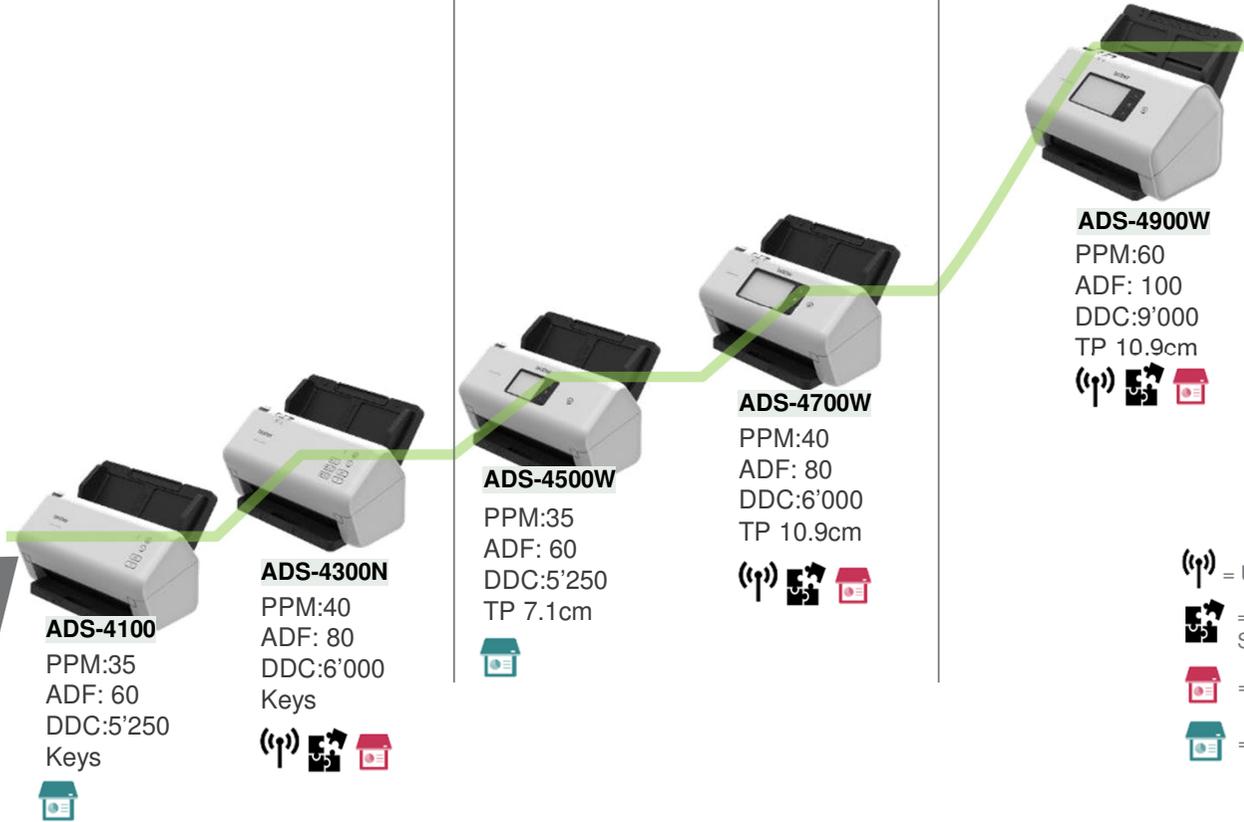
New engine 2

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...

EU | Eastern Europe Line up

**New engine high speed / large ADF capacity**



**ADS-4100**  
PPM:35  
ADF: 60  
DDC:5'250  
Keys

**ADS-4300N**  
PPM:40  
ADF: 80  
DDC:6'000  
Keys

**ADS-4500W**  
PPM:35  
ADF: 60  
DDC:5'250  
TP 7.1cm

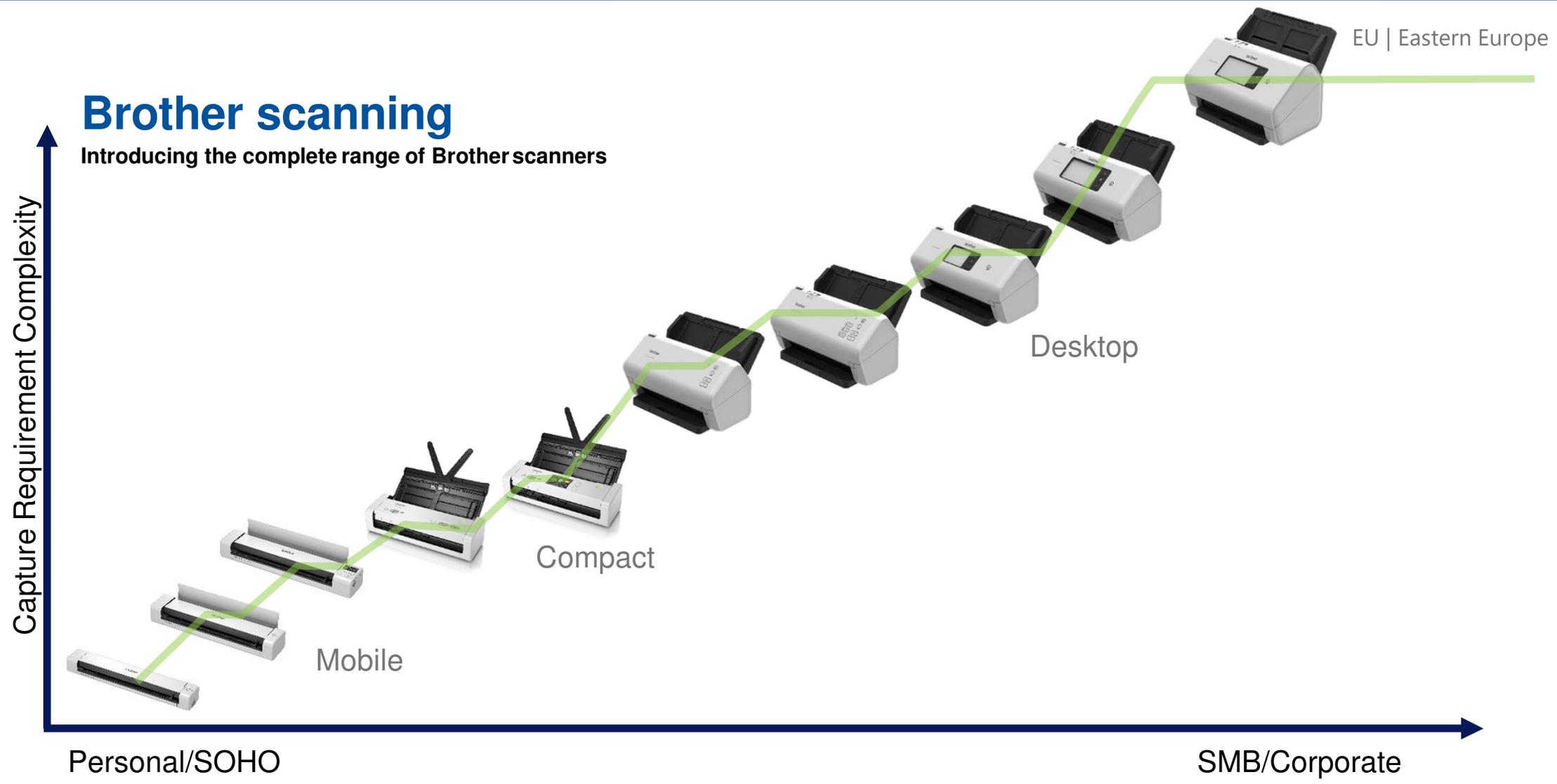
**ADS-4700W**  
PPM:40  
ADF: 80  
DDC:6'000  
TP 10.9cm

**ADS-4900W**  
PPM:60  
ADF: 100  
DDC:9'000  
TP 10.9cm

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

# Brother scanning

Introducing the complete range of Brother scanners



EU | Eastern Europe

Desktop

Compact

Mobile

Personal/SOHO

SMB/Corporate

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

# Brother scanning segmentation

Introducing the complete range of Brother scanners

