

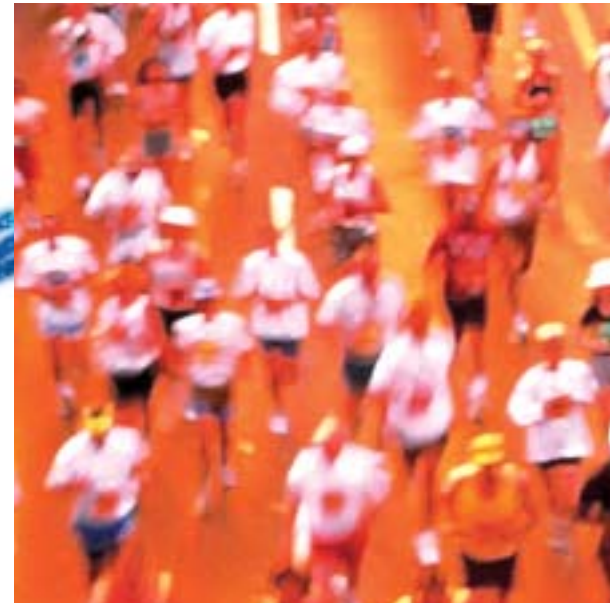


KONICA MINOLTA

Konica Minolta Academy

Getting ready

for the digital era



Mplus

The essentials of imaging



Meeting the challenge

of the information age

Digitisation, networking, connectivity – three of the information age's catch phrases sum up the increasing complexity of business equipment. The challenge this presents to all those involved in the IT industry is only one aspect of an increasingly demanding environment.

Konica Minolta's corporate strategy attaches increasing importance to colour, the solutions business and professional print production in all our sales channels. Customers also expect higher standards of quality, process and system integration, solutions-oriented sales concepts and service partnership.



What does all this add up to?

The equation is simple: the demands made on Konica Minolta staff are increasing dramatically. In the old days, for example, the service scenario for analogue devices was characterised by a limited number of known factors, predictable error potential and the maximum risk of one irreparable machine. Nowadays, where Konica Minolta machines are integrated into IT systems, the service scenario is much more complex: an unlimited number of unknown factors, unpredictable error potential and, in the worst case, system breakdown. At Konica Minolta we are determined to give you all the assistance you need to tackle this challenge by equipping you to meet the demands of the information age.

In November 2003 Mplus was awarded with the Service Management Prize – for its excellent concept as well as the accomplishments in practical implementation. Mplus was selected for this annual prize by the KVD, the German Service Managers industry association.





Taking training into the 21st century

The training concept we have developed to meet the challenge of the information age is known as Mplus (Modular permanent learning utility system). The full name actually says quite a lot about the concept behind Mplus.



The world of work

in the 21st century is characterised by the need for permanent learning. Nobody these days can realistically expect to learn a job in their late teens or early twenties and do the same job until retirement. Further training is vital if all of us are to meet the challenge of this on-going learning process. But how can we provide effective and efficient further training for staff all over Europe.

Mplus, we believe, is the answer. This further training concept has been specifically designed to meet the need for relevant, up-to-date content provided by the most efficient means in the most cost-effective manner. The Mplus concept is based on a four-fold approach:

- Modularity
- eLearning
- Certification
- Support

Besides increasing the efficiency and effectiveness of further training for all our staff, Mplus offers another advantage of great significance in business terms: more training for less money.

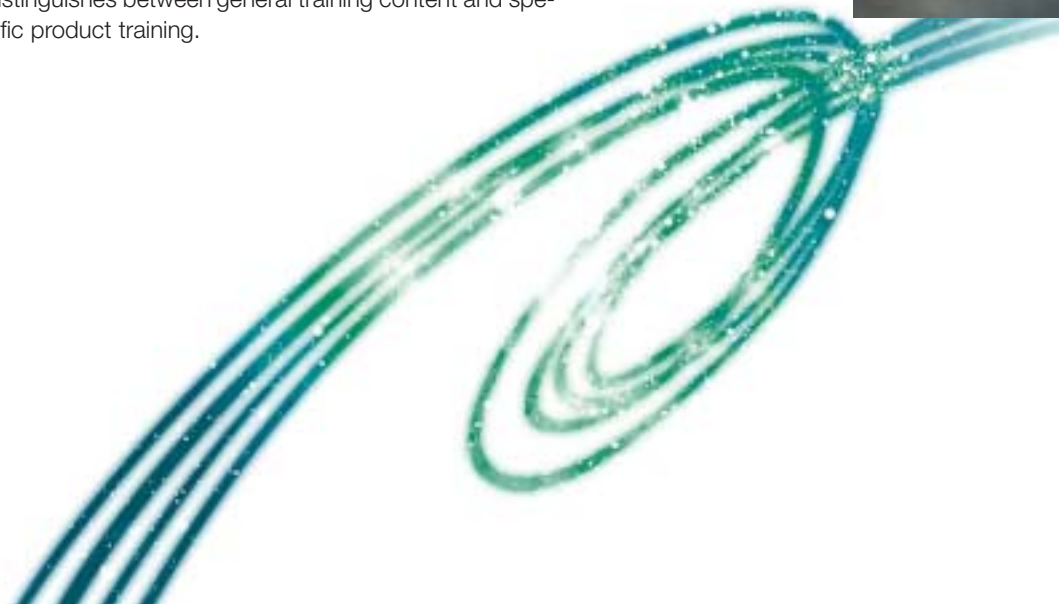


Making training more efficient

Modularity is the key to rationalising our approach to training. Traditionally, Konica Minolta has provided comprehensive product training for every new product launch. This has meant that a significant proportion of general training content is repeated at every product launch – an inefficient approach. Mplus, in contrast, distinguishes between general training content and specific product training.



Modules covering topics such as connectivity, safety and the environment, the principles of digital copying or paper handling provide further training of a general nature so that when a product is to be launched, only product-specific training is required. By increasing the efficiency of further training, Mplus saves staff time and ensures the company enjoys a better return on the resources invested in training.





Giving you greater flexibility

Mplus is essentially based on eLearning.

This radical departure from traditional further-training methods brings several significant benefits:



Mplus

- Individualised learning

Content can be customised to the needs of each participant according to the “just enough-principle”. What’s more, each participant enjoys, on top, the advantages of self-timed, self-paced learning. “Learning on demand”, as it were.

- Fast spread of centrally updated content

One of the biggest advantages of eLearning is the speed with which content can be revised, updated and extended centrally to meet new technical and market requirements in the local field organisations.

- Greater coverage

Content reaches a much wider audience much more quickly than was ever possible via traditional seminars or workshops.

- Measurable output

The progress and successes achieved in the learning process can be more effectively measured while the qualifications obtained can be more easily communicated in the market place.

- Cost savings

Mplus reduces training and travel costs by switching the focus to home learning.

Of course, self-study demands a greater degree of discipline than the traditional participation in seminars or workshops but for all those taking part, the rewards and return on time invested are much higher. Nevertheless, the most effective solution is an intelligent mix of self-study and face-to-face seminars and meetings.

Call us for detailed advice – we can provide you with significant levels of support (see page 7).



Offering you customised qualifications

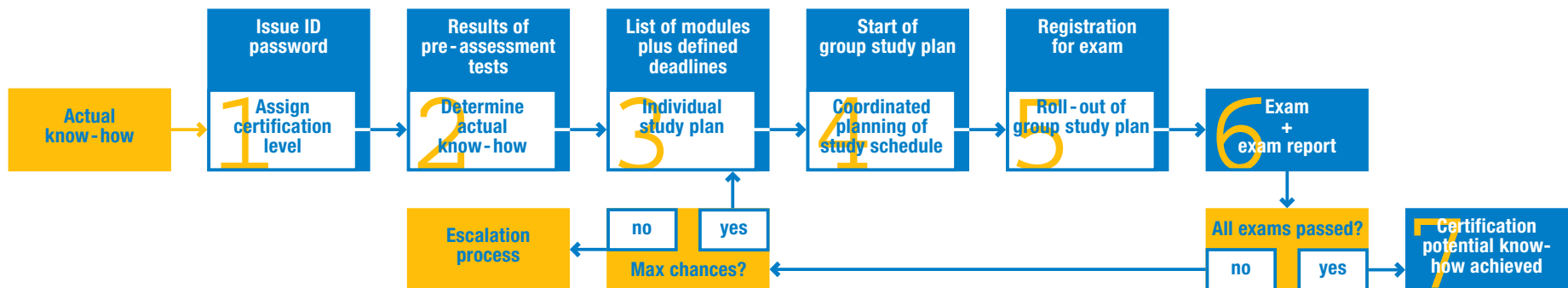


The modular certification system

The modularity that characterises the Mplus concept is also evident in the certification system. This makes it much easier to assess a participant's progress and, as each new certificate is acquired, enhances his career prospects.

ensures participants learn what the market really requires them to know and takes account of each participant's previous skills and qualifications. The fact that Konica Minolta's Mplus qualifications are superior to, for example, the IT industry's

A+ standard in meeting market-specific requirements is an important argument in marketing terms. With more and more "look-alike" products on the market, a company that can provide first-class service and support enjoys a key competitive advantage.





Giving you **strong support**

Mplus places greater demands on each and every participant. After all, eLearning requires a higher degree of self-motivation. But we don't leave you in the lurch. The Mplus training concept includes a number of supportive measures designed to boost motivation and improve results.



At Konica Minolta we initiate and support self-learning groups backed up by Mplus-tutors who are at hand to encourage participants, supervise learning and assist with problems. The "virtual classroom" concept offers participants the chance to share feedback and profit from everybody else's experiences. Additional motivation may come from contests among participants, parties to celebrate the achievement of specific goals or self-study bonuses.

Konica Minolta knows how vital the permanent learning process is for the company's future. That's why we continue to invest considerable resources in the Mplus programme on a world-wide scale.

Mplus



Modular Permanent Learning Utility System

How you benefit

- Tailored learning
Just enough training for each individual
- Updated contents
Always in line with current technical and product developments
- Certification track
Europe-wide standards facilitating communication towards customers
- Strong partnership
Realising, hand in hand with Konica Minolta, the best training track into the 21st century digital era
- Support / communication
On-going assistance from the local Mplus tutor and central tele-tutor



- eLearning
Reduction in training and travel costs by switching the focus to home (e)learning
- Cost planning
More accurately pre-calculated training costs in the Mplus pricing system
- Cost savings
More training for less money

How to find out more

For more information on how to get involved in Mplus, just get in touch with:

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