



KONICA MINOLTA

Konica Minolta, Inc

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“The adoption of CompTIA certifications has established the necessary knowledgebase for sales personnel.”

Mr. Katsuya Yasuda
Senior Manager, Hybrid
Business Promotion Division

CompTIA Certifications

- CompTIA IT Fundamentals
- CompTIA Cloud Essentials
- CompTIA A+

CompTIA WORLDWIDE HEADQUARTERS

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Konica Minolta Empowers Solution Selling through Sales Enablement Program with CompTIA

Integrating CompTIA certifications into Sales Enablement Program to enhance Solution Selling capabilities for Sales Organization

TARGET
SECTION

Sales and Pre-sales team from Konica Minolta Asia Pacific region.

Background of Efforts

Enhancement of the sales force driven by business transformation

As one of the world’s leading companies in the printing industry, Konica Minolta has been stepping up the game by focusing on IT Services business. In 2017, with the announcement of the new cutting-edge product, Workplace Hub, Konica Minolta adopts the CompTIA certifications to prepare its sales force for the new challenge.

Konica Minolta, Inc. is a global technology company that provides innovative solutions to businesses and society. With its strengths in the combination of its core technologies in advanced imaging, optics, sensing, materials and nano-processing, Konica Minolta is committed to create new values that help customers address challenges in their operations and work processes.

The adoption of CompTIA certifications for the sales department



CompTIA IT Fundamentals demonstrates your readiness for the digital workplace. The exam covers foundational IT concepts including identifying and explaining computer components, installing software, establishing network connectivity and preventing security risks.



CompTIA Cloud Essentials certification demonstrates that an individual knows what cloud computing means from a business and technical perspective, as well as what is involved in moving to and governing the cloud.



CompTIA A+ validates understanding of the most common hardware and software technologies in business and certifies the skills necessary to support complex IT infrastructures.

ACTION

Necessity of the standardized IT knowledgebase for the growth of sales personnel

As part of this business transformation, Konica Minolta has determined to focus on transforming its sales force to be Information Technology and solution selling ready. Konica Minolta currently provides numerous training courses for its employees ranging from products to project management.

However, the challenge for the organization at the time was the lack of standardized IT knowledge base across the board. There was also a need to develop the necessary knowledge base regarding to cloud services to keep up with the latest market demands.

Successful launch of the Sales Enablement Program

Through close communications and collaborations from CompTIA, Konica Minolta adopted the **CompTIA IT Fundamentals** and **CompTIA Cloud Essentials** certificates to be the standard training courses for its sales organization. Apart from the sales organization, Konica Minolta also ensures its services staying top-notch by providing the engineers with the **CompTIA A+** certificates.

“Through equipping the organization with the necessary IT capabilities, Konica Minolta is one step closer to the customers to provide the best values and solutions satisfying customers’ needs. With the successful launch of the Sales Enablement Program, Konica Minolta is ready to roll out the training programs on a larger scale to ensure the best offerings to the customers at all time.”

Mr. Katsuya Yasuda
Senior Manager,
Hybrid Business Promotion Division

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