

# BMTL

## BUSINESS MACHINES TANZANIA LTD.

### THE MARKET

Companies across the spectrum in Tanzania have one place they can turn to for all their solutions: Business Machines Tanzania Ltd (BMTL). After 48 years of operation in the country, BMTL is today a leading brand in the field of office automation, information technology and solutions. The company's expertise, leading brands and dedicated after-sales-service are designed to provide Tanzania's business community with the solutions needed for continued success.

BMTL has established strong, long-term partnerships with the world's top brands, meaning that quality and value for money are guaranteed for all BMTL clients. Whether its photocopiers or laser printers, note counters or safes, BMTL has the very best solutions, specially selected for the demands of the Tanzanian business market and community.

Document solutions include quality photocopiers, printers, duplicators, shredders and binders. Technical solutions are provided by a highly trained, well equipped and extremely motivated team of technicians. The Information Technology and network solutions cater for networking and corporate cost containment, while the communication solutions under the telecommunications department deals with Siemens voice-handling services. Also available are security and financial solutions that include access control, safes and note and coin counters targeted at the financial sector.

In offering the DeLaRue Cash system, BMTL has created a competitive and vibrant environment, accounting for around 20 percent of the brand's total turnover.

BMTL's main target market is the rapidly growing banking sector and the sales revenue is expected to increase from TSh14 billion to TSh18 billion this year. The brand is looking at controlling a 60 percent share from the banking sector.

### ACHIEVEMENTS

BMTL has achieved iconic status through its high quality products and services. The company is a preferred supplier for many organisations and businesses and

offers a one-stop solution for all office automation and solutions requirements.

In continuing to keep pace with the demands of its customers BMTL works with international standard service management software. This helps to keep track of the customers equipment history from the time it is put into operation and all its service life.

BMTL ensures that its staff is continually trained in providing international standard solutions. Staff are expected to undergo training on the service and maintenance of all equipment prior to its placement into the market. This ensures that customers receive local support for international equipment.

BMTL is a pioneer in the introduction of digital photocopiers in the country. The company has partnered with NRG International Ltd and DeLaRue cash systems. The company has won

several awards over the years:

- In 2003/4, BMTL won the DeLaRue International Distribution Business Award for Outstanding Sales Achievement. In 2002 and 2000, the company was awarded an NRG International Limited certificate for Outstanding Performance
- In 2003, BMTL was recognised by Standard Chartered Bank Tanzania Limited for its excellent services
- BMTL is among the top 100 taxpayers in the country and is proud to be contributing to the country's overall development
- BMTL prides itself on being a source of livelihood to more than 200 families. By employing qualified people to engage in achieving its goals, BMTL's family culture and oneness is a real source of strength and inspiration towards success

### HISTORY

BMTL is one of the oldest and most well established business brands in Tanzania. The company is built on a strong foundation of decades of experience and credibility, servicing the needs of the Tanzanian business community. BMTL has been in operation in Tanzania since 1960 and is now a leading brand in the provision of business solutions.

In early 1994, BMTL became a wholly owned subsidiary of Copycat Limited of Nairobi, Kenya, thus joining forces with existing office experts in East Africa.

The company's head office is in Dar es Salaam, with branch offices in Arusha, Mwanza, Mbeya and Iringa, with plans to open another office in Dodoma. BMTL

has built its reputation by offering the best customer oriented solutions in office automation, telecommunications, information technology, networking, document solutions and financial and security solutions. Every product is sold with a guarantee of peace of mind: A rescue service is just a phone call away in the unlikely event of any technical problems.

By working closely with leading international system vendors, BMTL has been able to provide its customers with the most technically advanced products and services at the best possible prices. BMTL consistently anticipates the

# MORE FOR LESS

**BMTL brings you the latest range of Digital Copy Printers for your office**

- More Durability
- More Memory
- More Copies
- More Speed
- More Profit
- Less Ink
- Less Time
- Less Expense
- Less physical storage
- Less on Maintenance

**TOTAL DOCUMENT SOLUTIONS**

**BMTL** Call at any of our branches for a FREE demo today.  
 Dar es Salaam : 2119193/2114624  
 Arusha : 2503099/2544111  
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growing needs of its customers and has established marketing partnerships and collaboration with world-renowned products and brands that offer state-of-the-art technology.

## THE PRODUCT

BMTL leads the way in delivering high quality office solutions for the 21st century businesses. The company's leading technologies and world renowned products enable productivity enhancing solutions for all businesses, whatever their size.

BMTL's leading and most successful products are digital multi-functional products offering document, printing and colour solutions. These comprise photocopiers, fax machines, duplicating copy printers, mono and colour printers, scanners and other equipment. Financial solutions include money counting machines manufactured by DeLaRue.

With regard to document solutions, the photocopier market has moved from the traditional analogue copying technologies to digital technologies. Analogue copiers operate using mirrors and lenses to transfer the original image down onto the photosensitive drum, which in turn produces the copy on the paper. Digital copiers add an important step to this process: Instead of transferring the image directly to the drum, the image is scanned into an internal computer. The image is then transferred from the computer to the photosensitive drum by a laser printing process.

Digital photocopiers offer several advantages: Both scanner and printer can be simpler and more reliable mechanisms. The internal computer can be used to perform a variety of complex functions on the image before it is printed and the image may be stored in the computer and printed multiple times without re-scanning. It is especially useful for making multiple copies of an important original. The copier may be used as a laser printer, an excellent choice for a busy office because of its high print speed and its ability to include a variety of other functions.

Financial and security solutions include BMTL's well-known money counting machines, manufactured by DeLaRue Cash Systems. The

machines have high speed counting features of up to 1,750 notes per minute, with a unique metal thread counterfeit detecting mechanism to pick up fake bank notes.

Another product aimed at the brand's key market - the banking sector, is the Foreign Currency Validators from Cashscan Corp USA. The machine has a unique scanner for reading and printing the serial number and denomination of each bill and is also able to detect counterfeit notes. The printer can be turned off when not needed.

In the same range, BMTL's coin counting machines from Billcon Corp Japan come with a heavy duty mechanism that provides state-of-the-art reliability. It can count coins at a speed of 3,700 coins per minute - accurately, rapidly and efficiently.

Another major product range is the security solution equipment, which comprise record protection equipment like burglar proof safes and fire resistant filing cabinets. These products are manufactured by India's leading physical security equipment manufacturer Godrej & Boyce and carry the certification of Underwriters Laboratories (UL) USA, the world's premier testing agency.

As part of its continuous evolution strategy, BMTL have now introduced a time and attendance recorder and access control system. These systems are very easy to use and contribute to the bottom line of any organisation by ensuring facilitating higher staff productivity and complete automation and link up with the payroll systems.

**Saves Energy. Saves Space. Saves Time. In short, Saves Money.**

**BMTL** brings you a unique multifunctional color copier MPC1500SP, to add a dash of color to your office and yet cost as less as the black & white printouts. It is the only MFP, which can copy/print/lax/scan all within the desktop space. It means you save space too. Just right for the small workgroups to be competitive in an affordable way.

**BMTL**  
Business Machines Tanzania Limited.

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 Branches: Arusha- Tel: 2503099 / 2544111 Mbeya- Tel: 2504141 Mwanza- Tel: 2500659 Iringa- Tel: 2701310

## BRAND VALUES

The brand believes in constant respect for all its business stakeholders - shareholders, employees, customers and suppliers, as well as the environment in which it operates.

Accessibility is another key issue: BMTL's branch offices in several parts of Tanzania enable easier access for customers nationwide.

The brand's core focus is the client: Customers

are assured when they call with a problem or an after sales query, their issue will be attended to promptly. If a machine has a problem, a technical team will be dispatched to their home or office. This is made possible because the company has invested in a fleet of vehicles for faster back up and better service.

All customers also enjoy an annual service contract that comes with all BMTL equipment, parts and consumables. Parts are easily available and clients are assured of quality service from well trained staff in the sales, technical and service departments.

BMTL customers also enjoy regular preventive maintenance of equipment, and replacement units are provided if the machinery has to be brought to the workshop for major services or repairs.

The BMTL customer relations department calls on customers every month to ensure that any queries or concerns that the customers have are taken care of in a personalised manner.

BMTL is the only company in Tanzania which, over the past 48 years, has sold and is servicing the largest number of office and IT equipment. BMTL guarantees a customer value for his or her money and the ability to service all their market needs.



## THINGS YOU DIDN'T KNOW ABOUT BMTL

- BMTL is the single largest company in Tanzania with over 25,000 pieces of equipment in the field
- BMTL is the oldest business solutions provider company in Tanzania with over 48 years of experience, servicing the entire country
- BMTL provides equipment and services on a par with those offered anywhere in the world. New technology launched abroad is found in Tanzania at BMTL
- BMTL is the only company in its field to launch an Environmental Campaign by planting about 400 trees as an initiative to assist the Tanzanian Government in its efforts in the fight against deforestation and degradation