

TOSHIBA

Soooooooo... what's next????

Larry White

President and CEO

Toshiba America Business Solutions



TOSHIBA

Introducing

e-STUDIO™ 2521AC



THE POWER OF PRINT

Print is alive and well.

81%

**More
attentive**

74%

**More
focused**

72%

**More
efficient**

75%

**More
productive**

Source: Innocean Research Study 2022/2023

\$81 Billion

Global Market in 2027*

Plenty of revenue
opportunity ahead.

Source: IDC WW Print Forecast Documents published in 2024

*Includes the combined global dollar values of print-related hardware, supplies, solutions, and managed print services with all overlap eliminated.

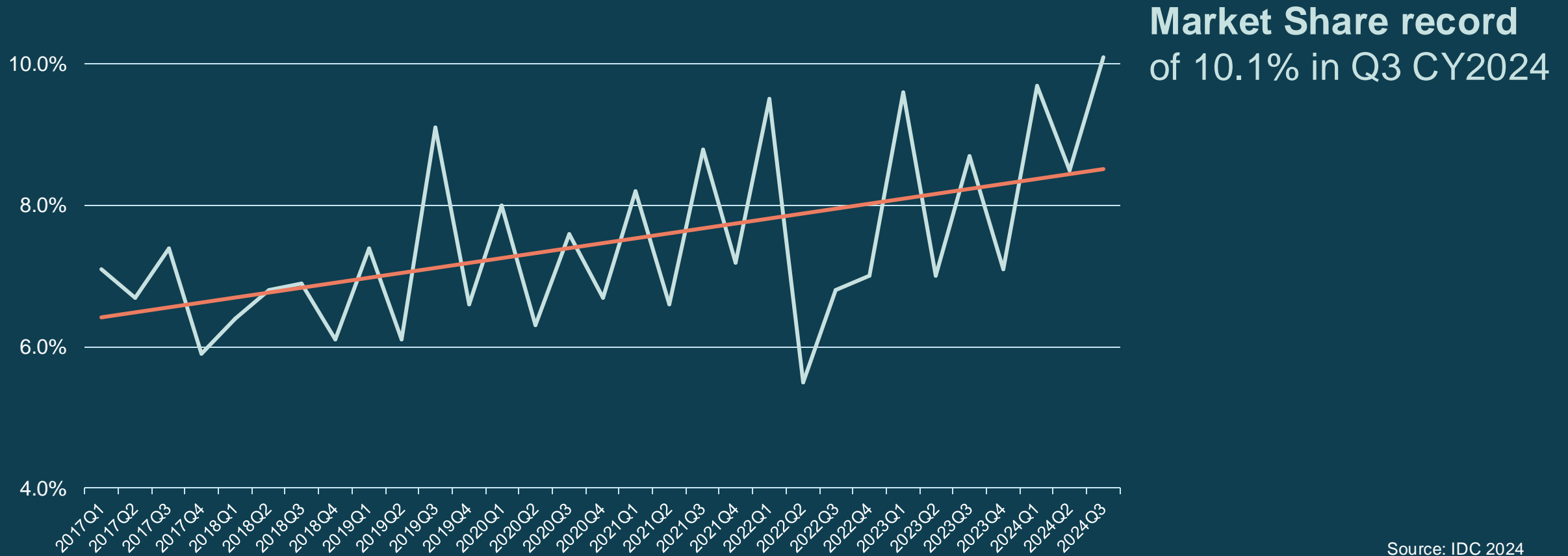
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Market Share Records

Upside ahead



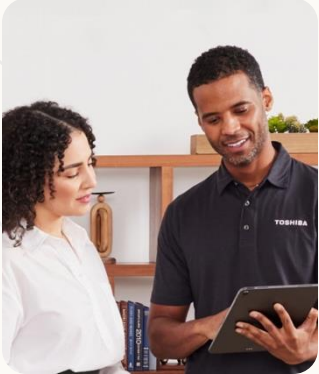
TABS A3 Market Share 2017-2024



Source: IDC 2024

Diversify for growth.





Software and Services

Growth Areas

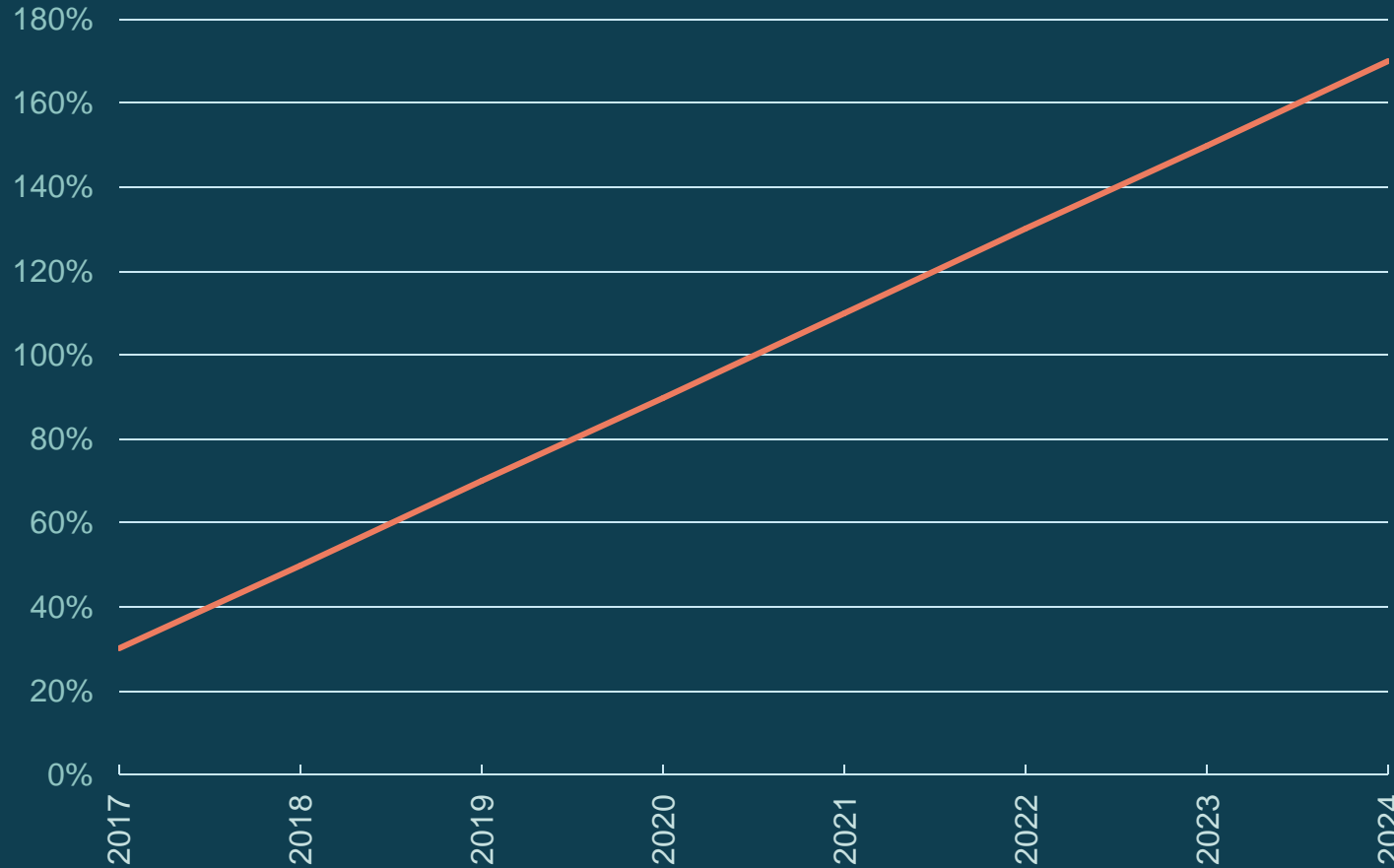


Label and Receipt Printers



Managed Print as a Service (MPaaS)

TABS Label and Receipt Business



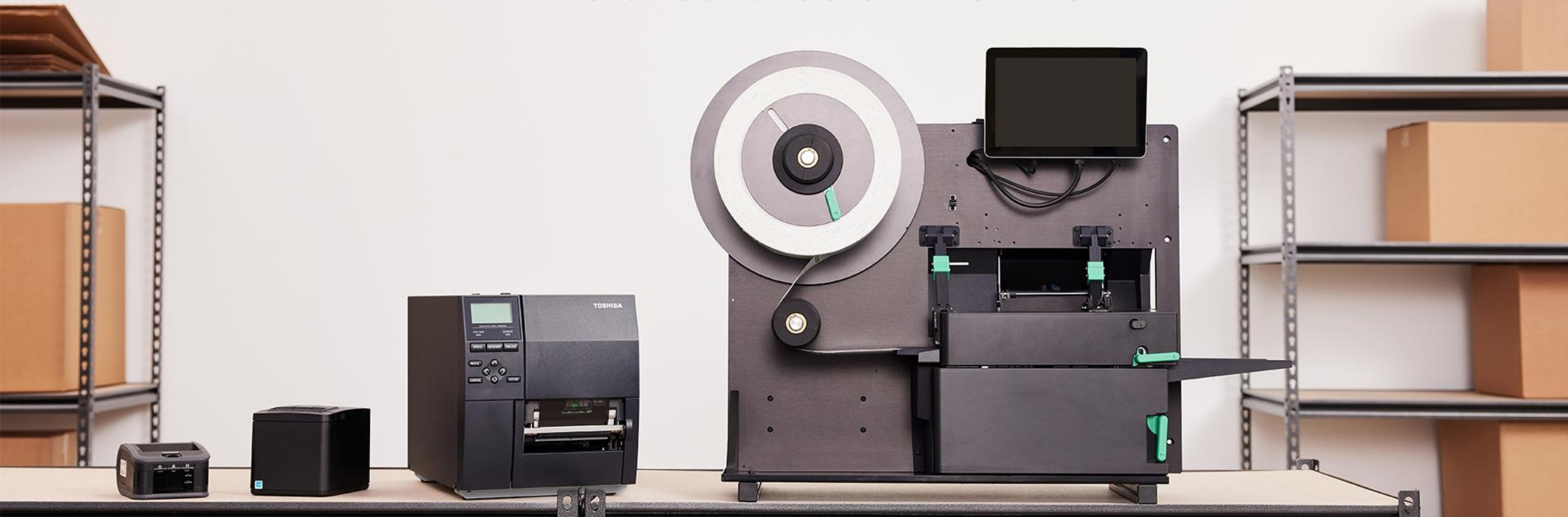
166%
growth
since 2017

MASSIVE THERMAL OPPORTUNITY

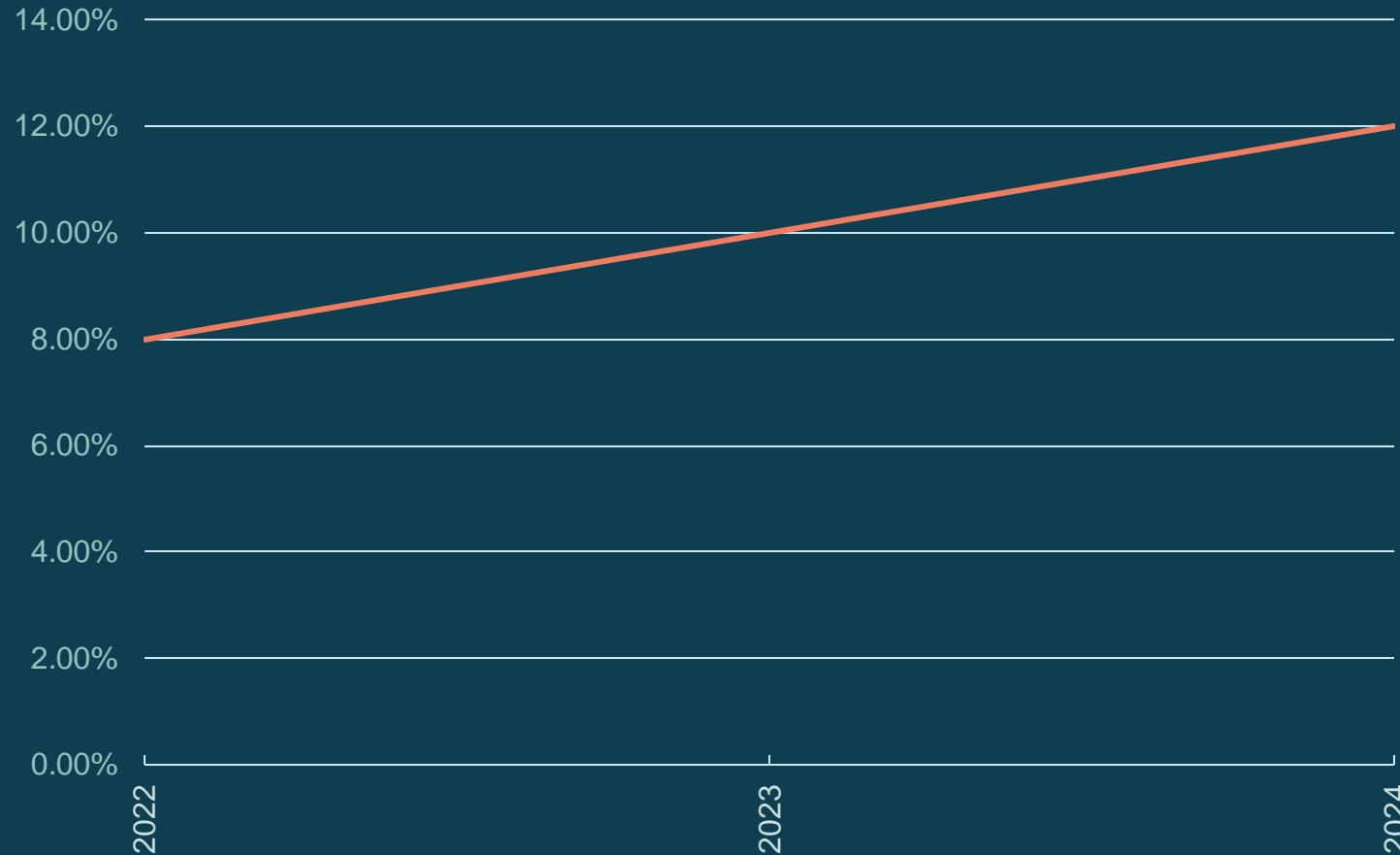
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28,779

competitive thermal devices in our existing
MFP-installed base environment.

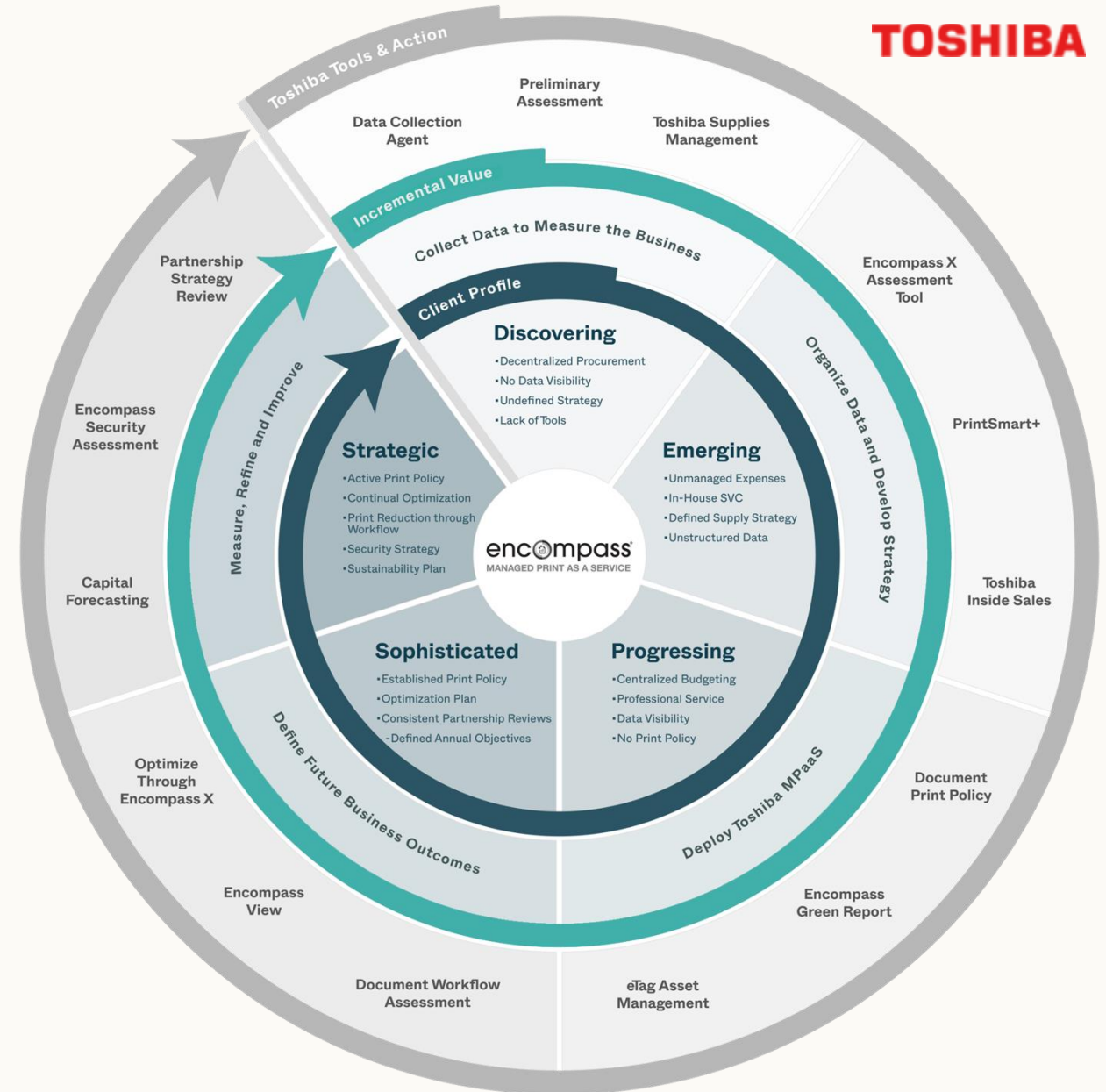


TABS MPaaS Business

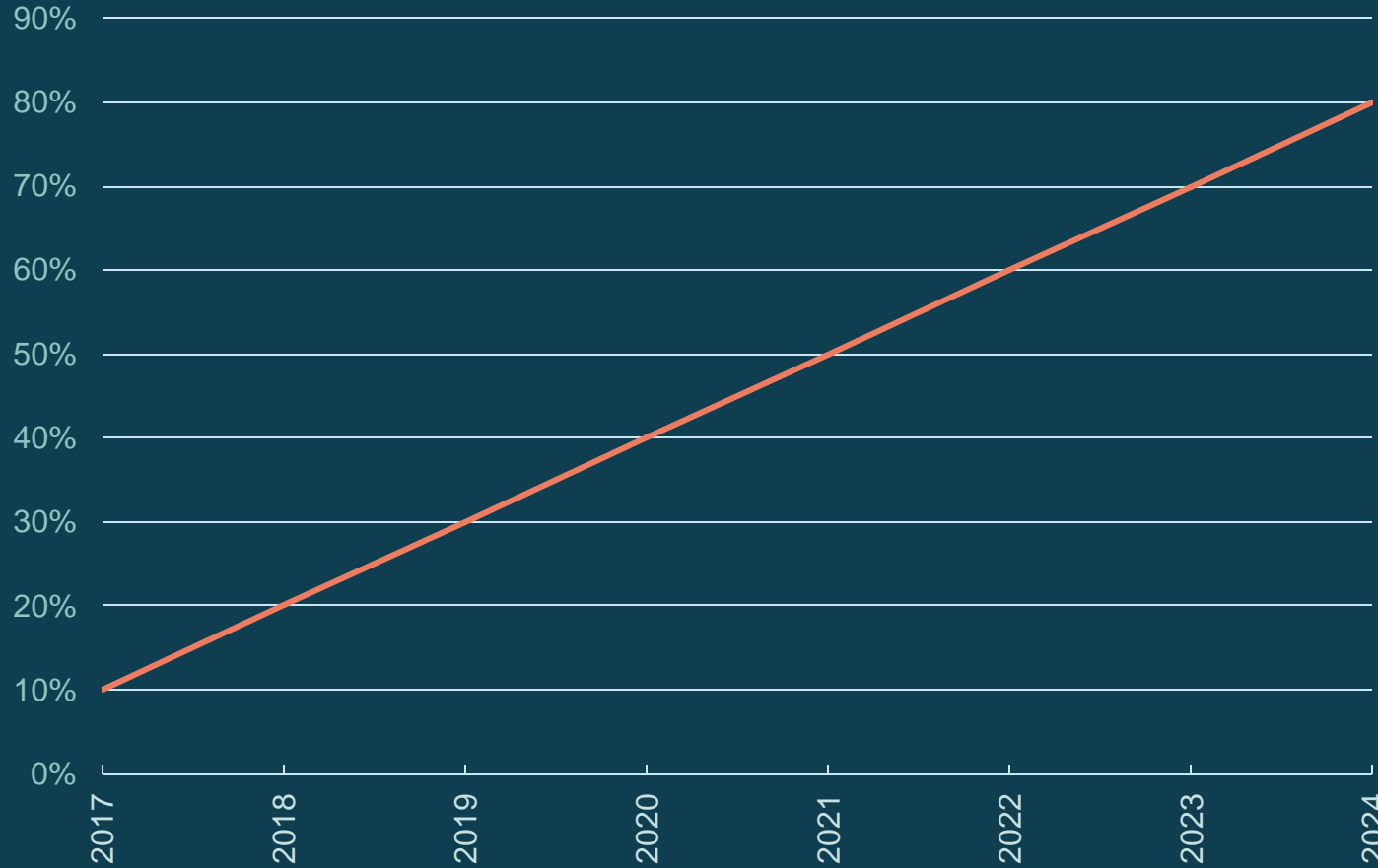


24.5%
MPaaS
growth rate

- Since 2004
- Industry-leading and exclusive toolset
 - Encompass Online
 - E-TAG
 - Encompass View
- Focus on:
 - Savings
 - Security
 - Sustainability
- Data-driven
 - Assessment
 - Business Reviews



TABS Solutions Business



74%
growth
since 2017

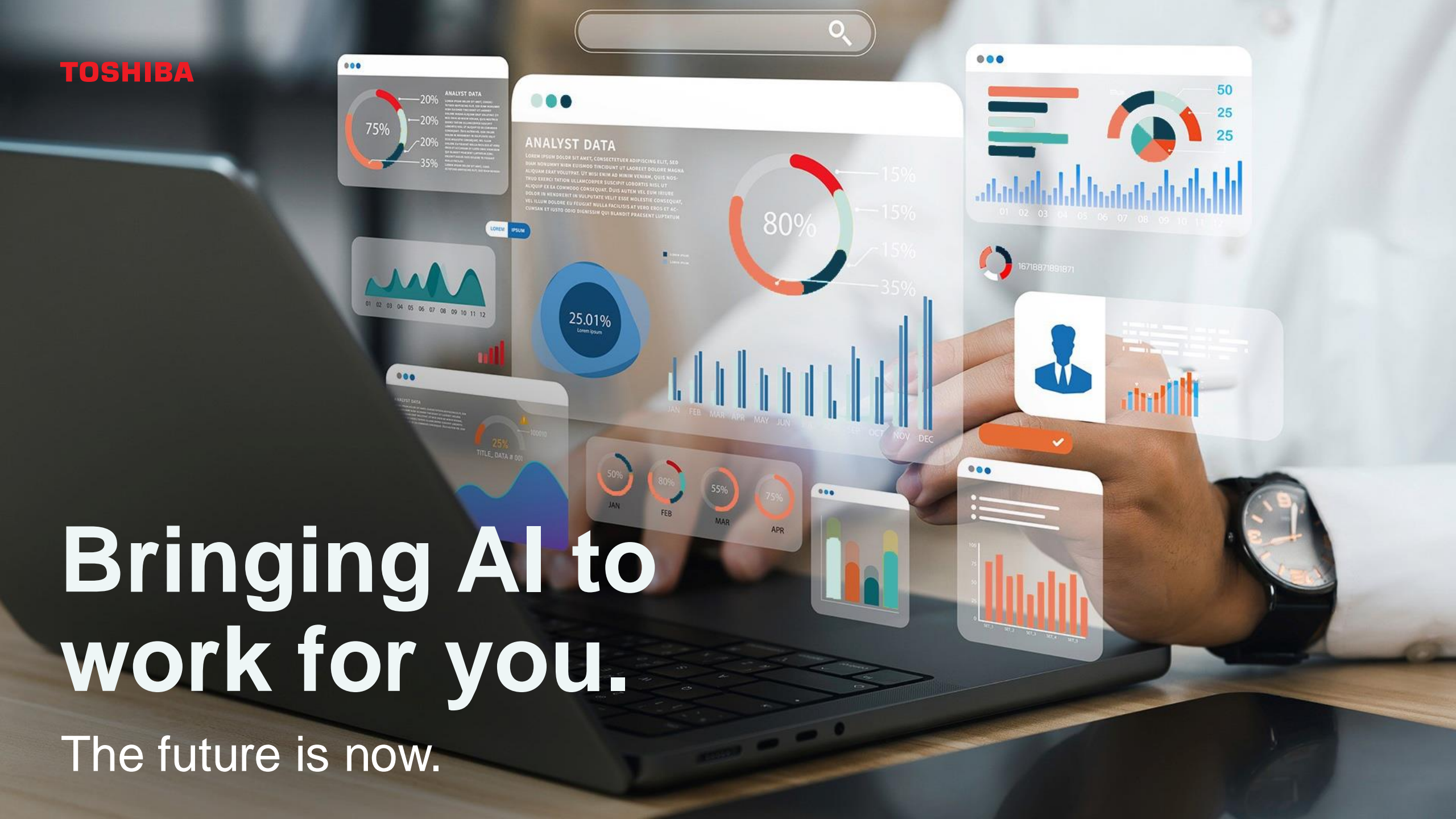
Digital Workplace Solutions



TOSHIBA

Bringing AI to work for you.

The future is now.



Why AI?

It's the fastest growing tech we've ever seen—instantly applicable and accessible to everyone.

Rate of advancement is **extraordinary**

Rate of investment is **extraordinary**

Rate of adoption is **extraordinary**

TOSHIBA'S FOCUS

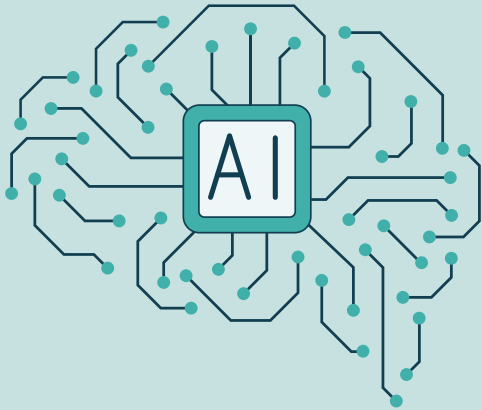
“About 75% of the value that generative AI use cases could deliver falls across four areas: customer operations, marketing and sales, software engineering, and R&D.”

- McKinsey

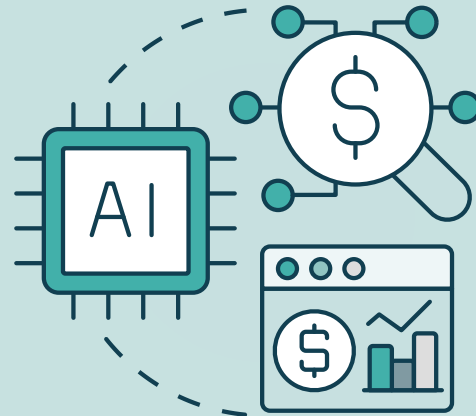
Source: McKinsey Report: The economic potential of generative AI: The next productivity frontier, June 14, 2023

TOSHIBA'S AI APPROACH

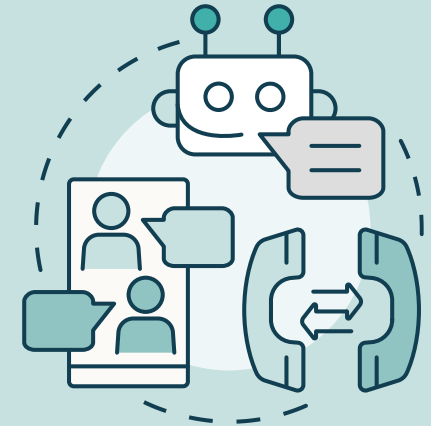
Three Pillars



Product AI



Sales AI



Marketing AI

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Cloud and AI-enabled products

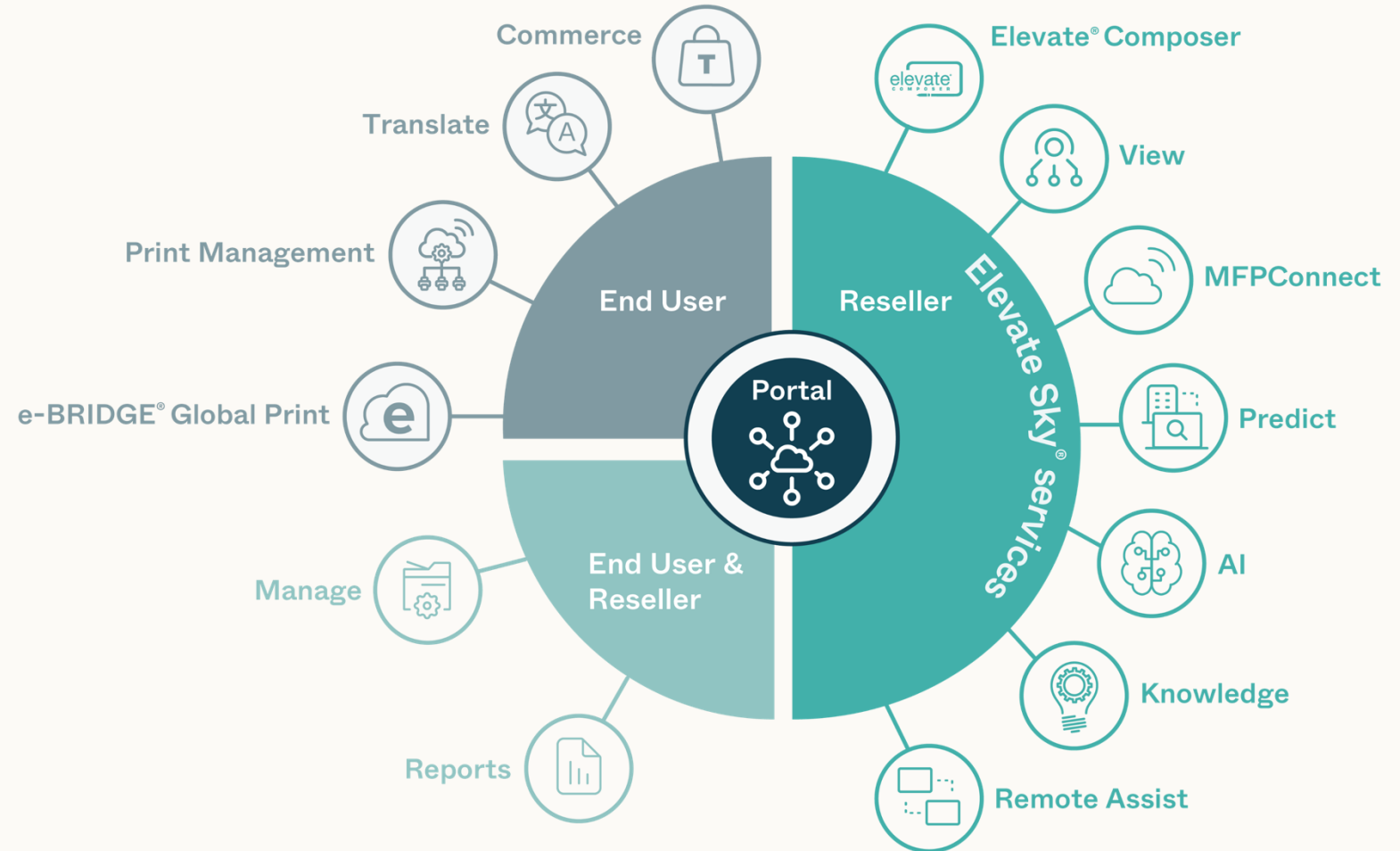




ELEVATE SKY® SERVICES

Extensive series of reseller tools.

9 separate service-oriented applications.





Toshiba Cloud

by the numbers



TOSHIBA

> 200,000 devices



2TB daily



~10,000
data points per device

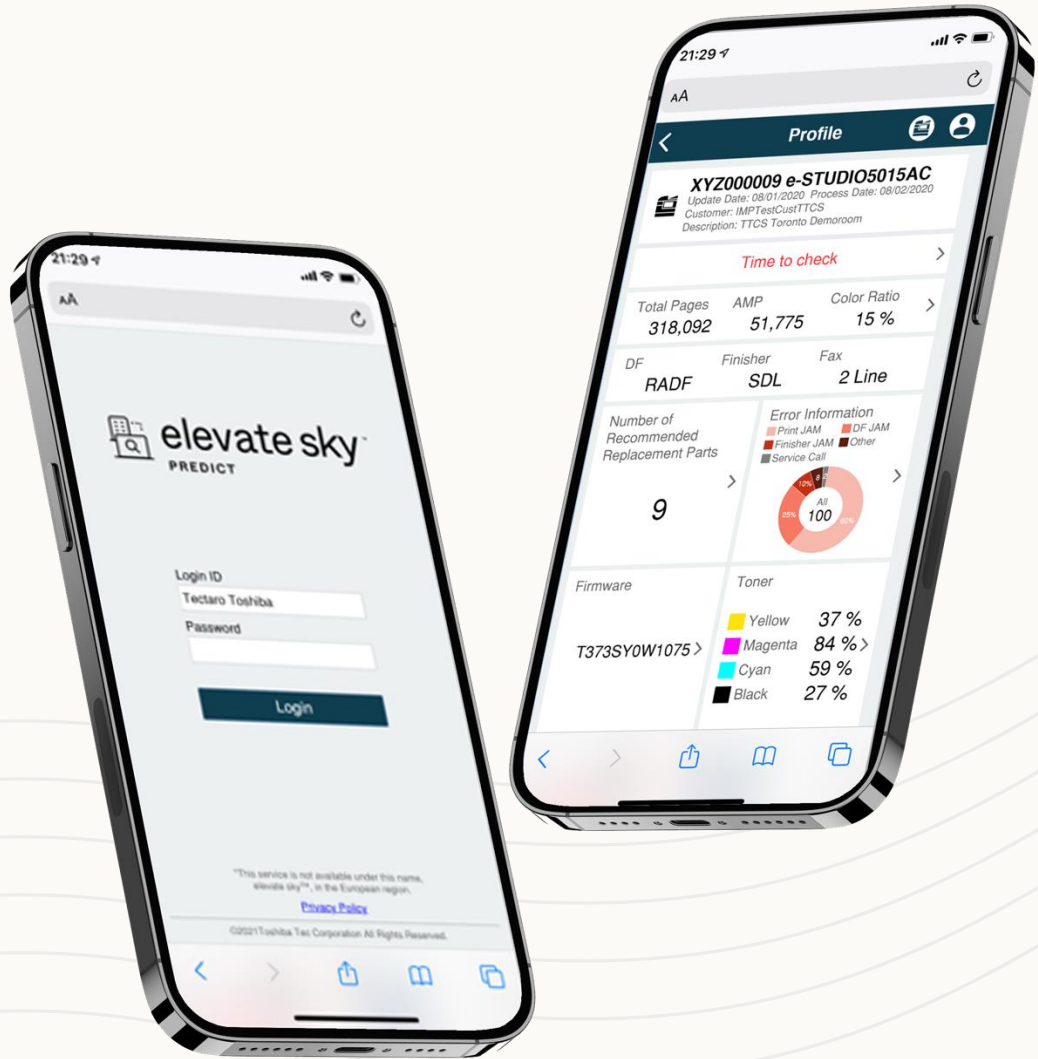
~200 error codes
~3,000 sensors
~7,000 counters
& settings



~ 1 Billion
records per day

~ 2 years of historical data
~ 24 hours processing
~ Prediction over next 7 days
> 70% predictability





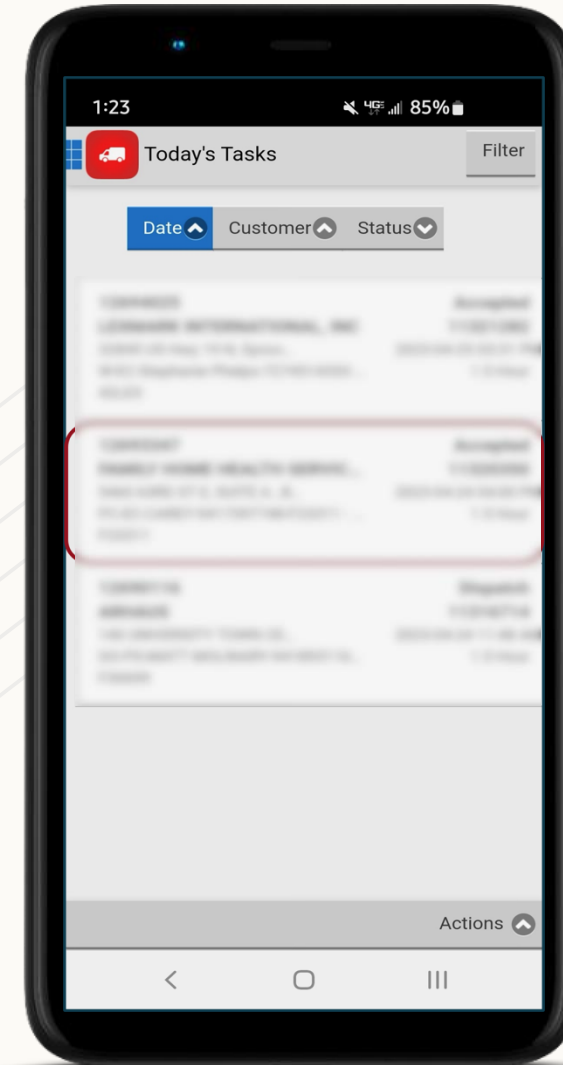
elevate sky

PREDICT

- Monitor MFP health
- Address potential issues before problems occur

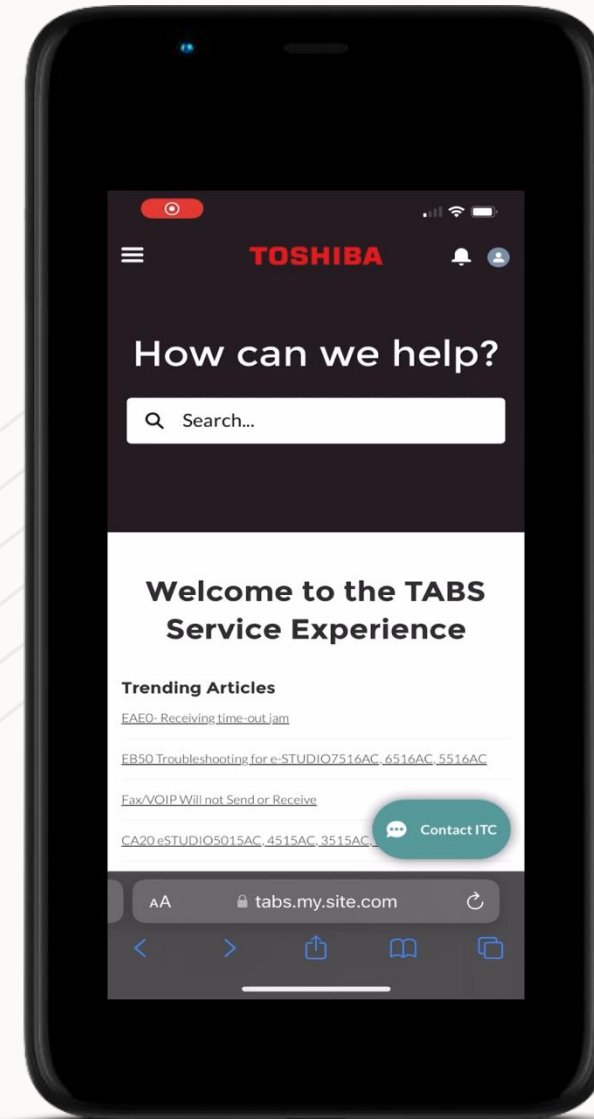
The logo for 'elevate sky AI' features a stylized brain icon on the left, composed of two halves with circuit-like patterns. To the right of the icon, the words 'elevate sky' are written in a large, bold, sans-serif font, with 'AI' in a smaller font size directly below 'elevate sky'.

- Predict service needs for Toshiba fleets
- Combines device analytics with call center data to enhance prediction algorithm
- Automatically create service tickets
- Proactive problem resolution





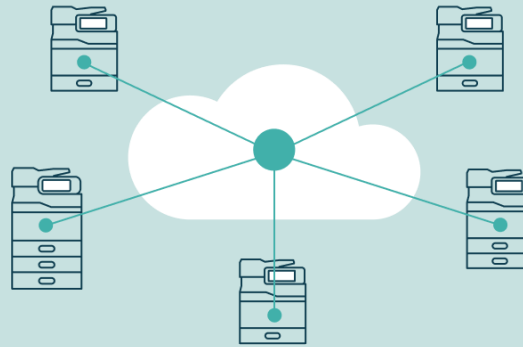
- Access a mobile-friendly site for technicians, help desks, and managers
- Discover knowledge with AI-driven search across articles and resolutions
- Manage cases, run reports, and use diagnostic tools with ease



Immediate ROI on Service Visits



In just 6 months, we successfully handled **36,364** remote service calls and completed **133,383** remote firmware updates



Providing a total of **169,747** remote services across the entire fleet



Saving **\$100** per call per device

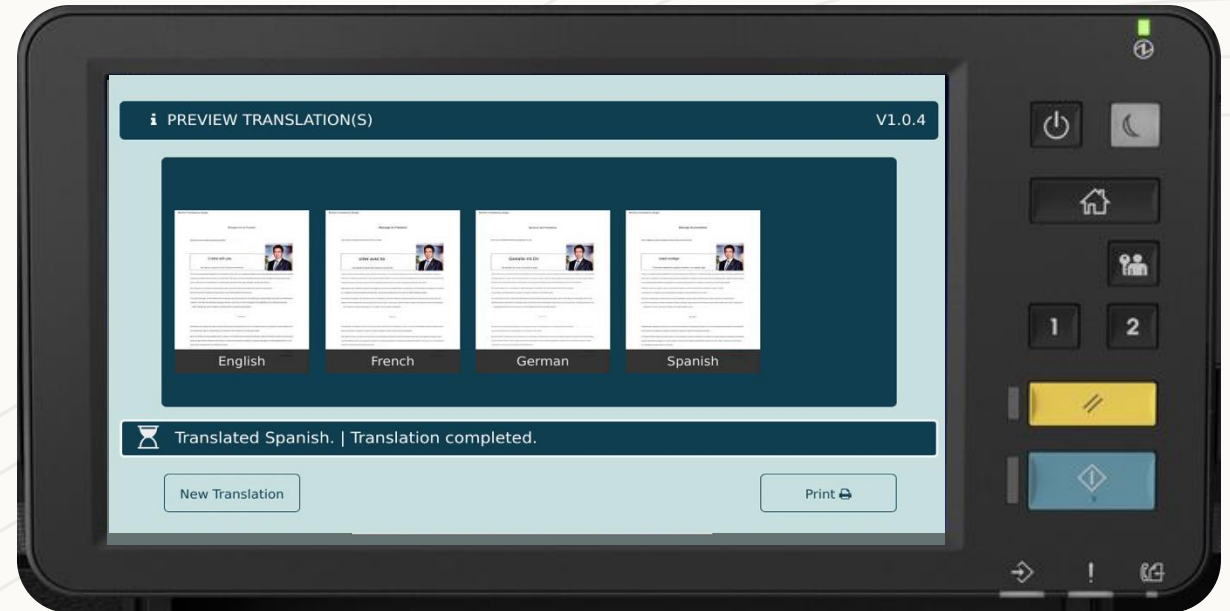
You get the ROI on your fleet in a matter of weeks!

The logo features two speech bubbles on the left. The top bubble contains a Chinese character (文), and the bottom bubble contains the letter 'A'. To the right of these bubbles, the text 'elevate sky' is written in a large, lowercase, sans-serif font, with 'TRANSLATE' in a smaller, uppercase, sans-serif font directly below it.

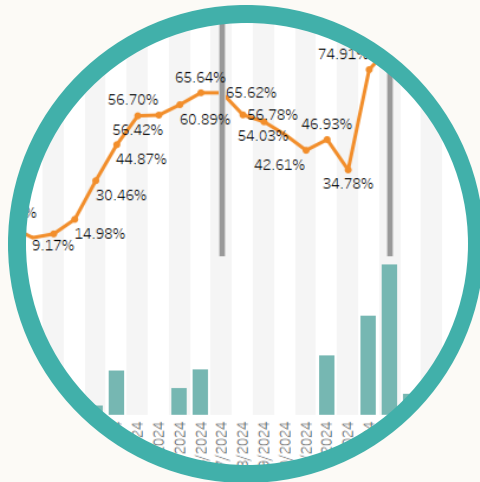
elevate sky

TRANSLATE

- Translate to over 130 different languages
- Perfect for schools, healthcare & government
- Easy to use

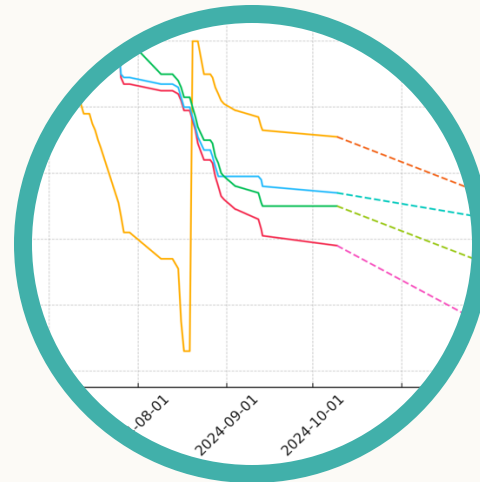


Managed Print as a Service



Elevate Sky® AI

Advanced Service
Call Prediction &
Placement



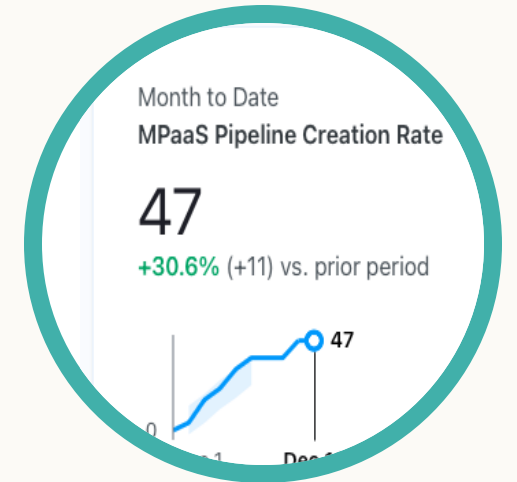
Elevate Sky® Intelligent ATR

AI Toner Delivery
Recommendations
& Status



AI Client Care Case Summary

Correspondence
Summaries & Faster
Client Follow-up



AI Sales Forecasting

Accurate Sales Forecast
Prompting That Engages
Team Members

AI for MPaaS Results

MPaaS Sales Leading Indicators

Marketplace Opportunity Creation

Region (All) TBS Marketplace (All) Transaction Type All

Which sales reps are participating in the marketplace?

64%
Pipeline Participation



41% increase in
opportunity creation

Increase in
opportunity average
revenue


89% forecast
accuracy

AI for Sales

TouchPoint AI Tools

OPPORTUNITY

Opportunity Score

 Einstein Scoring

95

Top Positives

- High success rate for deals where the value of the Customer Type field is Current Cust - Replacement.
- High success rate when opportunities reach the 6. Closing stage.
- Opportunities with similar products have a high success rate.
- Opportunity has had 3.0 activities since being created.

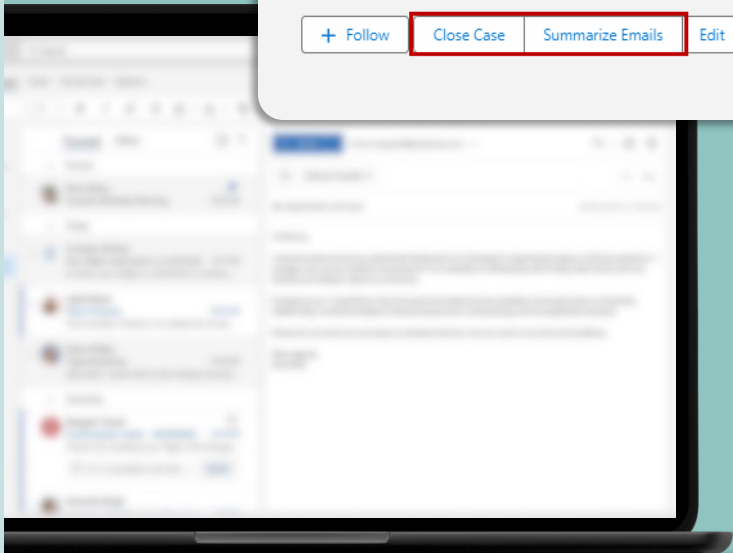
Top Negatives

- Opportunity is moving slowly. It has been open since October 26, 2018.
- Opportunity Type field is empty.

ENGAGEMENT

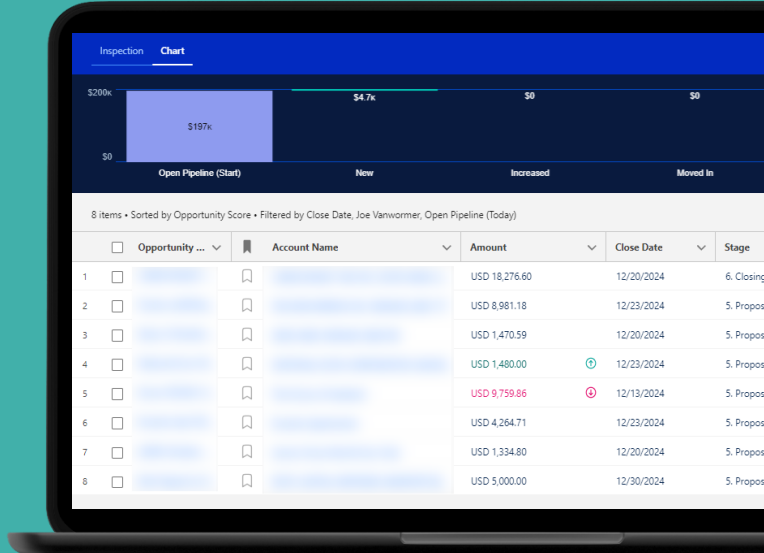
Email Summary Buttons

+ Follow
Close Case
Summarize Emails
Edit
▼



REPORTING

Pipeline Inspection



Inspection Chart

5200k, 50, \$197k, \$4.7k, 50, 50

Open Pipeline (Start) Now Increased Moved In

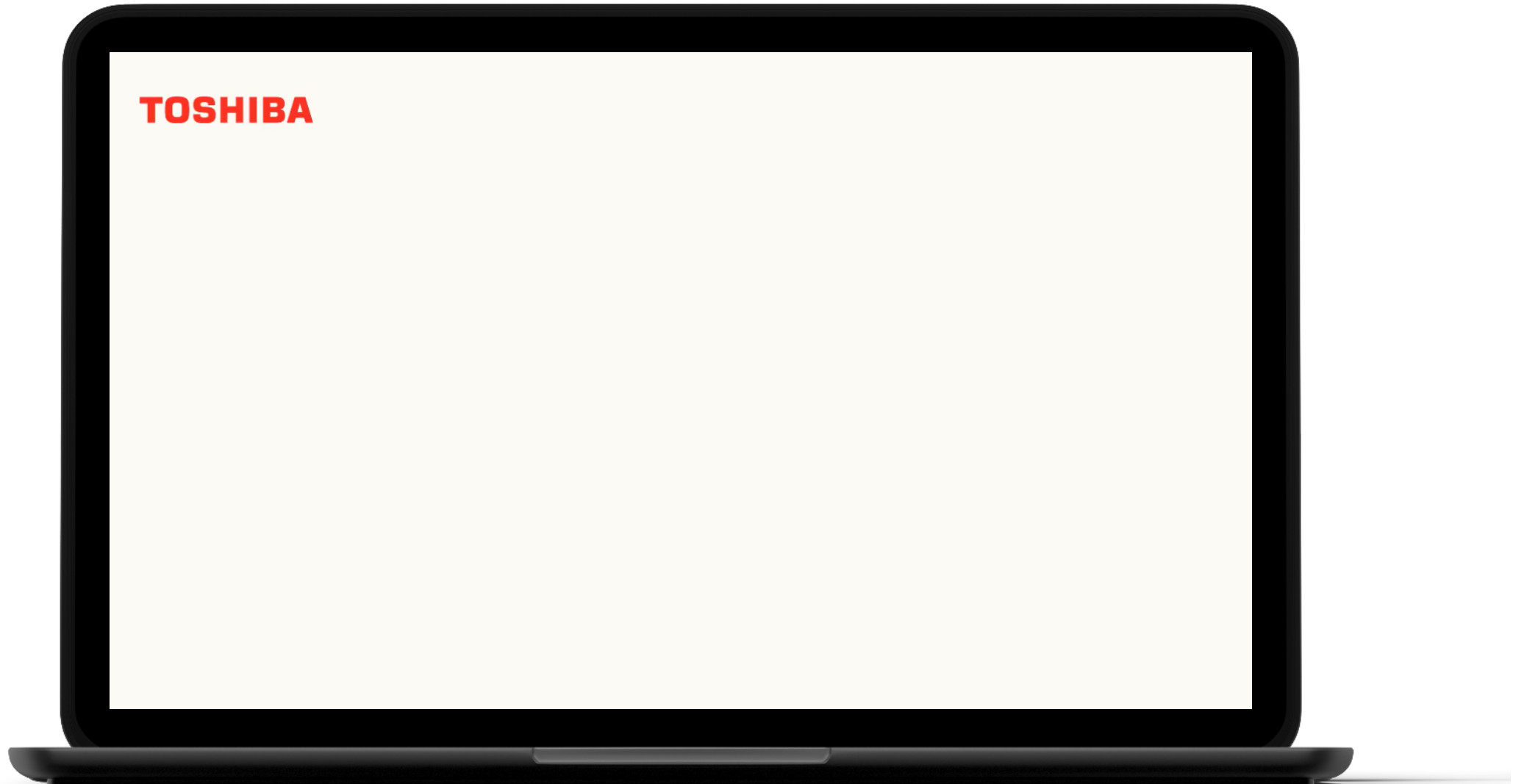
8 Items • Sorted by Opportunity Score • Filtered by Close Date, Joe Vanwormer, Open Pipeline (Today)

	<input type="checkbox"/>	Opportunity ...	<input type="checkbox"/>	Account Name	Amount	Close Date	Stage
1	<input type="checkbox"/>		<input type="checkbox"/>		USD 18,276.60	12/20/2024	6. Closing
2	<input type="checkbox"/>		<input type="checkbox"/>		USD 8,981.18	12/23/2024	5. Propos
3	<input type="checkbox"/>		<input type="checkbox"/>		USD 1,470.59	12/20/2024	5. Propos
4	<input type="checkbox"/>		<input type="checkbox"/>		USD 1,480.00	12/23/2024	5. Propos
5	<input type="checkbox"/>		<input type="checkbox"/>		USD 9,759.86	12/13/2024	5. Propos
6	<input type="checkbox"/>		<input type="checkbox"/>		USD 4,264.71	12/23/2024	5. Propos
7	<input type="checkbox"/>		<input type="checkbox"/>		USD 1,334.80	12/20/2024	5. Propos
8	<input type="checkbox"/>		<input type="checkbox"/>		USD 5,000.00	12/30/2024	5. Propos

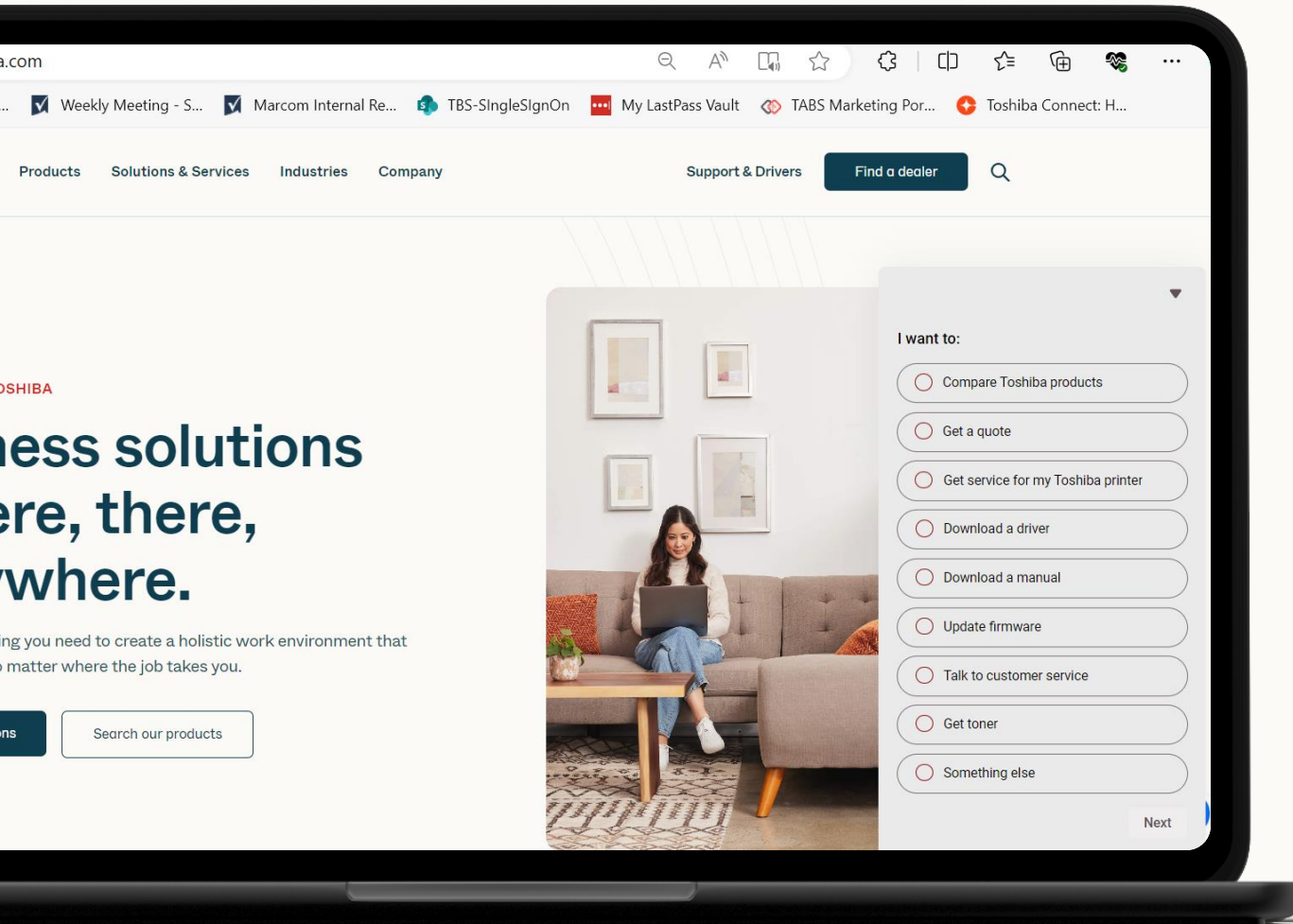
EFFICIENCIES IN TRAINING AND MARKETING

TOSHIBA

AI for Communication



AI for Demand Generation



• SEO

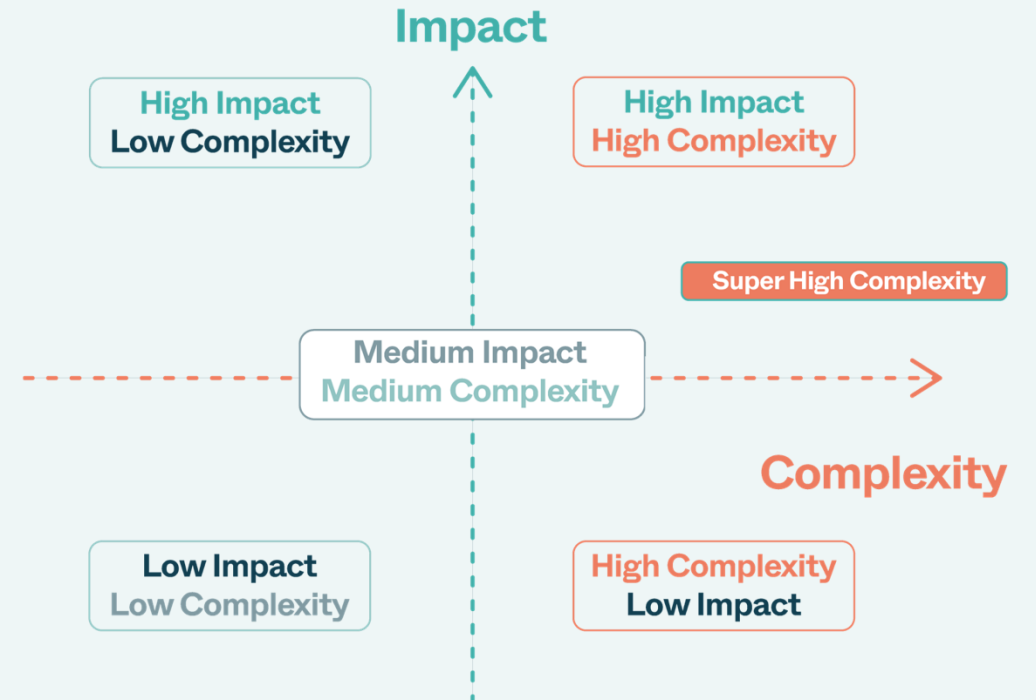
- Optimize for high-value keywords & content leveraging AI-powered tools
- Drive relevant traffic of qualified visitors, increasing awareness & demand

• Integrated Lead Capture

- Capture & engage leads with chatbots using relevant content & offers to move them closer to conversion

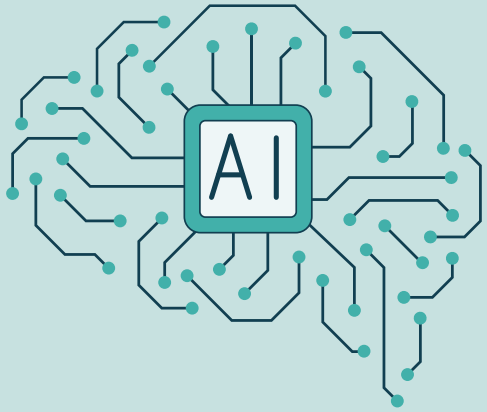
How to get started.

- 1 Rules**
Establish guardrails and consolidate approvals.
- 2 Use Cases**
Pinpoint use cases in top areas.
- 3 Impact**
Categorize first by impact; then by effort.
- 4 Prioritize**
Focus on high impact / low effort during initial learning curve.
- 5 Assess**
Examine existing vs. new tools.
- 6 Guide**
Need help? We can provide guidance.



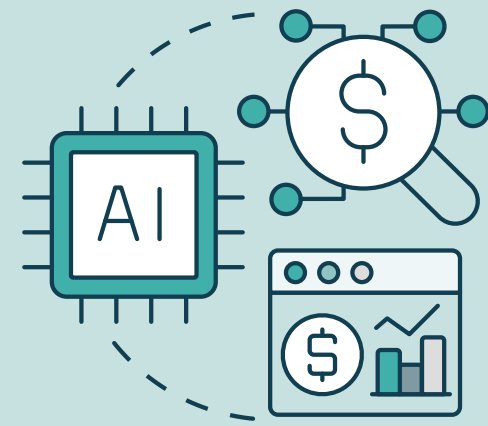
KEY TAKEAWAYS

Dealer Recommendations



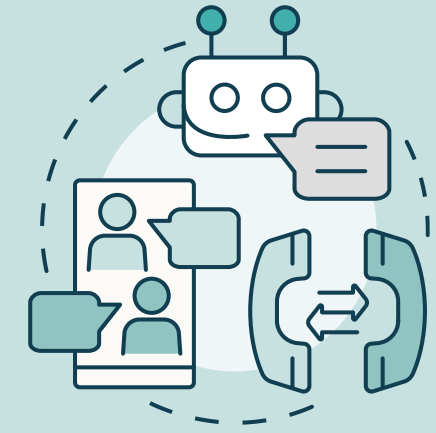
Product AI

OEM



Sales AI

Extensible Tools



Marketing AI

OEM / New Tools