



How Konica Minolta used the Triple Fit Canvas to create value for BMW-Group

Konica Minolta was asked by BMW Group to help them modernize their printing infrastructure with high demands on sustainability and digitalization. Using the Triple Fit Canvas by Valuecreator enabled value creation beyond products and services. It also earned Konica trusted advisor status and grew the business by factor 3.

The Situation

Konica-Minolta is a Japanese multinational technology company with activities in Digital Workplace, Professional Printing, Healthcare, and Industry. The BMW Group is the world's leading premium manufacturer of automobiles and motorcycles. For this project, we collaborated with Konica-Minolta's Business Solutions Europe Division in Germany.

The Challenge

Konica Business Solutions had just started to deploy multifunctional devices, printers, and plotters for the BMW Group. Soon after, both parties recognized that the strong focus on price and hardware was hindering value creation on a global scale. Especially innovation activities beyond traditional printing solutions and business processes improvement were missing in the current collaboration focus.

The Solution

Setting out to transform the relationship, Konica-Minolta initiated a Triple Fit workshop during a Global Sales Summit. Building on these results, the Konica team then pitched their ideas to senior management and embarked on multiple value creation projects together with the BMW Group. A dedicated team was assigned to lead a global innovation program. In addition, the Konica team ran several Triple Fit workshops.

The Results / Benefits

At the start of the Triple Fit process, the subsequent discussions helped to identify common ground for value creation beyond obvious opportunities. Today, the relationship score has grown a solid level with the ambition to achieve 5-star ratings in each of the nine Triple Fit building blocks. BMW Group employees can now print documents and images from any device as well as import scanned data, bringing workflow productivity with mobile devices to a completely new level. The BMW Group recognized resource savings as well as enhanced workflows at their production centers on a global scale.

Valuecreator Tools and Services to Konica Minolta:

- Triple Fit Masterclasses (In-Person and Virtual)
- Global Account Manager Certification Program (GCP)
- Collaborative Customer Relationships Consortium
- In-House and Public Train-the-Trainer Program
- Triple Fit Sessions at Global Sales Summits

"The Triple Fit Canvas is a very intuitive tool. It is not an additional task, but the essential basis to continuously co-create value with our most important customers."

*Dr. Matthias Kiessling, Manager Global Sales,
Konica Minolta Business Solutions Europe*

To explore Triple Fit value creation potential for your company, visit us at www.valuecreator.com