



JUMA AL MAJID EST.
Office Equipment Division

SERVICE DELIVERY GUIDE



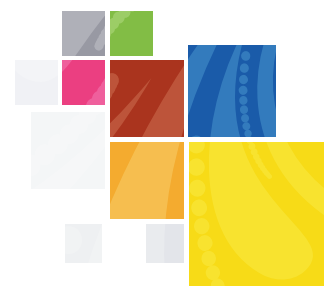
Always ready to serve you



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OUR LEGACY...THE BEGINNINGS

Born of one man's vision, enterprise and drive, the Juma Al Majid group of companies had a modest start in the year 1950. After the passage of half a century, Mr. Juma Al Majid, founder and chairman, still remains the guiding light and inspirational force behind the organization's phenomenal success.

His simple but highly effective philosophy of satisfying customers, small or big, through a mix of honesty, integrity and social awareness has become ingrained in all aspects of the business and is truly responsible for the group's unrivalled success.

Juma Al Majid partnership ventures' operate in the fields of shipping, construction, food-Imports, general trading, travel and other industries. The group is also active in financial investments and portfolio management across the region and globally.

With the growth of Dubai as the commercial hub of the region, the group has emerged as a strong leader in all fields of its endeavor and is poised for even greater challenges and achievements that await it in the future.

H.E. Mr. JUMA AL MAJID

Chairman - Juma Al Majid Group

&

H.E. Mr. KHALID AL MAJID

Vice Chairman - Juma Al Majid Group

BUSINESS UNITS

TRADING

Home Appliances, Office Equipment Division, Tyres, Watches

GENAVCO

Construction Equipment, Marine Engines, Commercial Vehicles

HYUNDAI & KIA

Exclusive Distributors For Hyundai & Kia Along With Spare Parts & Services

FMCG

Awafi, Gulfco

INVESTMENT

Al Majid Investments

PROPERTY

Al Majid Properties, Al Maarifa, Jood Palace Hotel

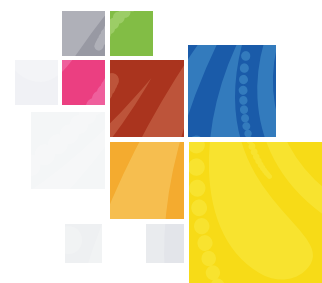
TRAVEL

Al Majid Travel & Tourism, Skyline Travel & Tours

CONTRACTING & SERVICES

Electromechanical Works, Safety & Security, Al Arabia Elevators, Leaders Furniture, Leader Metal, Al Arabia Technical Supplies

PROJECT DEVELOPMENT AND MANAGEMENT

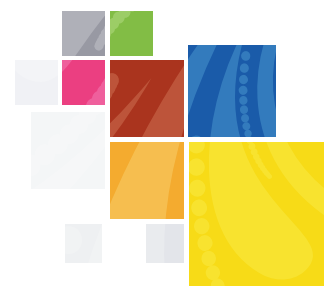


ABOUT OFFICE EQUIPMENT DIVISION

The Office Equipment Division of Juma Al Majid Est. takes pride in supplying and servicing the technologically advanced products with success and efficiency. Business productivity depends on fast and efficient processes and equipment that meet our customer's documentation, communication and information retrieval requirements, simply and effectively. With this in mind, OFFICE EQUIPMENT DIVISION has been constantly updating its product lines and delivery systems to keep abreast with new technology, thus ensuring complete customer satisfaction.

The division's infrastructure includes sales-teams and outlets to reach the furthest of our customers, warehouses with adequate inventories and service centers within easy reach of our customers to meet all their after-sales needs.

OUR PARTNERS

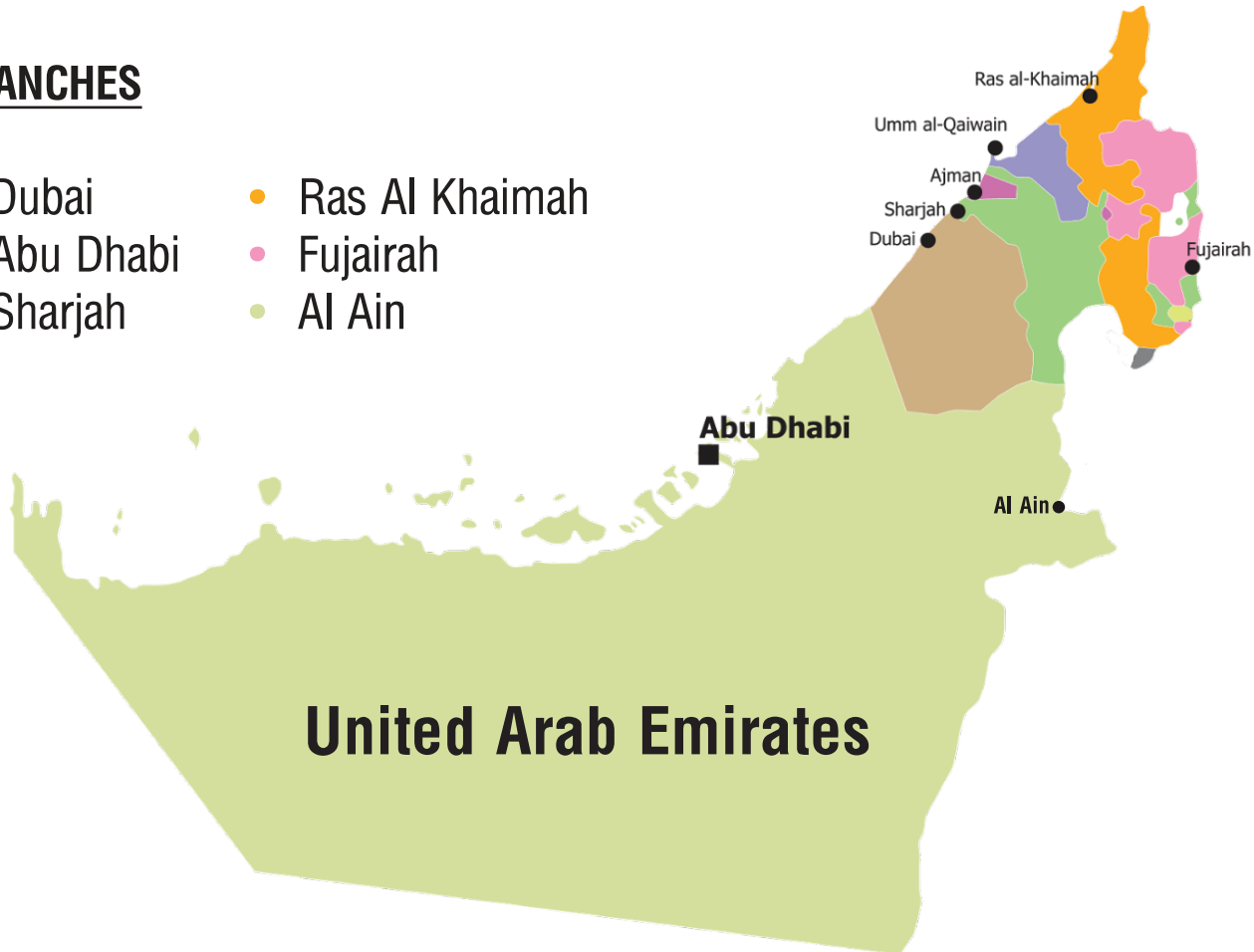


OFFICE EQUIPMENT DIVISION

OFFICE EQUIPMENT DIVISION has six branches namely Dubai, Sharjah, Abu Dhabi, Al Ain, Ras-Al-Khaimah and Fujairah, which are fully equipped with Sales and Service teams. The Business Unit has showrooms at all these places.

BRANCHES

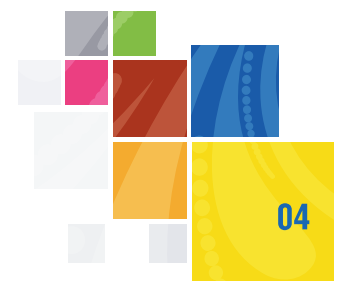
- Dubai
- Abu Dhabi
- Sharjah
- Ras Al Khaimah
- Fujairah
- Al Ain



As a service-orientated company, JUMA AL MAJID. focuses on offering its customers excellent service. One of our main tasks is to offer our customers products and services through our highly skilled and qualified support staff. All processes are focused on optimizing the productivity of our products installed at the customer's premises.

We strive to use the most modern methods and technologies with integrated remote service, offer the best support and ensure the highest availability of our products to the customer.

To guarantee efficient handling of service calls, we continually update through innovative technology used in our service organisation. We only employ skilled and certified service engineers to provide our excellent service. With periodical data analysis we offer our customers an overview of their system availability to facilitate continuous improvement based on customer expectations. We also evaluate our service performance regularly and monitor customer satisfaction, in order to react very quickly to changing customer requirements.



RANGE OF PRODUCTS SUPPORTED



SERVICES AND FUNCTIONS



Basic Service

- The basic service is covered by the maintenance contract
- The mentioned services are provided by Juma al Majid group
- If the customer does not fulfill his obligation to cooperate, the services cannot be provided or cannot be completed to the specified extent.

Call Centre availability

- Main services provided by the local call centres are consumable orderings and service and support requests
- The call centre will log the call and assign a job ticket for each customer incident
- All future SLA management will be based on such job tickets
- It is possible to organize the availability of the customer call centre on a 24/7 basis (24 hours, 7 days a week) with the condition of certain business Size
- The customer can submit failure notices by-

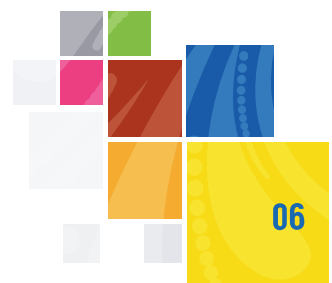
Toll free : 800 KONICA
Fax : +971 4 250 5048
Email : service.oe@al-majid.com
Web : www.oed.al-majid.com

Call Centre Functions

- First level support handles the initial call and the failure notice.
- The Helpdesk staff will organize and prioritize the calls, and do the necessary allotments
- The field visits are assigned to the available and appropriate staff for the earliest visit.
- Customer support to solve technical problems is available by phone during regular office hours, i.e. Saturday to Thursday between 8:00 am and 5:00 pm
- This level will also forward the fault report to the field service and to the second level helpdesk
- The technical supervisor will filter such calls that can be resolved over the telephone

On-site Service

- On-site service covers activities like installation, maintenance and service/repair of products during regular office hours (as above). The cost for travel and working time, parts and toner as well as imaging units is included in the maintenance contract
- The customer is obliged to cooperate to ensure unrestricted access to the product.



SERVICES AND FUNCTIONS contd...

4-hour response time (hardware)

- The time between submission of the failure notice and the start of the corrective action at the customer is called response time. It is based on standard office hours.
- For the calculation of the response time only “real” service calls are used; maintenance visits are not included. In 90% of all calls, response time will be below 8 hours.

Resolution Time: max. 24 hours

- Resolution time is defined as the time during which the standard output functionality is not available on the system
- The resolution time begins when Juma al Majid Helpdesk is informed about the failure and ends when the standard functionality is available again
- Resolution time is based on standard office hours
- Not covered are downtimes, which are caused by unavailability of the system (physically or via remote), preventive maintenance, handling errors, carelessness, vandalism or force majeure
- Downtime is based on the workflow of service processes, not on consumable services, like refill of toner, paper or staples

The customer is obliged to cooperate to ensure unrestricted access to the product.

On-site Installation and start-up

- The installation of hardware at the customer's premises is part of the standard service
- Ambient conditions at the installation site must suit the product specifications
- The technical team may perform an initial site audit to verify the availability of all necessary conditions before the actual installation begins
- The pre-requisite site conditions may be shared to the customer in advance so as to make the site ready, in case of any major deployment
- Depending upon the product being installed, the condition of the fully earthed power supply, floor levelling, network port, fax ports, ventilation and cooling and storage facilities may be inspected

The customer is obliged to cooperate to ensure unrestricted access to the product.

Network integration

The standard network connection covers the physical connection of the system to a computer with Windows operating system. To ensure that the customer can start without any problems the following services are standard services, as long as the system supports the functionality:

Driver and firmware updates

The latest firmware update is installed when the system is preconfigured. The decision concerning further updates remains with Vendors

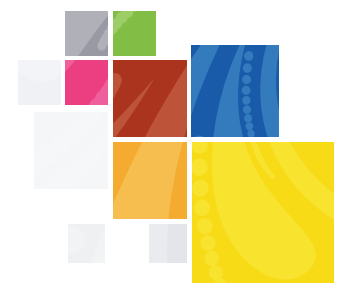
On-site service: Incident escalation

- In case of an incident, the customer can escalate via phone call or email to the helpdesk. If a remote service is installed, the escalation can also be performed via this service.
- The call is registered and logged by the Juma al Majid Help desk system
- The call is then evaluated and the followed-up via phone, via remote diagnostics or by on-site visit steps are initiated
- Based on the evaluation, the issue may be solved

In case of an on-site visit, the call is scheduled by the dispatch based on the importance, the related product and the contract.

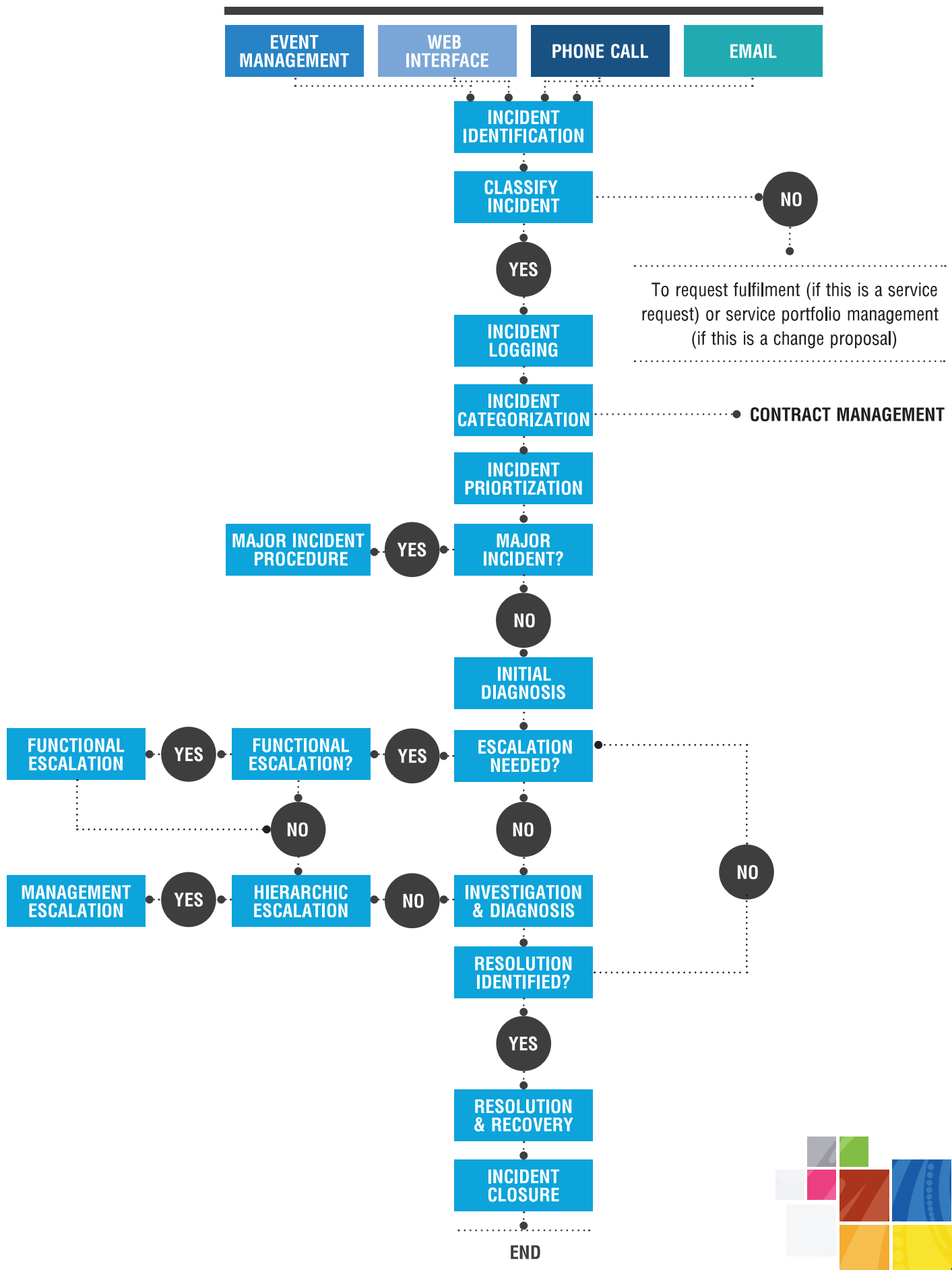
On-site service: Repair workflow

1. As the first step, the service desk operator tries to solve the issue directly. This can also include a second phone call to the customer or access via remote diagnostics by a back-office technician.
2. If this is not successful, an on-site visit is scheduled by the dispatch. A service engineer will check the machine within the agreed timeframe.
3. In some cases the service engineer might not be able to solve the problem. He then contacts the regional product specialist to get additional information and advice to deal with the problem.
4. In such cases the regional product specialist might decide to visit the machine for deeper investigation. It may happen that the local product specialist is also unable to solve the problem. In this case the issue is escalated to the national product specialist. He has the possibilities to emulate the issue in a special test environment, which covers all products and all common operating systems.
5. The national product specialist might also make an on-site visit if he needs additional information or is unable to emulate the case.
6. If it is still not possible to solve the problem, the case will be escalated to the regional headquarter. The escalation procedure for this process is explained in detail on the following pages.



TYPICAL SERVICE WORKFLOWS

SERVICE WORKFLOW



SERVICE ESCALATION MANAGEMENT

Qualified Support

- All support staff are fully qualified in supporting Juma al Majid Range of Products
- There are several levels of training and qualifications provided from the Vendors and Juma al Majid to ensure that the customers get the best support at all times
- The support qualifications are graded as 'Associate-', 'Professional-', 'Expert-' and 'Master-certifications'
- Apart from this, there are various instructor-led training courses also
- As a part of continuous skill development, the technical staff is required to take up several technical, IT networking, color knowledge and solutions skills through online training resources.

Services Escalation

- On-site service > Field Service Engineer
- 1st level support > Service Supervisor
- 2nd level support > Senior Product Specialist
- 3rd level support > Support by Vendors

Basic requirements of the troubleshooting process

To make the troubleshooting process as successful and fast as possible, all available details and information must be provided beforehand. This information is used for:

- Categorization of the problem
- Localize root cause
- Find known/existing solutions
- Reproduction of the case as for root cause localization
- For escalation to the next level
- To increase the priority

Additional details required in case of network problems and functionality issues

- Description: How should the system work? (Please check functionality in user manual)
- Description: How does the system work?
- Detailed description of the operation system (OS), server and network-settings
- A network trace if available
- Step-by-step description of the performed counteractions

Possible support from the customer

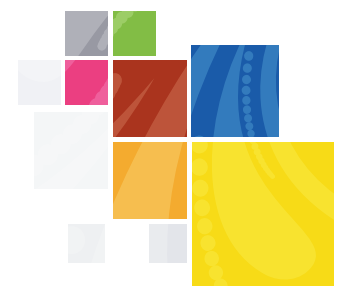
The customer can optimally support the process by sharing all available information at an early stage.

Problem Prioritization

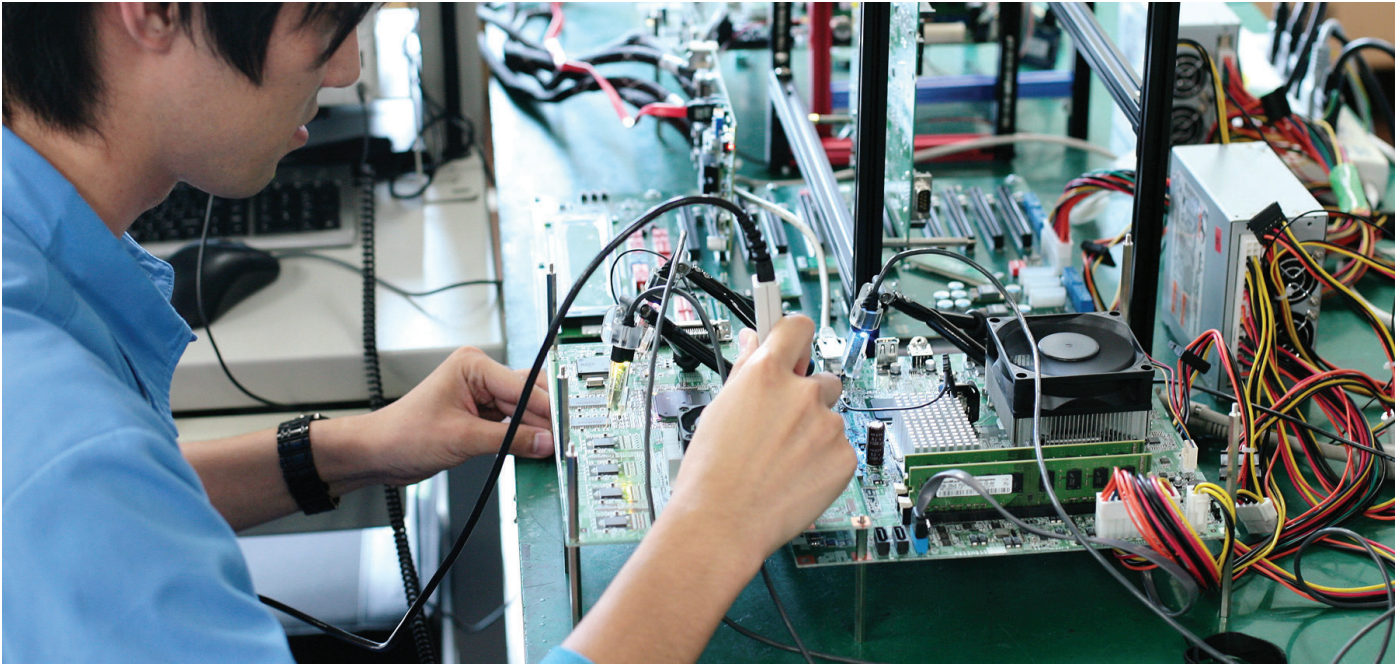
To determine the importance of finding a solution, every case is judged by "Technical importance" and "Severity level".

Contact Escalation Levels

- Call Center 800 KONICA
- Service Supervisor
- Service Manager
- National Service Operations Manager
- General Manager



PREVENTIVE SERVICES



Pro-active preventive services are designed to extend the life of the assets under management. Preventive service can be either time-based or device run-based. The quality of the preventive services can be increased by using online device monitoring tools, where ever possible.

Concept of periodical maintenance

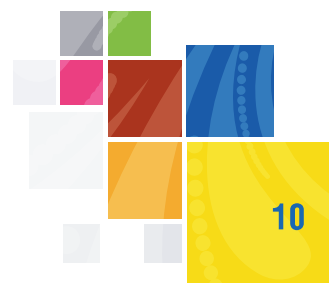
Cleaning/replacement cycle for each maintenance item of main body/options can be evaluated with the total counter value or each life counter/fixed parts counter value, as per the manufacturers' recommendations.

Periodic Maintenance includes:-

1. Clean
2. Check
3. Lubricate
4. Replace
5. Calibrate
6. Adjust

Periodical replacement parts

1. To ensure that the machine productivity and to extend its service life, replace the specified parts periodically.
2. Parts are replaced with reference to the numeric values displayed on the total counter, the life counter, the fixed parts counter or the messages displayed on the control panel.
3. The periodic parts replacement is listed in the appropriate service manuals of all Vendor products.
4. "CMS" stands for "Customer Maintenance Support," and this is applicable when the user wants to change parts by themselves. The necessary training will be provided at the time installation and at any time during the course of the device life.



PRO-ACTIVE SERVICES

Consumables Management

The manual and conventional consumables order process is as follows.

"Toner empty" message is sent directly to the remote system.-
Phone call to Juma Al Majid Call CentreOrder processingToner delivery

Within the machine-to-machine communication, the steps are as follows:

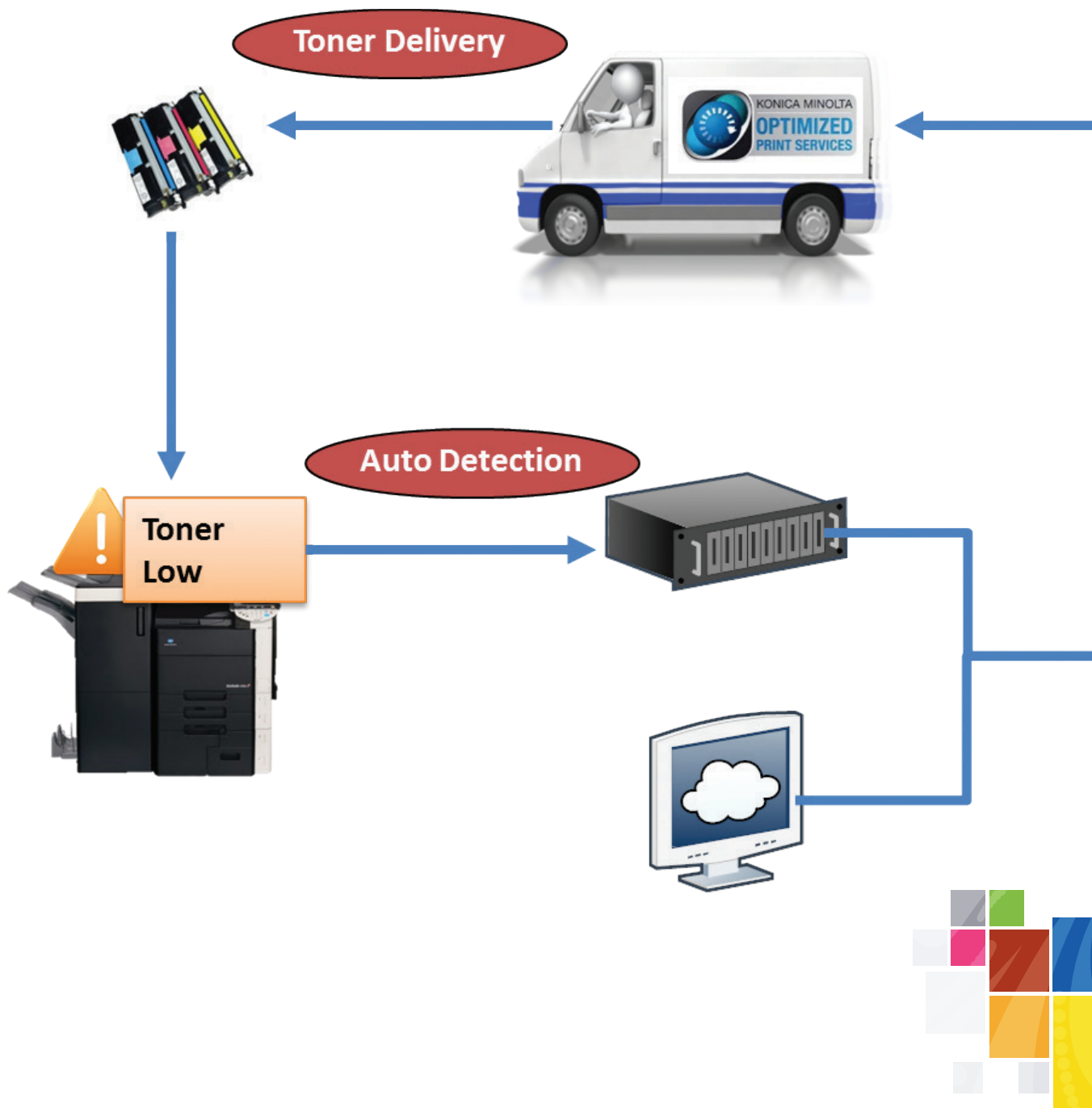
"Toner empty" message is sent directly to the remote system
Automatic order processingToner delivery

Behind these processes, there are some sub-processes that help avoid wrong deliveries:

- Order confirmation by plausibility: Toner consumption is measured in relation to the page counter. If the ratio does not fit, order has to be confirmed.
- "Customer stock" handling: The system checks the minimum amount of the customer stock. The order is only placed when the customer stock reaches the specified minimum.

The automated order processing also has additional benefits. Some typical weak points of the conventional order processing can be avoided:

- Wrong order because of transmission of wrong serial number.
- The required toner might be in stock at the customer who however is not aware of this.
- Orders misplaced by the Call Centre.



ADDITIONAL (OPTIONAL) SERVICES

Optional Services are chargeable over and above the standard services provided. This is required since the resources required are beyond the coverage of the normal service capabilities and require special expertise.

i. IMAC/D

IMAC/D service covers the coordination and implementation of changes in the customer's output infrastructure. The following IMAC/D services can be ordered from the Konica Minolta on-site service:

- Installation
- Move
- Add
- Change
- Removal

Implementation of IMAC/D services:

- Installation: within 10 working days after order
- Move - within 3 working days after order
- Add: within 7 working days after order
- Change - within 7 working days after order
- Dispose - within 7 working days after order

Every IMAC/D order is related to one output system. If more than 5 similar IMAC/D orders handled at the same time, this will be processed as an IMAC/D project. In this case, the responsible project managers from both sides have to coordinate the implementation.

ii. IMAC/D Installation

Installation is the necessary on-site activity to put a system into operation. Juma al Majid's order processing department is responsible to order the system and inform the local on-site service, who will also be provided with the system's MAC address via email.

The following steps have to be performed during the process:

- Juma al Majid order processing forwards the MAC address to the customer to arrange the registration of IP address and PA name for the system.

- Transportation of the system to the correct location.
- Disposal of packing material.
- Final installation of the system – if necessary.
- Placement of the system.
- Physical connection to power and network. If necessary, also to telephone system.
- Functional test based on Vendor's Test Procedure. This includes checking all functions of the requested configuration (print check and if necessary also copying, scanning and faxing).
- Registry of system information (type and serial number).
- Provision of handover protocol (building documentation folder with configuration page and sample prints).
- Integration of the system into the remote monitoring software.
- Closing of the installation procedure.
- Forwarding of the shipping documents for billing.

iii. IMAC/D Move

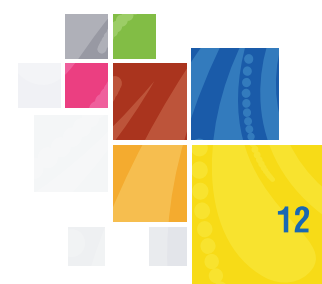
Move is related to the relocation of a system inside the same building. Moves between different buildings must be confirmed (and billed separately). The following actions are included:

- Disassembly of the system at the actual location.
- Transportation to the new area.
- Assembly of the system at the new location.
- Functional test based on Vendor's Test Procedure. This includes checking all functions of the requested configuration and all other features
- Provision of handover protocol (building documentation folder with configuration page and sample prints).
- Registry of the changed information.

iv. IMAC/D Add

Add covers adding one or more hardware or software components to an existing system:

- Installation of new hard-/software and functionality test.
- Handover of the related documents and manuals.
- Provision of handover protocol (building documentation folder with configuration page and sample prints). Registry of the changed information.



ADDITIONAL (OPTIONAL) SERVICES Contd...

v. IMAC/D Change

Change covers the removal and/or upgrade/expansion of hardware or software in an existing system.

- Modification of hardware/software components and functionality test.
- Hand-over of the related documents and manuals.
- Provision of handover protocol (building documentation folder with configuration page and sample prints. Registry of the changed information.

vi. IMAC/D Removal

This concerns uninstalling an existing system. This can either be the removal of a device including its disposal, or a system that's uninstalled with interim storage for later re-use:

- Unplug from power and network and – if necessary – from telephone line.
- Disassembly of the system.
- Registry of system information (type and serial number) and
- Forwarding this information for inventory management.
- Removal from customer location to storage or disposal area.

vii. OPS Assessment Services

The OPS assessment service will benefit your organization in knowing your current TCO, document policy and security, process improvements and any other benefits possible.

Activities involve:-

- Site Surveys
- Data Capture
- User Interviews
- Network analysis

viii. Solution Consulting Services

Juma AI Majid can provide consultation of additional applications, customization and integration into the customer's environment that best suits the document workflow to enhance efficiency and profitability

ix. Project Management Services

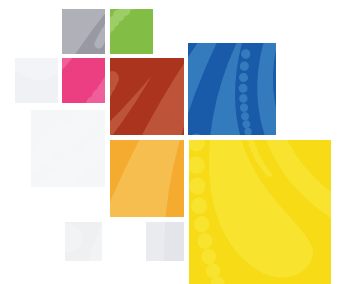
Where the Juma AI Majid is capable of providing expert projectmanagement service to cover the implementation of the project fromProof of Concept, demo and testing phase, through deployment of hardware, software and customization, followed through with user and administrator level training and documentation This will be concluded with a formal Project Signoff to ensure full and satisfactory services.

x. Customized Color Management Services

The Juma AI Majid will willingly provide customized color management services that include profile loading and backup, calibration and user training for color consistency.

xi. Recycling Services

are underdevelopment and will be updated once it is specified



SERVICE OVERVIEW

Service Hours

| | |
|---------------------------|-----|
| Standard (Sat.- Thu) | Yes |
| Weekends-Emergency | Yes |
| Extended / Off Duty Hours | Yes |

Contact Process

| | |
|-----------------------|---------------------|
| Toll Free available | Yes |
| Availability level | 95% / 30 Sec. |
| Helpdesk hours | 08.00 - 17.30 |
| Additional language | English, Arabic |
| Self service | Driver, FAQ, Manual |
| Helpdesk contact No. | 800 566422 |
| Fax contact No. | +9714 2844155 |
| Web contact available | Yes |

End-user Training

| | |
|-----------------------------|-----------------------|
| Location | Customer site |
| Duration | Valid Contract Period |
| Optional Refresher Training | On Demand |
| Key operator training | On Demand |

Remote Services

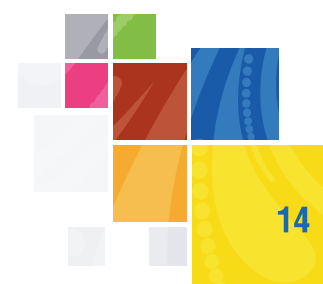
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|--|-----|
| Fleet Monitoring (Yes / No) | Yes |
| Supplies Management (Yes / No) | Yes |
| Remote Meter Reading Services (Yes / No) | Yes |

Service Execution

| | |
|---------------------|-----|
| Setup | Yes |
| Delivery | Yes |
| Installation | Yes |
| User training | Yes |
| Network integration | Yes |

Service Quality

| | |
|---|-----|
| Standard SLA applicable (Yes / No) | Yes |
| Standard Response Time (hrs.) | 4h |
| IMAD/C Service (Yes / No) | Yes |
| On Site Service Engineer | Yes |
| First time fix rate (%age of Total Calls) | 90% |
| Fleet up time (%age of Total Working Time) | 98% |
| Repeat Repairs Rate (% of Total calls) | 3% |
| Average Productivity (Calls per Day) | 6 |
| Avg. Resolution Time for Hardware Onsite (hrs.) | 1h |
| Avg. Resolution Time for Software Remote (hrs.) | 1h |
| Avg. Resolution Time for Software Onsite (hrs.) | 1h |
| Service Qualification | |
| Number of Certified Engineers | 50 |
| Certifications (eg: MCSE, CCNA, etc.) | 5 |
| ITIL Foundation Certified | 3 |
| PMP & Prince2 | 5 |
| Field Engineers for Color specialization | 8 |
| Field engineers for Network connectivity | 6 |
| Number of field Engineers (PP) | 8 |





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