**Press Release**

**Brother increases share of managed print market by 200%**

Brother is increasing its share of the Managed Print Services (MPS) market and growing its offer at an annual rate of 200% across Europe, according to the latest report from ICT and business analyst Quocirca.

Brother MFC-L6900DW

Noting the print and technology specialist’s success in retail, healthcare and banking markets, the Channels to Managed Print Services 2018 report stated that Brother has “created an attractive proposition for its reseller partners and their end customers”.

The analyst expects Brother to gain further traction as it continues to ramp up its MPS ability.

Sargis Baseyan, Sales and Marketing Director at Brother LLC,said: “The fact that Brother has grown MPS by 200% is fantastic, but our strategic focus looking ahead is to make it as easy as possible for channel partners to run a managed print offering, whether they are targeting SOHO, SMB or corporate end users.

“With our ‘At your side’ ethos front of mind, we have been conducting a great deal of insight, development and industry feedback work to establish how we can build on the many exemplary service elements singled out by Quocirca. This will empower us to best support channel reseller partners by making Brother MPS yet more flexible, supportive, profitable and easy.”

Brother MPS is sold exclusively through channel partners and is built on four key pillars of flexibility, simplicity, speed and availability of experts.

Quocirca noted that Brother:

* provides expert resources, including pre-sales technical support,
* project management and
* service delivery teams to enable partners and their customers to make the most of managed print.

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