

OKI Europe Brings Together EMEA Operations

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22 December 2017

OKI Europe has plans to create an "agile, efficient and highly responsive operation"-- and to do so it is bringing together all EMEA operations (except Russia) under one legal entity.



As the distributor puts it, a single structure enables more agility and a stronger relationship with both channel and end customers. The backing of a larger organisation also offers more stability and credibility (as opposed to the current independent local companies), more efficient back office processes and pan-EMEA initiatives such as product launches, marketing campaigns and dealer incentives.

"As we work in an environment which is highly competitive and where customer requirements are continuously changing, we recognise the need to be identified as a credible brand," the company says. "Bringing all our sales companies into one legal entity with a strong yet simple structure and consistent approach, will help us drive that confidence while maintaining sufficient flexibility to deliver on differing customer needs."

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