company profile

Business International Group

Bahrain
Xerox is positioned as a leader in the IDC MarketScape: Worldwide Managed Print and Document Services Vendor Assessment.

Xerox is proud to be positioned as a leader in the Gartner Magic Quadrant for Managed Print and Content Services.

Xerox positioned as the leader in the Quocirca Managed Print Services Landscape.

Xerox is proud to be positioned as a leader in "The Forrester Wave™: Managed Print Services.

Business International will won the much deserved Xerox Partner of the Year recognition for the year 2013
Introduction: THE COMPANY

Business International wll was established in 1985 as an exclusive distributor for all Xerox products. Today after more than two decades in business, the company is honoured to have gained and retained the trust of the best Enterprises, Organisations, Financial Institutions, Government and SMEs of Bahrain. The Company is the acknowledged leader in the quality of Service Delivery, Customer Satisfaction and benchmark business processes. It actively seek new ideas, quality check its processes, better the Customer Satisfaction levels with single minded purpose towards delivering world-class quality to all its valued customers in the Kingdom of Bahrain.

BI - as the company is better known today - is a multi-brand / multi-product company spread over several distinct divisions covering all the key areas of its expertise.

An independent distribution company iPOINT was established in the year 2005 to promote Xerox Channel Products. It focuses on distribution of high quality peripherals in the Kingdom of Bahrain and GCC markets. It currently distributes 8 world renowned peripheral brands though its channel partners. iPOINT has 15 VARs, more than 140 SMB resellers and 12 High Power retailers as their business partners in Bahrain.

With employee strength of over 140 dedicated professionals its field staff offers its valued customers, world-class service second to none. In return, the customers of BI have grown it into a multi-million dollar operation spanning 3 physical locations in the Kingdom of Bahrain – the beautiful island nation in the Arabian Gulf.

The Technical Services division of BI is also a proud recipient of the coveted ISO 9001: 2008 Quality Management System certification.

Apart from being the exclusive distributors of Xerox products and services, BI is also the preferred partner of a number of world’s leading businesses thus enlivening its name – Business International.
EQUIPMENT & SOLUTIONS

Equipment Sales Division takes care of every customer need spanning from an office environment to any production environment. Graphic Arts address the need of clients in the media communications with its specialised hardware and software tools. Mobile Printing and Managed Print Services come as the best in class offering, as confirmed by Gartner in their Magic Quadrant 2014.

A. OFFICE ENVIRONMENT

Xerox office equipment offers a wide range of copiers, printers and multifunction devices. Find office printing solutions that deliver flexibility and advanced features to be your copier, printer, scanner, and fax machine all in one multifunction printer to suit personal to high use workgroups. Included in the range are the Shredders, ID Card printers, Wide Format plotters and scanners.

Software and Solutions

Did you know that the productivity of your existing can be multiplied when you add software solutions to the equation? Simplify and automate your everyday work, better manage your information, improve document security, enable easy book scanning, and get the most out of your Xerox hardware investment. Xerox offer software tools like ConnectKey and Equitrac to help you manage, create, share, store, or send documents and maximize the functionality of your office equipment.

Automate, simplify and digitize your paper-based processes using Xerox ConnectKey.

Advanced management for all device features (copy, print, scan, fax) and document cost control can be achieved using Equitrac Office.
B. PRODUCTION ENVIRONMENT

Xerox Digital Printing Solutions and Services

The print industry continues its rapid transformation, fuelled by shorter run lengths, increased personalization, faster turnarounds and demanding quality.

50 trillion pages are produced worldwide today using production print technology, only 2% of which are printed digitally. The opportunity for digital print is unmistakable, as digitally-printed pages are projected to grow at a 7% CAGR from 2012 to 2016.

Xerox solutions help address all your digital printing services and multi-channel communication needs as you look to navigate a changing market to lead and delight your customers. Whether you’re just getting started in digital print or are looking to transform your successful business into something more, we are committed to help.

Currently, BI provides a wide range of complete end-to-end Document Output and Document Management Solutions to high profile organizations within the vertical markets in Bahrain. These bespoke end-to-end system solutions and our software support services ensure high level of customer satisfaction and place us among the best in the kingdom.

We continue to have successful system implementation and provide services within Banking & Financial, Telecom, Utilities, Airlines, Education, Government, Defence and other markets. We help our customers to reduce their operational cost by producing On-Demand, current and effective marketing materials. We show the way to capitalize on previously untapped opportunities to market products and services every month through transactional documents and messaging. We guarantee the effectiveness of direct mail campaigns through personalization and One-to-One marketing and we also show how to make profits from publishing digital short run books, manuals and other materials.

C. MANAGED PRINT SERVICES (MPS)

Print for less and print less with Xerox Managed Print Services. We will help you organize content, cut costs, streamline processes and print less with our Managed Print Services.

Founded on rigorous, data driven Lean Six Sigma-based methodologies, Xerox's Managed Print Services offerings help customers gain visibility and control of their spending. This helps them free up budget for innovative projects that improve efficiency and drive competitive advantage.

From small businesses to global enterprises, Xerox optimizes the use of multi-vendor output devices while delivering change management support so customers can successfully adapt to new
technology and streamlined work processes. Xerox also helps clients meet sustainability goals by reducing paper use, decreasing power use, and eliminating landfill waste.

D. GRAPHIC ARTS

We understand the importance of filing binding, archiving and presenting documents in the most professional and cost effective way. Our range of Binding machines, Filing Systems, Staplers, Cutters, Laminators and Guillotines are sourced from the most reliable manufacturers worldwide.

Workflow Software XMPie

XMPie, the leading provider of software for cross-media, variable data one-to-one marketing, offers solutions to help businesses create and manage highly-effective direct marketing and cross-media campaigns.

3D Printers

Talk to us for a comprehensive range of world class 3D printers including personal, professional and production. The applications for 3D printing are endless, from jewellery to dental, prototyping to medical and of course manufacturing – “If you can dream it, you can build it!”

MailTech Outsourcing Services

MailTech is an industry leader in providing accurate, secure and cost-effective outsourcing solutions for multiple industries’ statement printing needs and specialized in financial statement processing for Financial Institutions. BI offers everything from simple black on white paper printing to full color digital printing, to personalized letter, any design, data processing or mailing that might be need.

Today BI is the One Stop Full Service Print and Mail Services offers variety of customizable enhance business solutions, in statement/bill Printing Outsourcing, e-statements and Direct Mail Services in Bahrain.
Technical Service & Support

BI’s Technical Service Department is without doubt one of the best run and most efficient service organizations in Bahrain. It is the single most important reason that our customer retention figures are consistently over 85% and customer satisfaction levels clearly the highest in the industry. Built and maintained on much the same standards of any other world class Xerox Customer Service operation, it delivers to our Customers in Bahrain an efficient and seamless service through our 30 mobile engineers on field everyday in their clearly marked cars and an efficient logistics operation. Our Engineers are trained mostly at our principals outside the country and intensive in-house trainings are organized thereafter or as refreshers to spread the knowledge amongst the other Engineers.

The Service Centre in Hidd provides a single point of contact for all service enquiries. Whether you have a hardware or software, or simply wish to order toner and cartridge supplies, all the services you need are a phone call away. Professional service agents will answer all calls quickly, and your request for service will be actioned promptly and efficiently based on agreed SLAs.

The TSD has three functions reporting to the TSD Manager who heads the department. These three sections though separate are closely coordinating with one another to maintain effective service delivery to our valued customers. The sections are:

1. **Field Support** - the frontline of service, responsible for technical support, issues and queries, composed of 24 Service Engineers and a team of Work Controllers, three of which are responsible only for service call receipt and Engineer dispatch and others who are responsible for supplies order taking, handling non- technical queries and delivery of goods in coordination with Logistics. The Service Manager is responsible for the day-to- day operation ensuring that technical standards are met and all Engineers are mobile with a laptop and a car kit comprising of essential spares and tools.

2. **Logistics** - responsible for the effective material management - inventory control, supply and demand and delivery. Logistic team include a dedicated delivery crew with trucks to match. BI maintains a stock in terms of inventory of spares and consumables. On main line products, we maintain 100% spares inventory throughout the life of the machine.

3. **Contracts** - The responsibilities of this section are to build and maintain good customer relationships by being proactive to their ever-changing needs & expectations and to ensure customers enjoy the benefit of Annual Maintenance Contracts (AMCs) and to continuously monitor customer satisfaction.

TSD holds the coveted ISO 9001: 2008 certification.
iPoint – the Channels

iPoint is the Distribution division of Business International will. We focus on distribution of high quality peripherals in the Kingdom of Bahrain and GCC markets. The distribution division was established in the year 1999 to promote Xerox SOHO inkjet peripherals. iPoint currently distribute 18 world renowned peripheral brands through our channel partners. iPoint has 15 VARs, more than 140 SMB resellers and 12 high power retailers as their business partners in Bahrain. Currently iPoint distributes 18 brands of high quality peripherals to Bahrain Market.

Addressing the ever changing market demands and business environment on technology, we have decided to expand our business solutions to serve you better. UniData is the result of it.

UniData caters to the business solution needs of Small to Medium Business establishments in the Middle East region. It will focus on Ritzy range of proven software product line which is well accepted in the region. UniData is also associated with world renowned brands such as Fujitsu, Epson, Avery Berkel, Printronix to address the business solutions for SMB market. UniData invests time and resources to develop multiband solutions to offer affordable yet scalable business solutions. The focus will always remain in serving the client base better in addition to expanding the reach.

RITZY Range of software offers market-tested software modules catering to the Small to Medium Business Enterprises.

Brands and Products Range

- XEROX-Colour and Monochrome Laser Printers and MultiFunction Printers
- MICROSOFT-OEM and Commercial Products
- CISCO-Routers and Switches, Security, Voice and Conferencing, Wireless
- FUJITSU-Document Scanners, Servers, Storage, Laptop and Desktop PC’s
- BENQ-LCD TV, LCD Monitors Digital Cameras, Digital Projectors
- LENOVO - Laptop and Desktop PC’s.
- TDK - Media, USB Drives, Computer Accessories.
- AVISION - Document Scanners
- GOODRAM-USB Memories, Memory Cards, DIMM/SODIMM Memory.
- SENNHEISER-Headphones and Headsets
- GENIUS-Computer Accessories.
- KODAKALARIS-Document Scanners.
- ESET-ESET NOD32 Antivirus, ESET Smart Security and ESET Cybersecurity
- PRINTRONIX-Line Printers and Thermal Barcode Printers
- TRIPPLITE-UPS, Racks, Cables, KVM Switches, Inverters, Surge Suppressors.
- SEAGATE-Hard Disks.
Content Management & Archiving

In an information economy, documents and data are your currency. Knowledge is power, but people are powerless if they can’t find information buried in mountains of paper and disorganized files. To keep your company’s information current and accessible, while protecting sensitive assets, it pays to outsource document management to Xerox.

In partnership with the best-in-class global solution providers, we bring you the following offering that meets your expectations.

- Document and Data Management Services
- Information Capture and Work Flow
- Enterprise Content Management Systems
- Business Process Outsourcing
- E-Discovery
- Digital Asset Management

Document and Data Management Services
We have over three decades of experience digitizing and hosting everything from aperture cards to engineering drawings and can process and convert data from nearly every conceivable media.

Information Capture and Workflow
Administrative services such as auto-indexing, data processing, scanning, storage and retrieval can drain your resources. We assume many of these data management tasks, freeing you to reassign staff to core business functions. The result: more-streamlined operations and greater productivity.

Enterprise Content Management (ECM) Software and Professional Services
Easily organize, classify and manage documents and data with our enterprise content management solutions and systems. From transactional processes to healthcare, litigation or mortgage services, we manage paper and digital content from creation, collaboration and processing to retention and archiving.

Xerox DocuShare

Xerox DocuShare is recognized as one of the most flexible, easy, cost-effective enterprise content management platforms available today. Cloud or on-premise solution, DocuShare seamlessly integrates with Microsoft SharePoint and several others. Professional Services for EMC Documentum integration, licenses renewal and support is offered in conjunction with our partners Xerox Emirates.

Xerox eDiscovery Services
Xerox e-discovery solution delivers end-to-end technology-driven services, software and consulting expertise that reduce cost and risk throughout the e-discovery process.
Audio-Visual Projects

Audio-Visual Projects Division delivers comprehensive turnkey solutions using absolutely cutting-edge technology with state-of-the-art AV equipment. Being system integrators, we have great reach in the range of products & solutions we offer our customers, to suit every need & budget.

From concept to system design, from proposal to variations and from installation to testing & handover, we steer our customer’s needs to fruition. Our clients’ trust in us has always been our driving force.

At our main office in Juffair, we have a custom-built demonstration facility of two conference rooms which our customers are welcome to view, so as to have a touch & feel of the proposed solution. To that effect we regularly invite our customers to visit us and experience a live demonstration of some of our most appreciated solutions. Our solutions include:

- High End Installation DLP & LCD Projectors
- Ultra Light, Ultra Portable DLP Projectors
- Portable DLP Projectors
- Audio solutions for PA systems
- Video Walls (RP-DLP, Plasma, LCD & LED)
- Video Conferencing solutions
- Audio Conferencing solutions (CM & Del units)
- LCD Windows Based Terminals
- Smart Interactive Boards
- Sound proofing systems
InTech - Industrial Technology

One of the newest additions to the growing portfolio of BI services is the Industrial Technology Division (ITD). ITD provides products, services and solutions that enhance the productivity and operations of our customers. Our diverse and innovative products range from industrial weighing scales for various applications, vacuum packaging equipments, inkjet printing systems and more are backed by an extensive after sales service network.

The Industrial Technology Division provides products, services and solutions that enhance our customers’ productivity and operations. Our diverse and innovative products range from industrial weighing scales for various applications, Vacuum packaging equipment, Inkjet printing systems and more.

We provide a wide range of weighing scales, systems, software components and peripherals for industrial and business use. For almost any business-related weighing requirement, there is an Avery Weigh-Tronix solution. And the breadth of our product range means that solution can come with various levels of functionality, technical complexity and ancillary equipment to suit the specific needs and size of your operation.

Product range:

Industrial
Weighbridges of all types

Precision
Laboratory range of products
Vacuum Packaging Machines
Metal detection, X-ray inspection systems

Services offered:
Site study & pre-installation guidelines
Installation & commissioning
On site & factory calibration
Application engineering
Repairs & Spares
Annual maintenance contract
Software interface
**Xerox Document Centre Services**

“Document Centres” offer to meet every document need of individual, business, corporate or government customers locally and globally. State-of-the-art equipment, trained personnel, convenient locations, courteous service together with the years of experience and knowledge results in the best anyone can offer. Centralised Print Services are one of our many forte. Over the years, the concept had grown bigger with us serving large enterprises as their preferred “Strategic Document Outsourcing Partner”.

XEROX DOCUMENT CENTRES in Bahrain provides from under one roof and two centralised locations a range of Document Creation Services, Printing, Copying, Finishing, Binding, Plotting, Optical media duplication, Short-term equipment rental, Records disposal services. Incomparable quality, fast turnaround time and courteous services are the hallmarks of these Centres.

- Main Branch, Juffair (near Gulf Hotel)
- Diplomatic Area Branch (AMA Building, near Standard Chartered Bank)

These Centres use a variety of Xerox equipment to provide monochrome and color output on paper, digital media and large format engineering media. Additionally we support conference needs by providing equipment & manpower to those international companies and organizations that choose to make Bahrain their conference location.

GRAPHIC ARTS and Poster Centre cater to the generation of Large Format Colour outdoor/indoor signage and posters.

Using the latest in hardware from Contex & Xerox merged with the power of Apple Mac Graphics Workstations and premier software from Adobe we output on paper of varying finishes, clear films or vinyl. We also offer color digitizing services through the large format, high resolution Contex Scanners.
Executives / Divisions

- Managing Director
- Group General Manager
- Equipment & Solutions
- Service & Support
- Content Management & Archiving
- Audio-Visual Projects
- Xerox Document Centres
- iPoint (Channels)
- InTech
- Finance, HR, IT & Admin
One of our ongoing programs is our continuing efforts to encourage local talent. We actively seek, hire and train young Bahraini talent for onward growth in the various departments of our operations. We encourage responsible participation from our employees in running the business. Outstanding employees are recognized and promoted within the ranks so as to become the Managers of tomorrow.

Chosen as the “Xerox Partner of the Year 2013”, Business International has grown to be a multimillion-dollar company, which is a result of an ever-increasing market share for our products and services within Bahrain and a direct result of our unwavering commitment to Customer Satisfaction.

We actively support charity events including AMH Island Classic Golf Tournament, Raft Race, host the Xerox Corporate Golf Champions and partner with Bahrain International Air Show since 2010 as Official Document Services Provider.