

ORIGINA TURNS DIGITAL IMAGING LEADER'S MURKY IT ROADMAP

INTO A RUNWAY

 High-end digital cameras and office equipment are just two verticals in which this iconic brand has achieved household familiarity with multiple generations of consumers

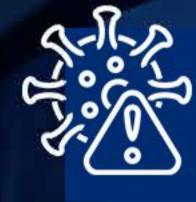


Electronics manufacturing





THE PROBLEM



PANDEMIC RESTRUCTURING FORCES
SUDDEN CHANGE FOR GLOBAL
ELECTRONICS POWERHOUSE

THE SOLUTION



ORIGINA PRESSES PAUSE ON PERSISTENT IT MODERNIZATION PRESSURES

The feedback has been that Origina support is far superior to what we received from IBM.

Senior IBM Application Owner,
 Digital Imaging Leader



