

# ORIGINA TURNS DIGITAL IMAGING LEADER'S MURKY IT ROADMAP INTO A RUNWAY

① 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

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

— Senior IBM Application Owner,  
Digital Imaging Leader



[Read the full story](#)

Origina 