

From support to strategy: ibml's bold EMEA service philosophy in action

Document Manager Magazine speaks with Tim Panayiotou, EMEA Service Director at ibml, about the company's customer-first philosophy to service and how ibml is setting new standards across EMEA in Intelligent Document Processing automation

Ed: First, although we've featured ibml in the past, now's a great time to remind Document Manager Magazine readers what ibml specialises in.

TP: Of course. In brief, ibml provides high volume Intelligent Document Processing automation, every day helping organisations digitally innovate to streamline data workflows to improve decision making, unlocking the full potential of data held within documents. Our solutions combine intelligent scanners and our AI powered software to extract actionable insights, reduce manual

processes, and enhance operational efficiencies.

Ed. So which verticals does ibml predominantly target?

TP: In the main, these are data intensive enterprises such as banking, insurance, healthcare, government and BPOs (business process outsourcing) - enterprises who often require always-on services because their operations typically involve large volumes of document processing, and only high-end scanners can offer the speed, accuracy, and reliability required to handle such workloads effectively and efficiently. These workloads can typically comprise of data sources such as medical records, legal documents, claim processing, pay-rolle, prescriptions, loan applications and many more. Common needs are extremely fast scanning speeds and ultra-high throughput to meet with tight timelines. Hence customer downtime must be

avoided at all times.

Ed. So what's your exact role in the process and what does this involve?

TP: I lead the team responsible for ibml's service delivery and support across EMEA. This involves everything from onboarding and customer training to ongoing technical support and collaborative problem-solving to ensure long-term customer success delivered via our highly specialised technicians, but we will discuss their differentiators in greater detail later.

Ed. As an established leader in the US, what steps has ibml taken to grow its footprint in Europe?

TP: Since our inception 30 years ago, ibml has been strongly focused on the US market. However, over the past decade, we've driven an aggressive expansion into EMEA - establishing strong footprints in Germany and the UK, while heavily investing in regional service through our highly specialised technicians and customer satisfaction teams to support our growing client base.

Ed. We've touched on ibml's specialised technicians, can you explain what makes these engineers different?

TP: At ibml, our mantra is about keeping our customer document processing uptime to an absolute maximum - but when support is needed, we make sure it comes from the very best. When I say 'highly specialised technicians,' I don't use that term lightly. Our technical team goes through intensive training on both the hardware and software, with a strong focus on real-world troubleshooting, so engineers



step in and solve problems fast. We also make sure their knowledge stays up to date as new features roll out, thanks to direct knowledge transfer from our product management team.

The training is seriously intensive, each engineer completes a three-week, hands-on certification programme at our head offices in Farnham or Konstanz, so they're fully prepared to maintain every part of our scanners with confidence.

Ed. We've spoken about engineering capabilities when things go wrong, but what about ongoing maintenance, how important is that?

TP: Regular preventative maintenance should be second nature for any organisation serious about maximising the lifespan of their intelligent scanners - or in fact any high-end hardware.

Take our top of the line ibml FUSION HD for example, it's engineered to handle up to 730 A4 pages per minute and features our advanced ibml iQpro image processing technology. With machines this sophisticated, routine maintenance isn't just good practice - it's a smart way to reduce long-term costs and protect customer investment. And we are flexible with maintenance windows. Some organisations opt for monthly or bi-monthly checks, but that can be tailored according to customer needs.

That's also an important differentiator at ibml. We don't shoehorn customers into predefined contracts for service. We understand that every enterprise is different. Some require extended hours support, such as banks, insurance, healthcare, government and BPOs, so we flexibly adjust service levels according to customer needs.

Ed. Is it just your own ibml field technicians that help with installation and servicing?

No, we supplement our own technicians through an established base of certified resellers operating across EMEA, and we've been

operating this channel-based model successfully for many years now.

Again, we set high bars when it comes to reseller training accreditation as we absolutely view them as an extension of ibml. Each partner must meet initial rigorous standards in technical expertise with shadowing of installs alongside demonstrating ongoing excellence in customer delivery to ensure they align with our commitments. We are not aiming for high volumes of reseller partnerships in each country. Quite the opposite - it's quality partners, mutually assessed who can bring strategic service delivery.

This collaborative approach allows us to provide consistent, high-quality support and swift service delivery across the region.

Ed. When a customer does need support, are you able to share some of the logistics that operating a dynamic service team across EMEA involves?

TP: I've been in IT hardware service delivery for over thirty years, and I can confidently say that ibml delivers a best-in-class service model-built on decades of experience in the US and expertly adapted for the EMEA region. When standard troubleshooting doesn't resolve an issue, our customers reach out to our dedicated, multilingual HelpDesk team in Konstanz, Germany.

This team is highly trained, efficient, and skilled at diagnosing root causes and walking customers through effective remediation steps. In fact, our latest customer satisfaction surveys show that the majority of all inbound tickets are resolved in this triage stage. The HelpDesk also maintains direct lines to our headquarters in the USA, ensuring rapid escalation with product management if needed. For the remaining cases, support is handed over to our local ibml certified field technicians, who act swiftly in line with each customer's SLA. Ultimately, our goal is simple: never leave a customer down. We're here to deliver solutions and workarounds that keep operations

running and this model gives us a responsive, accountable framework that ensures consistent service quality across the region.

Ultimately, though, it's not my viewpoint that matters, it's the voice of the customer giving their feedback that really counts. As one of our service and delivery customers, Storetec, recently put it: "The service from ibml is second to none. Anytime we need support, the response is fast, and we always feel like a priority customer." Ian Boyd, Storetec.

Ed. How does the supply chain for parts work at ibml?

TP: That's a great question, especially in light of the supply chain challenges we've all faced since Covid-19. In addition to our longstanding, fully stocked warehouse in the USA that ships next-business-day, ibml has made significant investments in local warehouses across every country of operation. We've also established regional stock points to ensure our technicians can quickly access the parts they need. This three-tier logistics infrastructure means we're well-positioned to maintain consistent inventory and deliver fast, reliable support, wherever it's needed.

Ed. Finally, what's next for ibml's service delivery approach in EMEA?

TP: We're proud of how far we've come, but just like our hardware and AI innovations, we're moving equally fast in service. As our EMEA customer base grows, so does our ambition to push the standards for service even higher. That means expanding our specialist technician base, investing further in local support infrastructure, and continuing to personalise service plans based on real customer needs-not one-size-fits-all contracts.

Our focus will always be on combining innovation with a hands-on, human approach - because in the end, even the smartest automation is only as good as the service that supports it.

More info: www.ibml.com