

MARCH 2007

DOCUMENT ideas

INNOVATIVE BUSINESS GROWTH IDEAS FROM
ATLANTIC TOMORROW'S OFFICE



Lower Personnel Costs with a Document Management System

Do core departments in your organization deal with documents throughout the day? If you added up the time employees spend searching for and retrieving this information, you might be amazed.

A recent study found knowledge workers (i.e. attorneys, doctors, accountants, et cetera) spend an average of 37% of their time dealing with documents. As much as 54% of this time is spent looking for information. Even worse, half of that time, they don't find what they are looking for!*

An Electronic Document Management System can dramatically enhance employee productivity by providing instant access to documents. Here are some ways you can benefit from EDMS:

Do More with Less

Most businesses want to grow. However, growth often requires additional staff. Automating document management allows you to do more with less, empowering your current staff to handle growth.

Enable Better Customer Service

With instant access to documents on their

computers, your staff can answer customer inquiries instantly, rather than having to take a message and call the waiting customer back.

Reduce Turnover

Employees can become dissatisfied and leave when they encounter consistent frustration from having to search for the information they need to do their jobs well. Instant access to documents empowers employees to provide superior customer service, and it also reduces employee frustration and corresponding turnover. Plus, when new employees come on board, they can find the information they need quickly.

Learn more about Electronic Document Management. Contact us today.

References:

* IDC, "Organizations Shift Focus to Information Management," January 2005

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Solution Spotlight

Atlantis is Atlantic's Managed Service Solution to proactively manage and support your network. Minimize downtime by having Atlantic's IT Professionals protect your critical business assets. Managed Service Support Plans are tailored to meet your needs. Contact us today and ask how Managed Services can benefit you.

Cost Saving Tip

Did you know that one in five companies spends more on managing storage than they do on the storage itself? Contact us today to learn more about how Electronic Document Management can benefit you.



ABOUT ATLANTIC TOMORROW'S OFFICE

Headquartered in New York, Atlantic Tomorrow's Office is a full-service document solutions provider. We are fully equipped to meet your office automation needs, regardless of the size and scope of your business.

Our goal is to save our customers time and money by providing state of the art document management solutions. Learn more online at www.tomorrowsoffice.com.

PRODUCTS & SOLUTIONS

- Multifunction Systems
Print-Copy-Fax-Scan
- Electronic Document Management
- Total Print Management
- Network & Printer Support



A Word from the Weiss

Larry Weiss, President, Atlantic Tomorrow's Office

8 Things You Need to Know Before Buying Digital Copiers

Thinking about purchasing new office equipment, a multifunctional product that copies, prints, faxes, and scans? In the next couple of newsletter articles, I would like to address the eight key areas to help you make the best purchasing decision possible. Most copier companies offer a good product at a reasonable price, but it's the things you don't know that cost you money. In this article, my first four points address things you need to know to look for before buying a copier.

Insurance Surcharges on Your Lease Could Cost You \$1800

Companies must purchase insurance to protect their assets. Most business insurance covers new capital assets like a copier. Leasing companies know you have this coverage, but usually don't request a copy of the certificate of insurance. Why? Without proof of insurance, they can and will charge you an exorbitant rate for the coverage – the fine print is written in their favor. You shouldn't pay five times more for insurance coverage you already have. Many companies simply process an invoice without questioning line items and assume the invoice matches the contract amount.

So What's the Answer?

Always provide a copy of your "Certificate of Insurance" when you sign a lease. It will save you money. Check the next month's invoice on all copier leases for undisclosed insurance fees. You can have them eliminated from future invoices, but rarely can you get a refund for previous insurance charges. This fee, calculated over the life of a five year lease, could be \$1800 (\$30 times 60 months) in unnecessary expense for each machine leased.

Recognize Empty Statements from Copier Companies

- Service Second to None
- We Go the Extra Mile for Our Customers
- We're There When You Need Us

Sound familiar? Too many companies make platitudes and generic statements that tell you nothing. Just because they say you'll love their service doesn't guarantee you'll be happy. If you asked most copier salespeople why their service is good, you'll probably hear, "We have the best techs," or "They can fix anything." The fact is all copier companies claim that their service is the best.

So What's the Answer?

Probe for the real issues that make a good service department great.

1. How do they train their techs? Are they factory trained on their product lines or do they send one tech to be trained and he trains everyone else?
2. It's not just about how many techs they have, but how many machines each tech is responsible for – because this directly affects your response time.
3. Everyone says they give a four hour response time, but few actually live up to it. Can they prove their service response time? And what happens if they don't make it within four hours?
4. If the equipment fails, how long do you have to wait for a loaner?

Always ask for a written guarantee or warranty detailing exactly how you will be taken care of. A company that promises great service shouldn't have a problem putting it in writing.

Watch for Escalator Clauses

The larger copier companies sneak an Escalator Clause into many of their leases. You will find this clause on the back of your contract, and it's normally titled Overages and Cost Adjustments. It will read as legal jargon but in actuality, for example, will state that at the end of every 12 month period, they will raise your price 10%. So by the end of the lease term, this clause allows them to charge you 40% more for the equipment and service that you budgeted for.

So What's the Answer?

Always read the leasing contracts thoroughly and never sign a contract with an Escalator Clause as described. Can you imagine your car payment having this clause in it?

What Makes a Copier Company Different?

There are companies that are more progressive and the end result is great service. The real trick is finding those companies.

So what's the answer?

Always look for innovations because that's what makes a good copier company great. Here is a brief list of some things you should look for:

- **Equipment/Technician Ratio.** More service techs doesn't necessarily mean faster service. What's important is the number of machines the techs are responsible for - because that directly affects their response time.
- **Maintenance Checklist.** Ask if their techs work through a service checklist. It can significantly reduce callbacks.
- **Bar-Coded Car Stock.** Look for bar coded car stock. Accuracy means you will have the part when you need it.
- **Internet Monitoring Tool.** This allows customers to place orders, make service calls, check response time, monitor service history, and view invoices all in real-time.
- **Simple Fleet Pricing Programs.** For companies with multiple machines, pricing plans can become very confusing. Look for simple programs that bill you the same price no matter where the copies are made.

Look for April's *Word from the Weiss* where I will address four additional points. I also ask you to review Atlantic's "Seal of Satisfaction," which is our document that guarantees all of the above. We give it to all of our customers. To review this document please call, email me, or look for it on our website.

As always, if you wish to discuss other industry concerns or possible topics of interest for my articles, please feel free to reach me at 212 507-9411. Many thanks.

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Atlantic Offering

SPAM email clogging your inbox? Causing a loss of productivity? Exposing your network to viruses? Email server down and you're left wondering what will become of your latest emails? Atlantic has a SPAM solution that addresses all of this and more. Contact us today!



Promotion

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"The customer is always right or they become someone else's customer."

- Stew Leonard



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