



INNOVATIVE BUSINESS GROWTH IDEAS FROM ATLANTIC TOMORROW'S OFFICE

Could Anything Be More Expensive Than Gasoline?

Do you know what the most expensive liquid on the planet is? As gasoline nears \$3.00 per gallon, fuel may seem like the obvious answer. However, you might be surprised to learn that this liquid may be found in your office.

- Gasoline** \$2.50+/gallon
- Chanel No. 5 Perfume[^]** \$2,048/gallon
- HP Color DeskJet Ink^{*}** \$2,877/gallon

The fact is that the most expensive liquid on the planet may be ink found in the cartridges for ink jet printers. At costs of \$15-\$35 for just a tiny amount of ink, these little containers hold some of the most expensive liquid on planet earth!

It's no wonder that most new computers include a color ink jet printer for free. Over a few years, the computer company will likely make more profit on replacement ink jet cartridges for the printer than they made on the computer.

A Smart Cost Reduction Strategy

While ink jet printers may make sense for casual use at home, they can be a huge burden to office budgets. In fact, more and more businesses are realizing that a color multifunction system is a smart key to a cost reduction strategy. Consider the following benefits:

Dramatically Lower Cost per Page

Color Multifunction systems provide network color output at a fraction of the cost of ink jet printers. Where the cost of an ink jet print can approach up to 80 cents per page, color multifunction systems operate at a fixed cost of less than 10 cents per page.

Enhance Business Processes

Many color multifunction systems incorporate

scanning. This provides a platform to automate the processing of paper information.

Increase Speed

Color ink jet printers are painfully slow when you need to print out information for a meeting. Color MFPs print out up to 35 pages per minute in brilliant color.

Improve Quality

Unless you use very expensive paper, ink jet prints can look cheap. Color multifunction systems create beautiful prints that enhance your professional image.

Combat High Ink Prices

New color multifunction systems from Atlantic Tomorrow's Office provide printing, copying, scanning and faxing services to workgroups in full color or black and white. These systems are available for about the same price as a traditional black and white copier.

To learn about how a color multifunction system could save you money, contact us today.

[^]Chanel No. 5, 2.5oz, \$40.00 ^{*}HP 78 TriColor Ink Jet Cartridge, 17ml, \$34.99

Is Your Office Still Stuck in the Past with Yesterday's Technology?

Atlantic Tomorrow's Office can give you the knowledge and resources you need to create the most productive, cost-effective, and dynamic office possible. Make plans to attend the Office Expo.

DATE: NOVEMBER 2, 2006
LOCATION: GRAND HYATT, PARK AVENUE AT GRAND CENTRAL STATION, NEW YORK, NY
DOORS OPEN FROM 8:30 AM UNTIL 7:00 PM

Watch your mailbox for a personal invitation to this event.

In This Issue

Why Document Management Growth is Exploding

Solution Spotlight
Color Multifunction Systems

Features
A Word from the Weiss
Cost Saving Tip

Solution Spotlight

The TOSHIBA eSTUDIO 3500c color multifunction system allows you to print, fax, copy, and scan in black and white or full color.

35 Pages/Minute
Mono/Color

Color Access
Control to Limit
Color Usage

Scan to
File or Email



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

Why Document Management Growth is Exploding

Since the 1970s, we have all heard the promise of the paperless office. Yet paper usage seems to grow every year along with the volume of computer data.

Electronic Document Management Systems (EDMS) allow you to scan your paper documents to create a searchable and secure filing system. Several trends are driving the rapid adoption of this technology.

- **Dropping Costs of Electronic Storage**
The cost per gigabyte of storage drops every day. Since one gigabyte of storage space will allow businesses to store up to 200,000 documents or over 10 filing cabinets, more and more companies are installing EDMS applications.
- **Availability of Fast Input with Scanners and Multifunction Copiers**
New sheet-fed scanners, common on most new digital office copiers, allow documents to be scanned quickly and conveniently.
- **Familiarity with Computer Applications**
Unlike several years ago, today nearly everyone is familiar with common computer applications. This means adoption time and training for new applications is minimal.
- **Demands of Government Regulations for Privacy and Security**
Recent regulations like HIPAA, Sarbanes-Oxley, Gramm-Leach-Bliley and the Patriot Act are causing more companies to examine their storage, security, and retention policies.
- **Government Encouragement**
Scanned digital documents are common in government applications. As far back as the Paperwork Reduction Act of 1996, government agencies have been encouraged to adopt EDMS technologies to cut costs, improve information access and save space. Even many court systems now require attorneys to file digital documents instead of paper.

In the coming issues, we'll explore the different benefits of document management. If you would like to learn more about how we have helped other companies implement EDMS, contact us today.

A Word from the Weiss

Larry Weiss, President, Atlantic Tomorrow's Office

It has been several years since Atlantic's last monthly newsletter. Therefore, the first and most important message I wish to convey is "thank you, thank you, thank you" to all of our clients who have graciously allowed us to provide products and services to their businesses.

Like many businesses, Atlantic Tomorrow's Office is evolving. Today, our two divisions focus on Document Imaging and Network Management Services.

Document Imaging Division

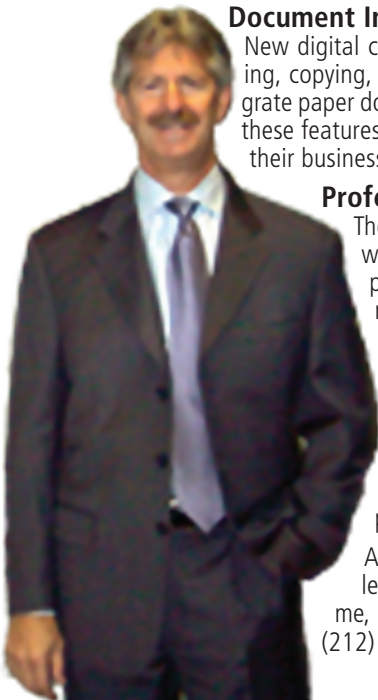
New digital copiers are hubs for document management. With printing, copying, faxing, and scanning functionality, we are able to integrate paper documents into our clients' workflows. We look to leverage these features for our clients so they can receive maximum value from their business processes.

Professional Services Group (PSG Division)

The PSG Division offers Document Management and Network Management Solutions that help our clients reduce paper and manage their paper and electronic documents more efficiently. Our Certified Engineers reside on site at some of our clients offices, either being their sole IT Support or augmenting their IT Department.

For other clients we are their IT entity, managing and monitoring their network. If minimizing network downtime is one of your main goals, Atlantic can help you attain that goal by providing 24 x 7 monitoring and proactive IT support services.

As always I thank you for allowing Atlantic the privilege to service your business. If you wish to speak to me, I can be reached at lweiss@tomorrowsoffice.com, or (212) 507-9411.



DROWNING IN PAPER?

Save yourself with an electronic document management system from Atlantic Tomorrow's Office.

Contact us to learn more.

PROMOTION

Purchase or lease a Toshiba eSTUDIO 281c color multifunction system and get a FREE digital camera.

For a limited time only. Contact us today for details.



COST-SAVING TIP

Did you know that replacing old CRT monitors with flat panel LCD monitors can reduce power usage by as much as 50%?

Outsource your computer and printer hassles to Atlantic's Professional Services Group. Our certified Engineers and Technicians will resolve your problems fast. Contact us at info@tomorrowsoffice.com for more information.

www.tomorrowsoffice.com
info@tomorrowsoffice.com
134 W. 26th Street
New York, NY 10001-6893
(212) 741-6400
828 S. Broadway
Tarrytown, NY 10591
(914) 674-4500

Document Ideas is a publication of Atlantic Tomorrow's Office. Contents are copyrighted and may not be used without express written consent. Copyright 2006, Dealer Marketing Systems.