

## Smart Tips for Social Networking

Try these helpful tips to maximize the potential of social networks in your business:

- 1. Be Selective and Commit:** Start by selecting one or two social networks, and then make continuous and long-term commitments to these communities.
- 2. Form Connections:** Social networks provide easy and convenient ways to stay in touch with clients or follow-up with customers. Use these sites to establish valuable connections, instead of focusing primarily on your company.
- 3. Provide Helpful Information:** You can increase the effectiveness of your social networks by becoming a valuable source of information.
- 4. Establish Your Corporate Voice:** Social networks provide an appropriate outlet to voice your company's views on business issues, new products, etc.
- 5. Be Transparent:** Use social media to quickly address concerns and complaints in a constructive manner. This will gain your business loyal customers over time.



## Hiring for Keeps: Finding and Retaining the Best Employees

Finding and retaining the best employees starts with effective recruitment and staffing strategies.

**Look for candidates in the right places:** Use your network of current employees to get referrals for qualified candidates. If word-of-mouth leaves you empty handed, post the position on professional association websites, or call the career centers at local universities to see if they know any qualified candidates.

**Make your employees feel valued:** When people feel appreciated, they go above and beyond to exceed your expectations. While you should expect exceptional effort on a regular basis, you should also understand that in order for your employees to want to stay with your company, you should treat them as valuable members of your team.

**Prioritize a work/life balance:** Always remember that your employees are real people with real families and real lives. Have respect for your employees' home lives and give them some flexibility if they need to take some time off for a family issue or special event.

## Asking the Right Questions about Data Security

The **Business Technology Association** advises businesses to ask technology vendors the following questions to ensure the safety and security of their data:

- 1. Do your devices use hard drives or another method of data storage?** Also, find out if the hard drive is actually used in the copy-making process. If a machine presents a security risk, remedies are available.
- 2. What standard features and settings are built into the devices?** Knowing which security features come standard will help you select the right machines.
- 3. Which devices have options that can be installed to address data security issue?** New technologies provide businesses with more security features than ever.

**Contact Us Today!**

109 Signal Mountain Road  
Chattanooga, TN 37405  
P: 423-266-3774  
E: sales@DemandACT.com

[www.DemandACT.com](http://www.DemandACT.com)



109 Signal Mountain Road • Chattanooga, TN 37405 • PH 423-266-3774

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## How Much Are Lost Documents Costing You?

When an important document goes missing, you'll inevitably have to spend valuable time sorting through stacks of paper and bottomless filing cabinets—tasks that quickly become frustrating for busy professionals.

According to recent statistics from PricewaterhouseCoopers, 7.5 percent of all business documents get lost and 3 percent get misfiled. Lost documents not only cost you time and energy, but can also lead to poor customer service, decreased productivity and legal consequences.

According to PricewaterhouseCoopers, the average organization:

- Makes 19 copies of each paper document
- Spends \$20 to file each document
- Loses one out of every 20 documents
- Spends \$120 searching for a lost document
- Wastes 25 hours recreating each lost document



So, what can you do to avoid disorganization and increase efficiency at your company?

**Implement a Document-storage Policy:** Simplify the filing process by creating a document policy for your company. This should include standardizing your file-naming and indexing procedures to reduce confusion.

**Consider Scanning:** You don't have to go paperless to implement file scanning into your document-storage system. Scanning can reduce filing costs, improve organization and simplify the entire search process.

**Partner with a Document Management Provider:** By hiring a reputable document management service provider your company can save time and money in the long run. These companies can also streamline your print and electronic files and also provide ongoing support.

**For more information about document management solutions, contact us today!**



ACT was founded in 1962 and the company has earned a reputation as a trustworthy partner who always demonstrates its value in business practice. For 50 years, ACT has provided comprehensive business solutions through our team-based analysis and solution development. Our focus has been creating solid relationships and maintaining a reputation for business quality, strong financial performance, and excellent customer service.

ACT continues to grow. Keeping on top of the latest technology and servicing some of the largest businesses in the area and across the U.S.



PH 423-266-3774  
109 Signal Mountain Road  
Chattanooga, TN 37405

## Mobile Printing Made Easy with a New Solution from Toshiba

Mobile workers need the ability to print documents anywhere. Now, a new solution from Toshiba and Drivve allows remote workers to do just that.

Toshiba America Business Solutions, Inc., just announced the addition of Drivve Print Mobility Manager—a driverless print solution for users of mobile devices such as smartphones, tablets, netbooks, and laptops that allows for greater business productivity and convenience. It allows you to print to any printer or MFP from any location via the Internet or over a WiFi connection.

With no need for drivers, users can simply send their documents to print through the Mobility Manager by e-mail, uploading them to the Web or directly from their web-enabled mobile device using a Drivve Print app. Because security is a critical feature of any mobile printing solution Mobility Manager verifies user credentials before processing any print request, so users can submit documents from within or outside the company network or physical location with peace of mind that they are secure.

Contact us today for more information about Drivve Print Mobility Manager.



## 5 Reasons to Upgrade Your Printers

Whether you have a small business with one printer or a large business with a fleet of machines, upgrading your equipment has the potential to increase efficiency and cut costs. Here are five reasons why you should consider upgrading your office equipment.

- 1. Improved Quality:** Upgrades often come with new technology designed specifically to help you better manage your documents and improve the quality of your materials.
- 2. Lower Costs:** Because an upgraded machine operates more efficiently, newer machines will typically provide a lower cost per copy.
- 3. Less Maintenance:** Upgrading your hardware devices will replace older, inefficient equipment with newer technology that will improve the functionality of your copier.
- 4. Multifunctional:** Upgrading your copiers and printers to an MFP combines the functions of copiers, network printers, scanners and fax machines all into one device.
- 5. Enhanced Security:** Most upgrades come with new security features designed to prevent unauthorized usage. Newer devices may include security features that encrypt or protect the data stored on your device's hard drive.



## Recycling Your Electronics Just Got Easier!

Did you know that according to the Environmental Protection Agency, Americans only recycle about 25 percent of their electronic waste, which means that the vast majority of electronic waste is thrown away in the trash and contaminates our landfills, here in the United States and overseas with hazardous chemicals. With such troublesome statistics about electronic waste, you may be asking, how can I increase my recycling efforts?

Toshiba wants to make it easy for consumers to responsibly recycle their electronics. Toshiba America Information Systems (TAIS) recently joined the eCycling Leadership Initiative, the electronics industry's commitment to increase electronics take-back volume (collection and recycling) from 300 million pounds in 2010 to 1 billion pounds per year over the next 5 years. One billion pounds of electronics, if not properly recycled, would fill about 88.9 million cubic feet, equivalent to an entire 71,000-seat NFL stadium. The program will expand the number of collection opportunities available in the U.S. and increase consumer awareness of collection sites.

With this program, Toshiba and the Electronic Manufacturers Recycling Management Company (MRM) provide a solution to make recycling electronics more convenient.

## Maximize Your Meetings

Take your meetings from pointless to productive with these helpful tips:

- **Establish clear objectives:** Every meeting should have a purpose. To ensure that all attendees are prepared, create and circulate an agenda before each meeting.
- **Write it down:** Before the meeting starts, put someone in charge of recording minutes or meeting notes. Assigned action items and group decisions should be documented so the meeting organizer can follow up with attendees and track their progress.
- **Keep it small:** Only include people who are necessary to accomplishing the objectives of the meeting. Including non-essential employees is counterproductive and wastes everyone's time.
- **Watch the clock:** Respect the fact that time is everyone's most valuable resource. Set a timeframe for each meeting and do your best to stick to it. By designating meeting timeframes, you allow employees to plan meetings into their days and encourage them to get right back to work once the meeting is over.



## HOT Products

### Networks

#### IT Support

We have been helping clients with full IT support for over 20 years! We can assist with design, troubleshooting, and implementation of computer networks and peripherals.



We have found that being a full service provider helps us understand how all of the pieces of a network function together and allows us to build *more reliable, more functional* network solutions than those who only do a piece of the puzzle.

Give us a call to help smooth out the bumps in your IT infrastructure!

### Paper

#### Specialty Papers

We now have all types of specialty papers for that special project!! Need a heavier stock to give your document that extra punch? Need a gloss finish for those photos? Card stock for those Christmas cards you want to produce in house? We have it!!



Call us with your wish list and we can suggest a paper that runs effectively in your equipment! And best of all, we deliver it FREE!



## Encompass Managed Print Services

Encompass uncovers the hidden costs associated with all of your various output devices—copiers, printers, scanners and faxes—and discovers cost saving opportunities of up to 40% throughout your enterprise.

#### Here's how it works.

One of our Managed Print analysts completes a detailed, physical walkthrough of your office and compiles an inventory of your entire fleet of document equipment, every device in every location.

Using the exclusive Encompass Online analytical engine, our analysts discern usage patterns throughout the document lifecycle—from document creation, moving through storage, retrieval, distribution, and disposal.

All service, support and vendor programs are measured against usage patterns to identify cost saving areas.

**Contact us today to schedule your Encompass analysis.**