

MT Business Technologies, Inc.



IS DOCUMENT
MANAGEMENT EFFECTIVE?

LOOKING FOR INNOVATIVE PRODUCTS?

CAN DIGITAL COLOR BE AFFORDABLE?

ARE MANAGED PRINT SERVICES THE ANSWER?

KNOW HOW GREEN SOLUTIONS WORK?

LOOK INSIDE THESE PAGES AS MT BUSINESS TECHNOLOGIES UNTANGLES THE ANSWERS TO COST-EFFECTIVE AND EFFICIENT WAYS TO RUN YOUR BUSINESS!



WWW.MTBT.COM

Welcome

MT Business Technologies strives to be the premier independent business solutions provider serving the Ohio and southern Michigan regions. We are a forward thinking company that consistently supports our clients' success by being the best business technology services organization. **WE:**

- Serve as trusted advisors providing services that enable our clients to improve their business performance and sustainability;
- Run a sustainable, profitable business that rewards accountability and results;
- Promote client success so we continue to build MT's track record of supporting our employees, customers and community.
- MT has developed a reputation as the most reliable and professional provider of advanced business technology in our marketplace. We have a legacy of serving our clients' needs which has inspired us to evolve our company several times over our 92 year history.

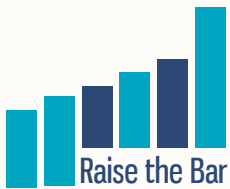
Serving over ten thousand clients, our team of dedicated professionals understands that true value comes through consistent delivery of world-class products and services over the term of our agreements. Our products and programs are designed to be flexible to our clients needs as their business evolves and grows. Through consistent monitoring, and reporting we provide proactive input which helps our clients to better manage their business and gain a competitive advantage. We understand that the investment companies make in technology and labor are two of the highest costs associated with any business. Our products and programs are designed to ensure that our clients maximize the return on these critical investments.

Please enjoy this magazine as we have pulled together a series of case studies and profiles that we hope will give you some ideas about areas where you can leverage our offerings to improve your business performance and sustainability.

Sincerely,

Carl Fernyak
CEO

Innovative Products and Services You Can Depend On



At MT Business Technologies, our motto is "Raise the Bar" as we believe that excellence and innovation are the keys to a successful experience both internally and externally. Within our organization, we apply this philosophy by partnering with industry experts, providing exceptional staff training and management focused on business development.

We apply this same strategy to our clients' operations by analyzing the workflow of their organization with the business goals they wish to achieve. This includes understanding the regulations of their industry, overall integration of their business systems, their security concerns, and environmental sustainability. We apply this holistic approach when recommending products and services to our clients.

MT knows to seek out areas of savings and efficiency as we partner with each of our customers, and are extremely confident in our ability to exceed expectations. We recognize that the strength of our solutions relies on the performance of our systems and our ability to maintain them. We carefully consider the products that we recommend to our clients and we invest heavily in training and certifying our technical team to ensure quality performance.

Ricoh Family Group

MT has enjoyed a solid partnership with the Ricoh Family Group (RFG) for over 25 years. The RFG consists of Ricoh, Lanier, Savin, and Gestetner products (Gestetner line was absorbed by Lanier in 2007). All models of RFG copiers, printers and other devices are manufactured in the same facilities.

Whether your product is Ricoh or Lanier, you can be sure that you are receiving the same quality product and expert support from MT Business Technologies. We stand behind the value and technical performance of all the brands and models we sell, evidenced by the fact that we universally apply all of our service guarantees.

Leading Technology Partners

While we are located in Ohio, we have partnerships with globally recognized leaders such as HP, Microsoft, and PrintFleet. This translates to our customers in a very

positive result. You will receive the personal touch people look for when partnering with a local organization, combined with the strength and ability to service your needs wherever they might be. Additionally, we have the flexibility to place a variety of manufacturer's equipment depending on what the application dictates.

New MT Program

MT Business Technologies' most recent achievement has been the Federal Trademark Registration of our Total Output Management® program. This trademark is for business services, namely ongoing assessment and consultation for optimization and improvement of document production. The Total Output Management® Program applies to managed print services and is described in detail on pages 4 and 5. These products and services are but a few of what's available through MT Business Technologies.

Call our customer service line to speak to an MT representative today!



Managed Print Services



In order to support our customers' office environment for increased productivity, MT developed a strategic Managed Print Services program called Total Output Management®. Each territory location has a specialist dedicated to the optimization of our clients' print environment.

In 2008, MT Business Technologies earned the Federal Trademark Registration for our Total Output Management® Program. This trademark is for business services, namely ongoing assessment and consultation for optimization and improvement of document production. Printing, Copying, Faxing and Scanning using the Total Output Management® concept can deliver significant savings—without changing the hardware infrastructure.

We analyze all your output systems to determine your current cost base.

How do we do it?

- We analyze all your output systems to determine your current cost base.
- We develop an overall output strategy that will potentially increase cost effectiveness.
- We calculate a fixed page price that includes maintenance and supplies.
- We consider alternative uses of your existing devices that may be more cost effective.
- You can outsource all the administration of these systems to MT Business Technologies.
- We will provide a single-source for logistics, servicing and upgrades.

In its simplest implementation, MT's program manages the service, labor, parts and consumables for all your existing output devices (including printers, fax and copiers). Our comprehensive program offers consultation, support, service, supplies, software and hardware to better manage our customers' output needs (prints, copies, fax and scans). The program is delivered as a Price Per Page (P3) agreement providing you a "Pay As You Go" usage approach for all output that is generated by devices in your operation.

MT's methodology

When you utilize our Total Output Management® program you are provided the highest quality of service, supplies and support. There are several steps to ensure that each of these areas is completed. By adding the Data Collection Agent to your networking system, it will allow us to know immediately if there is an issue with a printer (i.e. out of toner or needing service). This software will help keep any unexpected downtime to a minimal.

MT's experienced service department has developed management techniques focused on First Call Efficiency.

Each technician is factory trained on specific equipment that

they will be servicing in the field. When the MT technician arrives,

they will not

only correct the problem but will check your entire system. When the service call is complete you

can be confident that your system is running like new. Utilizing the Data Collection Agent will also

allow our supply department to monitor each device and the supplies needed for the continuation

of output.





Benefiting your company

Some of the key benefits to your company include:

Increased office productivity - There will be less time resolving issues due to MT being your single source provider. Along with more printer uptime, faster supply replenishment, improved user training, and the right hardware to match output needs.

Improved expense control - You'll notice that increased reporting leads to more accountability. You'll also know who the users are (department, building, etc.).

Increased cash flow - There will be less cash tied up in printer supplies making the program cost-effective.

Improved budgeting - You'll specifically know your office or facility's output cost. There will be an ability to tie document growth to business growth. You have the ability to forecast output production needs based on your business plan.

Revenue due to improved color output
- Cost reduction allows for implementation of cost effective color output, improving the impact of your information, and profits.

At-a-Glance Results with Total Output Management®

When you implement MT Business Technologies' Total Output Management® program, the results will be improvements in all areas of your business, beginning with these:

Increased Office Productivity

- Less time resolving issues; single source provider
- More printer uptime
- Faster supply replenishment
- Improved user training
- Right equipment for the job; matched hardware for output needs

Improved Expense Control

- Increased reporting leads to more accountability
- Will know who is using the printer (user, department, building)

Improved Cash Flow

- Less cash tied up in printer supplies

Improved Budgeting

- Know your office output costs versus being unknown
- Ability to tie document growth to business growth
- Ability to forecast output production needs based on business plan

Decreased Turn-around Time for Documents

- Speed to market with sales and marketing materials

Reduced Costs to Equal Increased Profits

- Fewer invoices, purchase orders, suppliers, etc.
- Increased accountability from provider

Increased Revenues Due to Improved Color Output

- Cost reductions allow implementation of cost-effective color output
- Improving the impact of your information

Total Output Management® delivers significant savings without changing your infrastructure!



School Technology For The 21st Century

Education environments are faced with a variety of challenges involving technology in more ways than ever before. Frequently, public and private schools are using the Internet as a way of engaging students. The immediacy of information from search engines like Google means that educators can find exactly what they need and print it on-demand for a class they have within the hour. Teachers are using interactive classroom aids to energize and captivate students. The end result creates more effective teaching and better performing students.

Today's computer labs need versatile and reliable solutions to handle the mix of jobs as well as the abuse of student users. Public and private schools are also where the Mac / PC wars have yet to be decided. These dual platforms complicate networking and printing for the multiple users who need fast access to printers and copiers, and overloads the security authentication process for device use.

MT Business Technologies understands these issues and provides a unique blend of technology solutions to address these challenges. Offering much more than office copiers and printers, MT's Education Division offers a wide selection of educational products: interactive whiteboard technologies (mimio), document cameras, projectors, presenter tablets, wireless tablets, interactive panels, general whiteboards, and more.

MT is making great strides to bring innovation and technology together for today's demanding classroom setting. The products we provide combine response system interactivity, customized presentations, formative assessments, and easy online reporting into one complete solution. Our products help inspire, engage, and motivate students by creating an interactive platform for them and their instructors, and the lessons themselves.



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The future of education has arrived - with MT Business Technologies!



MT Customer Spotlight

SCHOOL DISTRICT SAVES MONEY ON INTERACTIVE TECHNOLOGY

Forget Chalkboards. Imagine a classroom where a teacher instructs the class using a giant screen brought to life by knowledge and learning.

No longer an image of the future, mimio, a giant screen-board to assist in instruction, has facilitated interactive learning between Ohio's Chippewa high school students and its teachers.

According to Mary Barber, the school's technology coordinator, the district saved a lot of money. She said the district paid \$1,220 for mimio in comparison to the \$8,000-\$9,000 it would have paid for SMARTboard.

"Mimio is present in almost every elementary school, almost every middle school, and in about two-thirds of high school classrooms," Barber said. The system wirelessly connects to an external USB drive attached to a classroom computer. Barber said if a teacher does not want to walk to the board, she can use a wireless tablet to teach a lesson.

"Students can use it to complete math problems or answer questions without moving from their desks," said Barber. "High school students are less likely to walk to the board so the district purchased clickers to help them participate anonymously."

Numbered clickers allow teachers to track topic comprehension while protecting against peer ridicule, she acknowledged.

Jack Higgins, interim superintendent, said mimio will help students achieve concepts more quickly than conventional methods. "The use of mimio technology has enabled Chippewa teachers to engage students in active learning," said Higgins.

With mimio interactive boards there is broader participation with a more focused audience!

By Charlotte J. Muenzenberger, The Daily Record, 2009, Wayne-Holmes County, Ohio

MT Business Technologies, Inc.



AVerPen: A Brilliant Choice For Educators

Ever imagine if it would be possible to combine Interactive Whiteboard, Wireless Slate and Student Response System features into one complete, yet affordable solution? Imagination is now reality with AVerPen, a true 21st Century Classroom solution that combines the intuitive features of existing Interactive White Board technologies into a mobile, collaborative learning solution to stimulate teacher, student and group engagement and with immediate feedback. All from virtually any surface in the room!

AVerPen was developed to further interactivity between teacher and student or student groups while providing innovative new tools combined in an easy-to-use and highly mobile product. Each student or group will learn, collaborate and problem-solve together, while the built-in Group

Response System provides immediate assessment. Imagine the ability to equip two or more classrooms with a full 21st Century interactive solution for the average cost of purchasing and installing a single Interactive Whiteboard!

Teacher pens are able to control all features as well as activate, limit, or expand student pen functions, and since the pens function on virtually any surface, mobility is greatly increased by eliminating the need to use a static board or carry a bulky slate.

All AVerPen and AVerVision Document Camera features are wrapped with one easy to use software tool, eliminating the need for training and support of multiple solutions from multiple vendors.

Say goodbye to board calibration, bulky slates, static teaching and constant whole-class instruction!



Teach Anywhere, Learn Everywhere with AVerPen!



Big Benefits in Document Management

Let our MT specialists design a solution to fit your needs. Call a representative today.

Computer run software programs capture, organize, store, and make information available to the right people whenever they need it; from any location. Electronic Document Management (EDM) systems promote productivity while expediting business processes, vastly optimizing your company's workflow over age-old manual processing.

For a fully effective environment, businesses need to look at all phases of their document generation - from the cost of equipment and supplies through the necessary technical and service support. Take a critical look at your operating systems – how efficient is the software and equipment selected? How can your company improve its quality yet decrease the cost to produce documents?

Allowing EDM to drive your organizations daily business needs lets your office gain control over disparate information sources. No more lost files, slow invoicing, poorly executed processing with expert direction, advice and support from MT Business Technologies.

Are you wondering how to take the next step toward even greater efficiency? MT Business Technologies can help!

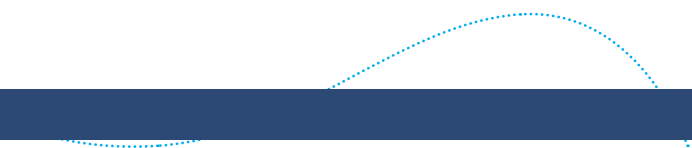
MT's team of specialists' follow a clearly defined four step process to design a solution the meets the unique needs of our clients. This approach begins with a thorough analysis of your current procedures, examining the workflow, proposing new processes and developing a mutually agreed upon strategy for implementation.

Factors we consider include:

- Your business goals, issues and processes
- Hidden costs associated with your current state
- Organizational, financial and timing issues
- Procedures in place that are partially automated, but not truly efficient
- Bottlenecks and cumbersome manual processes
- Regulatory compliance challenges

You may have already started to automate your routine business procedures, but there are more benefits to a solid document management system than electronic forms or simply imaging and accessing paper files.

Digital workflow is a major piece of the process automation puzzle, helping you leverage information across your enterprise. It's time to enable your staff to work smarter and faster by utilizing MT Business Technologies existing resources and exceptional customer service. We have the answers you're looking for!



Stop Living Dangerously. Safe Proof Your Business

One of the greatest challenges today is effectively backing up and protecting the vast amounts of data stored digitally throughout your business organization. There are software programs that safeguard this data in case of disaster-recovery, but what about daily misuse by users searching to retrieve this data? The simple fact is, the security of your organization is at risk every time someone logs on to its network.

If your company has implemented a credible system that allows “authorized users,” then your company is relatively safe – but if it has not set up a system with security checkpoints, when an unauthorized user or hacker logs on or an employee not meant to utilize specific data, then you need to expect what can happen: server downtime, data loss or corruption, leakage of confidential or important proprietary information, malware infections, network unavailability and much more.

With all that could happen without proper user ID (or even the necessary disaster recovery system for electronic files), it’s astounding that most organizations require only a simple user name and password to authenticate users onto their networks, regardless of the possible damage that could occur, even when logging in remotely. In fact, Gartner researchers indicate that about 94% of companies of various sizes require only single-factor authentication of this sort from their users.

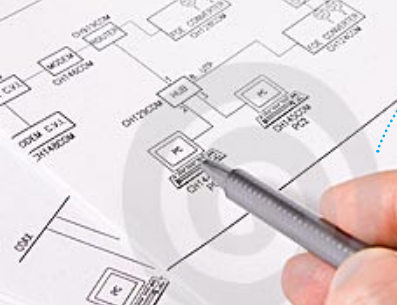
What’s the Solution?

Keeping a business up and running despite unplanned interruptions is no small feat. The ability to restore vital information in hours, minutes and even seconds is critical for a business to operate effectively. MT Technologies understands this importance and partners with its clients in developing a business continuity plan to assist in securing your documents and restoring your vital business information. Companies without this type of planning are living dangerously.

MT will develop a user security and recovery strategy based on an impact analysis on your company’s office systems and IT network. Without question, every company should implement a data security plan. To emphasize, just evaluate the lost time, costs and responsibility to replace misplaced or hacked files due to NOT having data secured, and how it will adversely affect day to day workflow along with poor customer service. Wouldn’t you rather be a company that is optimizing their network system through a good provider like MT Technology Solutions, safely protecting your company’s vital information?

**To ensure that your business is safe,
contact a MT representative today.**





Gaining Value from Business Information

The amount of customer and business information available to us as business leaders has increased exponentially. To remain successful in today's business environment, leaders need to spend more time focusing on their core business, gaining maximum productivity and efficiency while realizing a return on their technology investments.

Meridian Managed Technologies, a wholly owned subsidiary of MT Business Technologies, specializes in technology solutions that develop competitive advantages in today's challenging economy. Meridian's team of specialists help businesses improve their information workflow and processes through innovative and flexible managed services programs.

Beginning with an insightful assessment of business workflow, information processes and understanding of mission critical applications, Meridian develops a flexible, single-source program specifically tailored to each organization's needs.

A managed services program from Meridian may include solutions such as IT planning, office support solutions, network and server management, enterprise content management, business continuity and cloud computing. These programs are scalable and may range from remote IT support and monitoring to onsite office and IT support. Most importantly, Meridian clients' workflow will run more efficiently and effectively, allowing them to focus on their core business.



Why Meridian Managed Technologies?

- ❁ Innovative & Flexible Managed Technology Programs
- ❁ Leverage Technology to Increase ROI
- ❁ Proactive Management of Business Processes
- ❁ Allowing our Clients to Focus on Their Core Business
- ❁ Customized Programs, Not a Purchase

Buying Peace of Mind

A program from Meridian is designed to help clients clearly see their return on investment. We do this by having our staff of IT Architects and Project Managers work closely with our clients Technology Managers to ensure all solutions work and are supported seamlessly. The key is finding a provider who understands how converging technologies work with and support one another.

Meridian programs are designed to complement your internal IT support team by providing external hosted IT support. We will proactively manage your infrastructure. This allows you to get what you need, when you need it without absorbing infrastructure costs you don't need to. This allows the organizations we work with to focus on driving their business. Organizations need to be confident

that their network infrastructure will provide the support they need to be successful.

Our process management programs evaluate all areas of information and document workflow and distribution. These areas are often viewed as a "costs of doing business" and therefore given little to no attention as the cost of providing them escalate over time. By attracting the best and brightest team members and partnering with the industries technology leaders Meridian Managed Technologies can deliver world-class solutions and support to any size organization for all of their technology needs. Our onsite and off site support professional's are focused to identify opportunities

For further information visit
www.meridan-mt.com



MT Sets the Standard for Customer Service

EXPERT ADVICE. EXCEPTIONAL SERVICE. EXCELLENT SUPPORT.

MT's Service Department is at the core of what sets our company apart from the competition. Their achievements are the direct result of a philosophy focused on First Call Efficiency which was developed by BEI Pros.

Business Equipment Information Services, Inc. (BEI Pros) is an international source of copier and service department bench marking. This organization tracks every service call that occurs on over 1.5 million copiers worldwide. As a result of their research, BEI developed the First Call Efficiency program based on optimum performance of parts and complete system maintenance. MT adheres to this program in all facets of our Service Management.

Initially, each of our Technicians is factory trained on the specific equipment they service in the field. Also, our Technicians are incented on the quality of each service call, not how many calls can be squeezed into a workday. When MT's highly-trained and motivated Technicians arrive, they will not only correct the problem, but will also test the entire system. When the service call is

complete, the customer can be confident that their system will be running to manufacturer specifications.

When compared with the other dealerships who participate in the BEI program, MT is consistently ranked in the top 4% of dealerships nationwide based on First Call Efficiency statistics. Proving that MT's Service Team is dedicated to keeping the customer up and running! Also more than 98% of the time, MT Technicians have the correct OEM parts with them when they arrive at a service call. This number was originally flagged by BEI because it was so high and has since been proven accurate!

Factors Managed by the BEI Pros Reports include:

- Technician's average number of copies between calls for each piece of equipment (the more copies the better)
- Technician's ratio of days and units to failure
- Effective calls per day per Technician
- Average response time
- Optimum number of technicians needed for

the workload

- Optimum car stock available on-hand
- Identifying equipment with excessive service calls

In addition, MT Business Technologies has been recognized by BEI Pros for service organization excellence. MT holds an exclusive certification offered to only one dealership in our geographical territory, having been through the BEI Pros curriculum and resulting in the PROS Elite 100 certification. The value this brings to MT's customers includes extensive and ongoing auditing procedures to insure quality performance, an investment in continuous service improvement and technical excellence, with guarantees for the best price / value relationship in acquiring office equipment. Naturally, MT assures that your management staff is trained to proactively identify potential issues before they become a problem. MT Business Technologies is honored to be able to offer this exclusive level of customer service to our clients.

Does Color Attract Reader Attention

If you're not outputting your business communications in color, you haven't been paying attention! Numerous studies show that business communications produced in color have a more persuasive effect on customers and employees than black and white.

The research that bears this out is compelling. People are 55% more likely to pick up a full-color mail piece first, and the use of color in printed material increases readership up to 80%.

Does color enhance attention span?

Yellow is one of the most attention-getting colors. Think of a yellow highlighter and a yellow legal pad. When we want to draw attention to items in text, we highlight them in yellow. Studies show that readers pay attention up to 82% longer with color.

Does color affect comprehension and retention?

In a recent study conducted on students with learning disabilities and concurrent ADHD reported in the Journal of Learning Disabilities, color was shown to have "an immediate positive effect" on reading comprehension. And Loyola College in Chicago suggests that color has a positive impact on one's ability to extract information from different presentations, e.g., charts and graphs. Another study found the use of color on printed material increases retention on average 65%.

Does color motivate people?

Yes. Humans find joy in color. When we deprive employees of color in the workplace we're denying

them a basic neurological need. The brain is stimulated by color, releasing chemicals that cause a reaction, including stimulating our appetite. The use of color can also increase motivation or participation by up to 80%.

Does color increase the likelihood of a sale?

Brand identification is increased when color is added, and color on selling material increases the likelihood of a purchase by 80%. Studies show that color can and does have a powerful impact on people's decision-making. So if your company is still outputting business communications in black and white, it's definitely time to start paying closer attention.

MT Business Technologies provides a variety of color production systems ideal for business color users with an eye for consistent, accurate color output from their office machines. Take advantage of fast, incredibly precise color printing and copying with both OKI and Ricoh color multi-functional devices. MT's color products are competitively priced and offer a cost effective alternative to outsourcing an assortment of print jobs.

RICOH

OKI
PRINTING SOLUTIONS

Affordable Digital Color

MT Business Technologies, Inc.

MT Business Technologies knows that your business is focused on delivering a return on investment for every dollar that is spent. As the days of mass distribution are fading, every printed piece must have value. The good news is, today's offices can now use digital technology to deliver that all important ROI while delivering an incredible variety of quality color documents. Finally, digital color gets affordable!

Not only does MT offer affordable color technology for day-to-day business operations, we also provide quality equipment for high-volume print environments. This includes the Ricoh Pro C900 digital color printer, making it easier than ever to profitably turn out high-quality, high-speed color that exceeds expectations and meets bottom line demands.

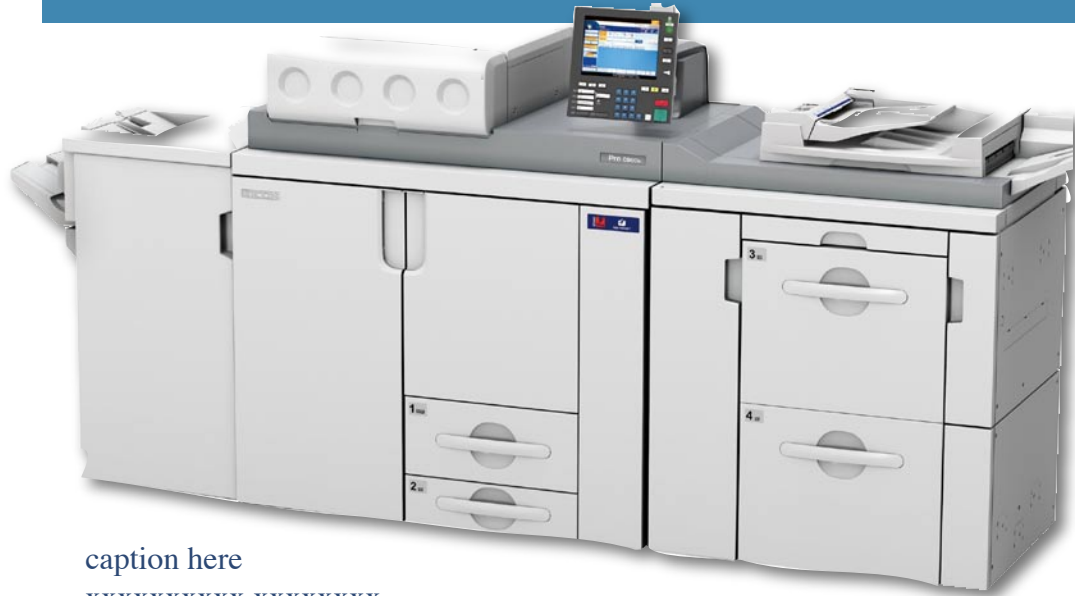
Defies Customers' Greatest Expectations

The Ricoh Pro C900 allows users to differentiate themselves from their competition with the ability to identify the new opportunities necessary to increase their bottom line. The Ricoh Pro C900 makes it possible to take on all kinds of new jobs that will bring additional revenue streams, including:

- Personalized direct mail campaigns
- Impressive color brochures
- Versioned newsletters

Productivity & Performance that Keep Pace

Like all Ricoh products, the Pro C900 was designed to provide the speed and productivity needed to meet clients' demands and generate more revenue. At 90 pages per minute, the C900 keeps up with on-demand pace and growing volume. Independently certified by the Rochester Institute of Technology for a wide range of media, the Ricoh Pro C900 was built to seamlessly manage the applications produced most:



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- Business cards
- Flyers & pamphlets
- Invitations
- Coupons

True "Print Shop in a Box"

For quality professional output, with the Ricoh Pro C900, all color jobs come off the printer not as mere stacks of pages but as full, clean, client-ready documents. Plus, a primary benefit of working with MT and Ricoh is the number of variable data software options available for use with the Pro C900 through our alliance partners. Together, we have the ability to offer:

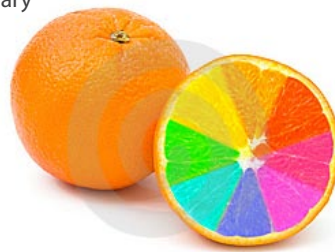
- Web-to-print capabilities
- Applications for personalization
- Variable data printing
- Transpromo initiatives
- Integrated marketing campaigns

Reliability You Can Count On

Printing on-demand doesn't allow for excuses or delays. Clients don't ask how many pages can be printed per minute but, "When can I get it?" Now, finished documents can quickly be produced in:

- Photo-quality color
- Collated, folded, stapled, or with covers
- Tabbed and hole-punched

The Ricoh Pro C900 was built to be one of the most reliable production printers in the marketplace today. With a robust, durable design, this machine is not only easily operated, but also extremely low maintenance.



The Bottom Line Benefits

Though you may not be ready to invest in a high-volume printing unit, you do need a system designed for the type of work you do now, as well as the work you will be doing in the foreseeable future. The ability to offer a wider range of applications is what drives volume growth. MT Business Technologies realizes that the Ricoh Pro C900 represents something rare in the production printing world - premium color printing that offers an intelligent system built for today and tomorrow.

Increase your productivity.
Let MT show you the benefits
of the Ricoh C900 today!



Raise the Bar

WWW.MTBT.COM

MT Business Technologies, Inc.

MT Business Technologies is dedicated to helping you make informed decisions about your office technology. **See what we can do for you!**

Our Locations



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Independence, Ohio 44131

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