

Finding Bright Spots in the Economy

There are no guarantees that a stronger economy is right around the corner, but it does provide a helpful reminder that these slow improvements are indeed signs of a recovery.

By almost every indicator, the U.S. economy is showing an improving upward trend. There are jobs being created, gross domestic product is increasing, industrial production is increasing, and overall sales are looking much better than recent years. Consumers have increased spending, and consumer confidence has been improving putting businesses and consumers in a position to spend again.

The recession has left consumers to make tough decisions for the past few years and in all respects a smarter consumer is emerging with a little more money in their pockets. Gearing up for the new consumer is essential to coming out on top after years of economic strife. Providing extensive product information, lowering price points, and increasing green options will have the new consumer spending their money with your company as the economy and the markets come back around again.



Efficiency + Technology = Profitability

Businesses are supposed to be efficient, but without the proper systems in place and the proper training of employees on those systems, many companies are just shooting themselves in the foot. Does your company exhibit one or more of the following symptoms of inefficiency?

Operations – Still using manual systems that reflect the way the company was originally run back when it was founded is a classic symptom of inefficiency.

Finance – Collections, AP, P&L/balance sheets, and reports generated by request have little control and limited monitoring by management.

HR – Informal hiring processes and haphazard training that lacks form or structure can affect the long-term workflow of a company.

Business Development – Sales executives who have limited knowledge of their marketplace often achieve sub-par performance.

Going Green In the Office

1. Become Energy Star Compliant - The ENERGY STAR program designates products including copiers, printers, and MFPs as highly energy efficient. It saves electricity and paper.

2. Use Multifunctional Machines - MFPs maximizes office efficiency. They save toner, fuel, electricity and space.

3. Maximize Scanning Capabilities - Scanning is the method of capturing and converting paper docs/ images into electronic images. They save paper, electricity and space.

4. Utilize Remote Diagnostic Service/Software - This is software that allows your dealer to contact a machine in the field and make adjustments. It saves fuel and electricity.



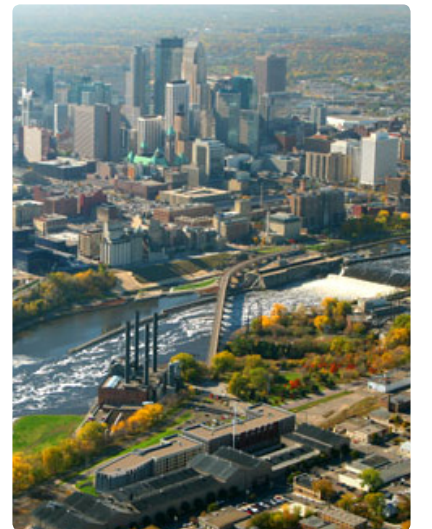
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The City of Minneapolis Optimizes Imaging Fleet and Saves 40-73 Percent

We are creatures of habit. When asked to alter our routine, we likely become uncomfortable. But often, change is for the better, as in the case of the City of Minneapolis, where taking a hard look at systems and trying something new has proven to save significant amounts of money, be kinder to the environment and streamline general business processes.



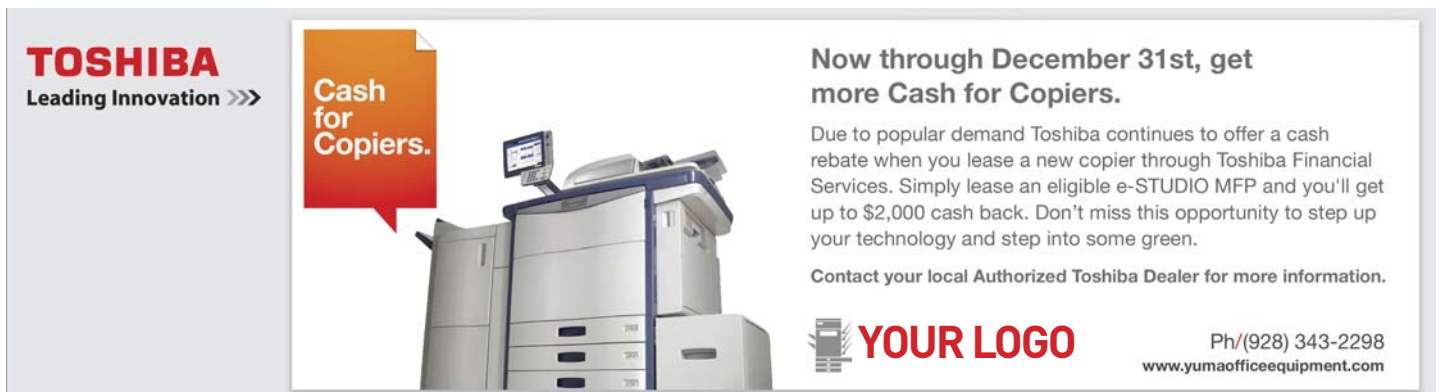
Challenge: The city had a total of 1,023 printers and 193 copiers or multi-function products (MFPs) in 16 departments, servicing 2,518 computers. Departments retained devices for five to seven years in an attempt to be cost effective. Although a great idea, the older equipment required more frequent service as it exceeded its lifecycle. Additionally, the devices came from multiple vendors and the city found that they never knew exactly who to call for service.

Solution: In April of 2008, Toshiba Account Manager Jay Roger worked with IT Operations Manager Jay Junker to build a business case for optimizing the city's fleet of printers and MFPs while simultaneously saving money in the process. The city leaders agreed and started out with a pilot project in Human Resources.

The Toshiba Encompass analysis revealed that HR had approximately 40 employees, and 32 devices – almost one for each staff member. To make the department more efficient, every single device was removed and replaced with three Toshiba MFPs: two monochrome e-STUDIO™353s and one color system, the e-STUDIO™3530c.” The results:

- Lowered their annual costs by more than \$49,000, and achieved perational cost savings of 73 percent
- Eliminated Monthly service fee that covered several aging printers
- Lowered cost-per-page by setting print default to black-and-white
- New MFPs complied with the city's green initiative, and multi-page documents could now be printed double-sided

Contact us for a FREE Emcompass Analysis. We can do the same for your organization!



TOSHIBA
Leading Innovation >>>

Cash for Copiers.

Now through December 31st, get more Cash for Copiers.

Due to popular demand Toshiba continues to offer a cash rebate when you lease a new copier through Toshiba Financial Services. Simply lease an eligible e-STUDIO MFP and you'll get up to \$2,000 cash back. Don't miss this opportunity to step up your technology and step into some green.

Contact your local Authorized Toshiba Dealer for more information.

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Why Leasing your Office Equipment is a Good Choice

- 1. No Money Down:** Most leasing companies do not require down payments. This feature is especially favorable to those businesses with low cash levels. When planning to buy equipment, vendors usually require a minimum of 10% down on the cost of the equipment.
- 2. Maintenance Agreements:** Most leases come with maintenance agreements to deal with repairs or any issues occurring with the equipment, which is likely to save money in the long run.
- 3. Equipment Upgrades:** There are lease agreements which include upgrades where an obsolete machine can be replaced throughout the life of the lease. This option prevents businesses from being stuck with costly equipment that can no longer be used.
- 4. Fully Tax Deductible:** The leasing of office equipment can be fully tax deductible if you use the leased asset in your business.



Avoiding Hiring Mistakes

Avoiding hiring mistakes saves money, time and hassle. By following some basic steps, you can get the help you need, when you need it. The following are essential in achieving successful recruitment:

Checking References

Ask for professional references and contact them directly. If a reference is hesitant to discuss day-to-day performance of the applicant, consider that to be a warning signal.

Background Checks

For your protection, conduct background checks for all new positions, and by all means on all employees that handle your company's finances.

Testing & Evaluation

Testing will provide comprehensive evaluations of the applicant's ability for the position, as well as the personality and general attitude.

Following these procedures may not guarantee a perfect hire, but it can go a long way.



Beware of Toner Pirates

Similar to the notorious pirates of long ago, these villains are out to plunder your riches. Armed with a telephone and a bogus narrative, toner pirates call businesses and use scripts to trick office personnel into thinking the call is coming from the company's regular office products supplier. They then propose special sale prices and offers to the business.

What they are offering, however, is no bargain. Instead, their intentions are to coerce companies into accepting supply shipments for toner or other office supplies that are grossly over-priced. To avoid becoming a victim of these scams, here are some things to consider:

- Have a specific individual do your supply ordering and advise your receptionist not give out this individual's name.
- Never commit to an order over the phone, no matter how tempting the price, or that "special offer" will expire.
- Know your supply representative. Check with your authorized dealer before buying anything.

Is Network Scanning Right for You?

Before implementing any network scanning program, it is imperative to ensure access to an existing secure network that includes secure file storage. In some cases, the need for security may be determined by governmental regulation or compliance mandates, such as Sarbanes-Oxley or HIPAA.

Security implications can even have an impact on who in the organization has the ability to scan and retrieve files. With more people having system access through network scanning, companies need to consider security. We can update you on how hardware manufacturers are working with software developers to establish security measures that ensure authentication and document security.

To prepare for these challenges, companies should ensure that the network scanner is compatible with the existing network prior to purchase. Pilot testing will alleviate this challenge and identify if additional network bandwidth will be necessary.

Contact us to find out if network scanning is right for you!



Hot Products

Color for Nothing

Promo Extended to end of May 2011

Now you can lease select e-STUDIO color systems for the same price as similarly-featured black and white MFPs.



e-STUDIO4520C System

- 45 PPM Color, 45 PPM B & W
- Out-of-the-box Print and Scan Ready
- Robust Security

e-STUDIO6520C/CT System

- 65 PPM Color, 65 PPM B&W
- 10.4" Control Panel with One Touch Access Keys
- Out-of-the-box Print and Scan Ready
- Robust Security



eSTUDIO 6550c series

High-level speeds and high quality color have a whole new platform

Now, with the integration of the new generation e-BRIDGE platform, the possibilities are limitless. In addition to speeds up to 65 brilliant color pages per minute, the new eSTUDIO 6550c platform provides increased security, connectivity, manageability, energy savings and, best of all, solutions readiness.

General Features

- Copy, Print, Scan, Fax
- Secure MFP
- Eco Features
- Med/Large Workgroup
- Up to 65 PPM Color
- Up to 75 PPM B&W

Toshiba Scanner fi-6140

KEY FEATURES:

- Fast, 60 ppm/120 ipm scanning in monochrome and grayscale
- Best in class 300 dpi color scanning at 40 ppm/80 ipm
- First scanner in its class to offer Intelligent MultiFeed Function
- Robust 50-page Automatic Document Feeder (ADF)
- Comes bundled with Kofax® VRS® Professional, Adobe® Acrobat® Standard, and ScandAll Pro imaging software
- One-year Limited Warranty

