

## Get on the Cutting edge with Shredders

A shredder is a simple addition to company security to reduce the risk to identity theft or corporate dumpster diving. In addition, to specialty shredders designed to handle non paper products including CDs, floppy disks, typewriter ribbon cassettes, microfiche & more, there are 3 broad categories of shred types:

**STRIP CUT** - This most basic shredder generates thin strips as long as the paper inserted and is an easy type of shredder to maintain., cutting strips from 1/64- 3/4 inches wide.

**CROSS CUT** - The cross-cut shredder dices paper by cutting it in two directions. Cross-cut shredders produce a systematic shred cut, which is available in many different sizes. Particle-cut shredders produce a non-systematic cut, which is impossible to piece together.

**HIGH SECURITY** - High security shredders are machines that produce shreds that conform to the Department of Defense (DOD) specifications with rotating knives that cut paper, tapes, and CD-ROMs until they are small enough to fall through a filtering screen.



## E-Discovery Survey Reveals Firms Not Litigation Ready

The results of a new survey of more than 100 IT managers in medium to large law firms by Contoural, Inc. and Osterman Research, indicates a significant gap between enterprise IT and legal departments, and that companies are largely unprepared for having to respond to litigation. More than 69 percent of the survey's respondents were not litigation ready with only six percent claiming they could immediately handle e-discovery requests. More than half said they were at risk of not being able to enforce a litigation hold.

Highlighting the rift between legal and IT, only 9 percent of IT managers responded that legal had provided clear guidance on e-discovery procedures or contributed the budget dollars necessary to accomplish the goals. Conversely, nearly 40 percent claimed they received no guidance on supporting e-discovery requirements.

More than 51 percent of organizations surveyed had not yet identified anyone in their IT departments prepared to testify in court regarding electronically stored information – what records are retained, where the records reside, how they are protected, and how the information could be retrieved if necessary under court order. When asked about the most painful issues for IT in complying with e-discovery requests, more than one-half percent stated the lack of enterprise search tools, which makes the time required for search and retrieval of Electronically Stored Information (ESI).

The recent amendments to the Federal Rules of Civil Procedure (FRCP) require companies to know what information they have and to be able to retrieve it quickly.



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# OfficeTrends

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## Legal Ease with MFPs

Law firms cope with issues that range from communicating between departments and parties to managing the never-ending flow of paper making its way in and out of the office.

**The Evidence.** With areas of practice which include civil litigation, personal injury, medical malpractice, mortgage foreclosures, estates, corporations and mediation, the law firm of Hutchens, Senter & Britton, P.A., a practice with 178 staff and three North Carolina offices, had two recent matters that it needed to address. The firm's medical malpractice and personal injury department needed an in-house solution for color photos and graphics required for illustrating injuries. Outsourcing the work was expensive and time-consuming. In addition, the bankruptcy court system requires all law firms to file paperwork digitally as PDFs. When the rule was initially implemented, documents had to be scanned to a computer, which converted the file into a PDF, and attached to an email message. With workloads and tight deadlines, this process was not a significant improvement over the paper filing process.

**The Verdict.** Sometimes the answer, however, can be as simple as implementing new multifunctional systems that have the capability to copy, print in color, fax, and scan-to-email.

The firm purchased color printers recommended by its office equipment provider. These devices scan and send detailed photos in a matter of minutes, print color images for use in court, and attach an image to its correct document and file it electronically. A MFP was also adopted that, with the push of a button, could quickly create a PDF and email the scanned documents directly to the federal bankruptcy court.

The law firm is now capable of efficiently sending documents between its multiple locations. Instead of long distance faxes or courier services, documents are scanned to email and arrive as attachments instantly. The MFP systems scan documents directly into the firm's existing document management system for storage. Prior to that, documents were sent to a central scanning location and input. Now they can be scanned from branch offices, which allow staff throughout the firm to immediately access the files.

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## ▶ Color My Office Productive: What Color Can Do For You

**RED** - Red stimulates the brain, increasing respiration and energy.

**BLACK** - Black is the color of authority and power, & is associated with elegance.

**BLUE** - A room painted blue is said to be relaxing.

**GREEN** - Currently the most popular decorating color is green. It's calming and healing, symbolizing nature. .

**WHITE** - White symbolizes simplicity, peace, purity, new beginnings.

**PURPLE** - Purple implies authority and rank, and is often associated with royalty.

**ORANGE** - This color is an emotional stimulant. People feel more social and joyful.

**YELLOW** - This color helps people to creatively focus, therefore good for conference rooms or R & D departments.



## Is Paperless Impossible?

Studies show that employees spend a significant portion of their work hours trying to find information already available in their organization. The time spent on searching, sorting, creating and re-creating documents might account for millions of dollars of wasted hours in the US alone.

For years now we have heard that the workplace will soon become paperless. Regardless that office technology has evolved due to enormous innovation, it's apparent that paper usage is actually growing each year. But is it well-managed? Is your company awash in papers and records that staff can't readily retrieve?

Think about adopting an Electronic Document Management System (EDMS) to cut out the clutter instead of buying another set of metal file cabinets. Document management systems vary in their file retrieval options from allowing index-based searches only to supporting searches of all the text included. Work with your dealer to uncover the best solutions to fit your company's management needs.

## Eight Top Sales Strategies

**1. Tomorrow's business starts today.** Salespeople have to know that in order to reap the rewards of tomorrow, you have got to put in the work today.

**2. Everything is a priority.** Your rep's day has to be structured. There should be times set for business development and others for non-business development activities, such as mail, & formulating reports.

**3. Sales pay for paychecks.** Sales bring in revenue and that's how everyone gets paid. As a new salesperson, your reps have to know how important they are.

**4. Not there to relax.** At a conference or networking event, new reps must know what they are there for: who will be at the event, who is speaking, what the action plan is for the event.

**5. Who cares?** What your new salespeople have to begin to understand when cold calling is "who cares?" Who cares if the person on the other end is not interested? Who cares if they hang up? Brush it off and keep calling.

**6. Call again, and again.** Don't call and leave a message and never call back. Your reps need to understand the importance of structured call activity to each prospect they dial on.

**7. Referrals are the source.** New reps have to make the most of the time and energy they have put into a deal and see if there is a referral available.

**8. Where do they start?** Do they have a list? Is the list new? What types of clients are being targeted? Ninety percent of new salespeople need direction.

## Tips For A Top Website

Today's businesses need to be concerned about how strong their online presence is. Customers can do their own research and identify, investigate and eliminate companies based on their own impressions before even picking up the phone. These key points you should keep in mind:

**1. First impressions** - the top reason customers will leave your website is a

lack of quality and professionalism. **2. Inform** - customers visit your website because they want instant information they need to do their jobs. Satisfy customers' needs for information by professionally presenting updated details on your company and its products and services.

**3. Easy navigation** - it is not just enough to have the information on your

website; customers have to be able to find it. **4. Update** - try and avoid having old, stale information on your website, or at least have some current content as well. Neglecting your website could reflect poorly on your company. **5. Less is more** - customers do not read the Internet, they skim it. Don't make your website an exact replica of your company's brochure.



## ▶ HOT Products



### ▶ Low-Volume Production Scanners

The Fujitsu fi-6670 and fi-6770 color, duplex scanners offer advanced paper handling, improved feeding technology and enhanced image processing speeds to provide document scanning speeds of up to 90 pages per minute (ppm) / 180 images per minute (ipm) at 200 dpi color, landscape scanning, with support for long document scanning (up to 10 feet). The hardware-equipped models, fi-6670A and fi-6770A, include the Kofax VRS 4.2 Color Graphics Adapter (CGA) board pre-installed, as well as the VRS software bundling.

### ▶ AIO Printer

The magicolor 4690MF all-in-one features printing and copying at 25 ppm, in color and black and white. It boasts enhanced scanning and 33.6 Kbps Super G3 fax functionality.

The magicolor 4690MF has a built-in automatic duplexer and a reversing automatic document feeder for two-sided printing, copying, scanning and faxing. This new AIO also features an 850-sheet maximum paper capacity, with paper handling ability up to 8.5" x 14" and 110 lb index.



## Morpheo — Groupe Lacasse

Groupe Lacasse, has introduced a new generation of casegoods designed to address the changing shape of the modern workplace. Freestanding or juxtaposed, Morpheo's modernist geometry makes the most of compact office spaces. The ergonomic worktable shapes surround the user to provide more surface to work with, more space to collaborate with team members, and more seamless interaction with technology. Because the design keeps everything close at hand, work flows without barriers.

Morpheo shapes your environment with attractive styling and wraparound functionality. Its modernist geometry, dynamic curves and sleek finishes envelop you with eye-catching chic. Its intelligent design and ingenious details surround you with convenience. Freestanding or juxtaposed. Its shape-shifting personality fits any office environment.