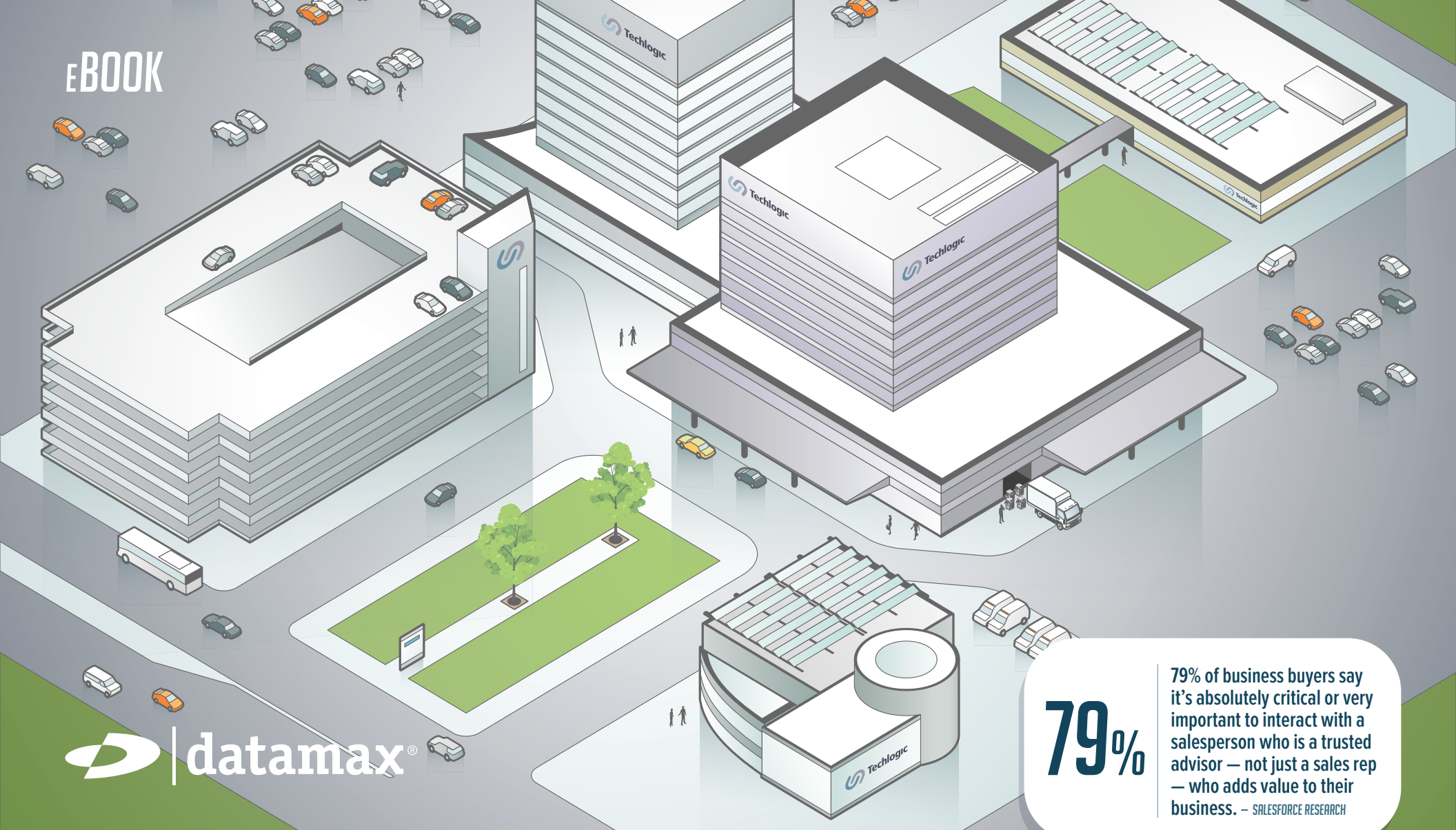


EBOOK



79%

79% of business buyers say it's absolutely critical or very important to interact with a salesperson who is a trusted advisor — not just a sales rep — who adds value to their business. — SALESFORCE RESEARCH

PAIN MANAGEMENT FOR CORPORATE PRINT MANAGERS

10 WARNING SIGNS YOUR TECHNOLOGY PROVIDER HASN'T EARNED PARTNERSHIP STATUS.



71%

Seven out of ten (71%) IT leaders state they spend up to half of their total budget on external technology vendors and service providers.

— CIO EXECUTIVE COUNCIL & IDC 2016 STRATEGIC PARTNER INDEX (SPI)

EBOOK INTRODUCTION

... THAT'S A LOT. GIVEN SUCH A SIZEABLE INVESTMENT, HAS YOUR TECHNOLOGY PROVIDER EARNED YOUR PARTNERSHIP?

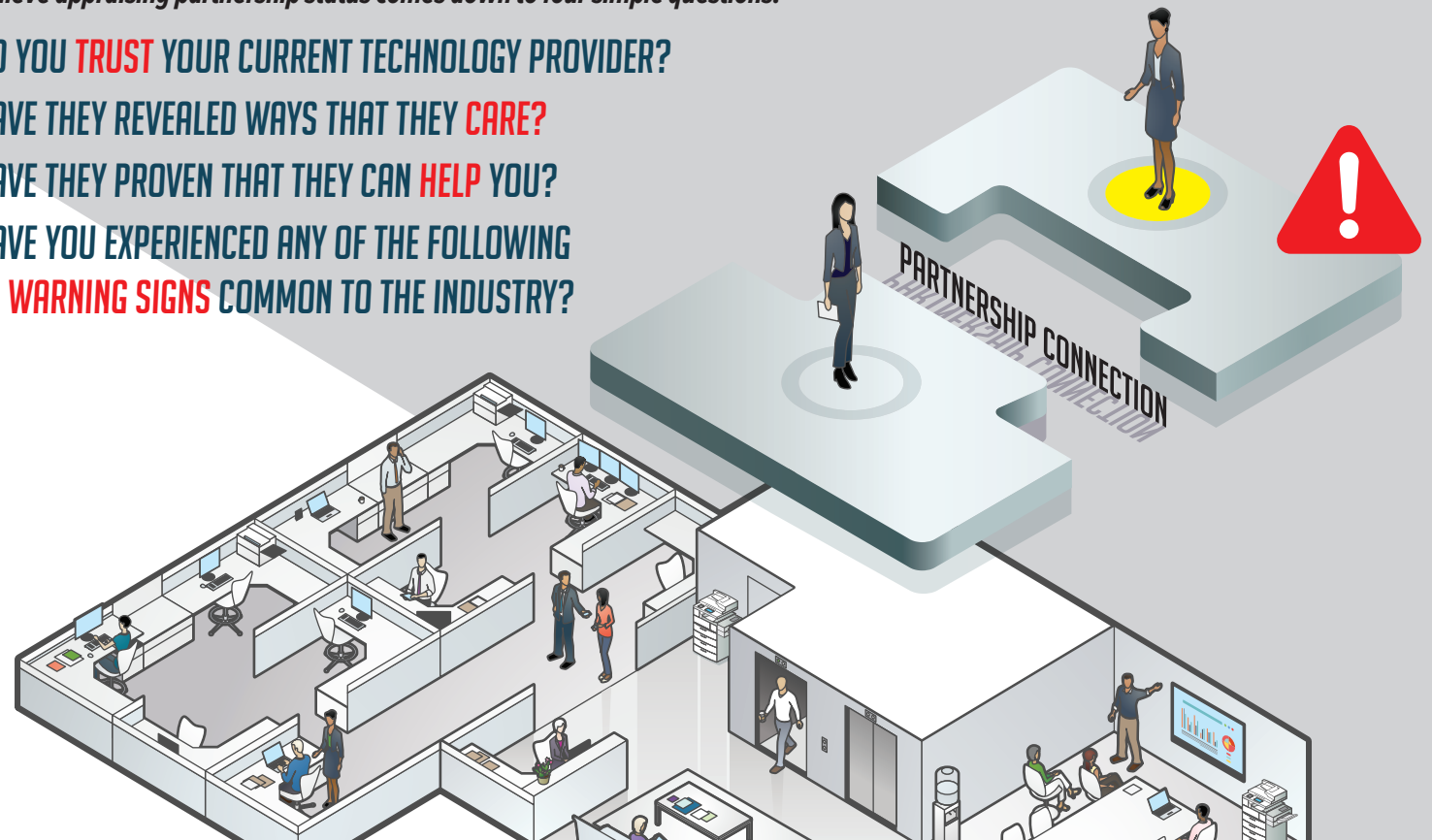
With so much at stake, we certainly hope they have. In the following pages, Datamax shares **10 Warning Signs That Your Technology Provider Hasn't Earned Partnership Status**. By comparing these real-world scenarios with your own corporate landscape, you can validate current pain points – and potentially how to alleviate them. Whether you're an IT Director, a Fleet Supervisor, Procurement Manager or CFO, your relationship with vendors directly influences how well you capitalize on your technology investment. From rudimentary tasks like toner fulfillment, to all-encompassing initiatives like workflow optimization and assessing your Total Cost of Ownership, how committed – and capable – is your provider with helping you overcome technology challenges and meet corporate objectives?

We believe appraising partnership status comes down to four simple questions:

- 1. DO YOU **TRUST** YOUR CURRENT TECHNOLOGY PROVIDER?
- 2. HAVE THEY REVEALED WAYS THAT THEY **CARE**?
- 3. HAVE THEY PROVEN THAT THEY CAN **HELP** YOU?
- 4. HAVE YOU EXPERIENCED ANY OF THE FOLLOWING **10 WARNING SIGNS** COMMON TO THE INDUSTRY?



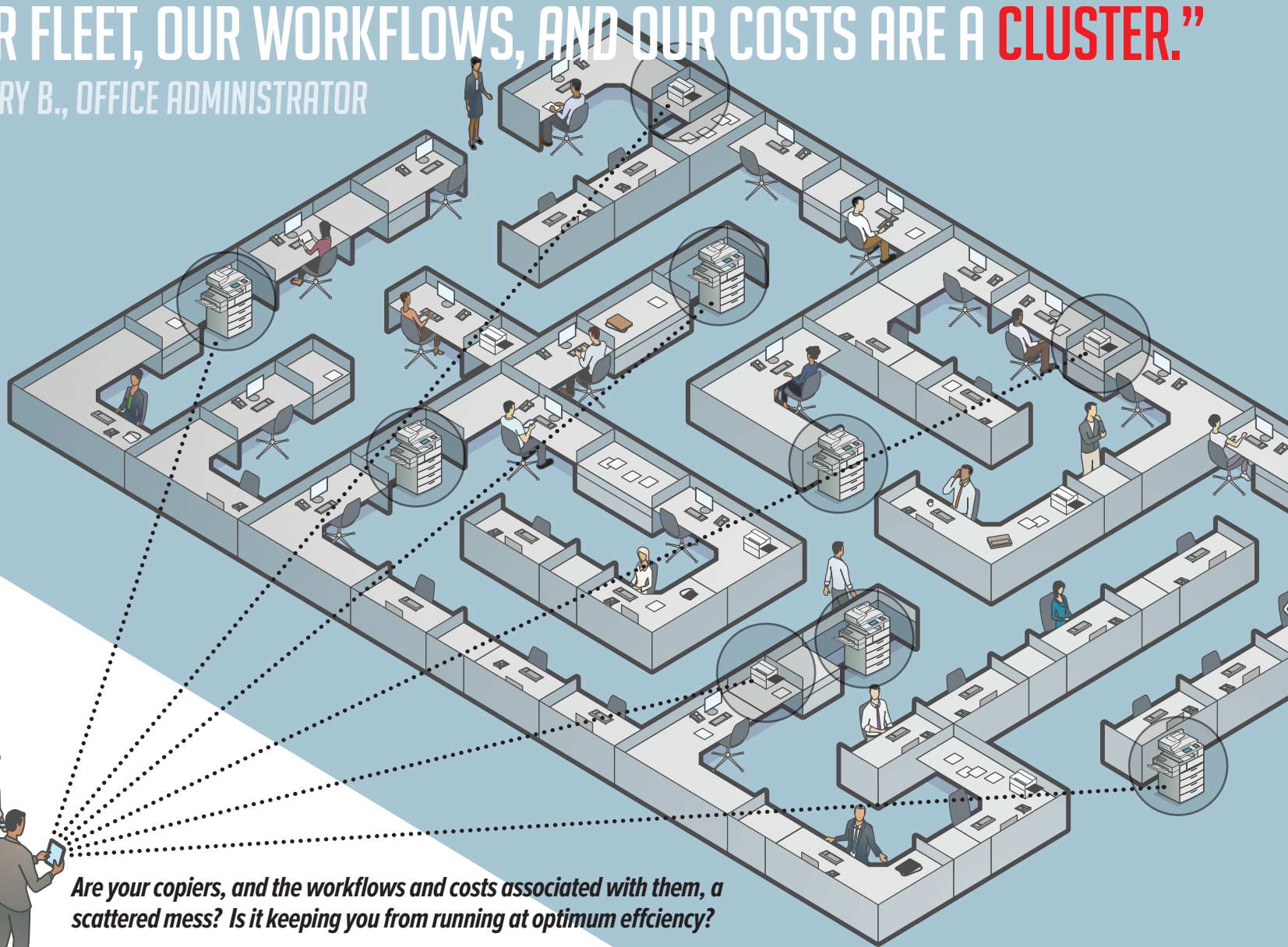
Thanks for taking the time to read our eBook. Additional insights can be found at **The Datamax Thinking Blog**:
www.datamextexas.com/blog/topic/key-accounts



RIGHT-SIZING THE FLEET

“OUR FLEET, OUR WORKFLOWS, AND OUR COSTS ARE A **CLUSTER.**”

— MARY B., OFFICE ADMINISTRATOR



Are your copiers, and the workflows and costs associated with them, a scattered mess? Is it keeping you from running at optimum efficiency?

Every organization's needs shift over time. Corporate accounts are constantly affected by real world changes within and outside of their organizations (*department additions, acquisitions, relocation, etc.*). Right-sizing your fleet (*right device mix, right location, right application, right volume*) should be given thoughtful consideration, and then re-discussed with your technology provider. The right partner can clean up the cluster, *get it right – and keep it right.*

UNDERSTANDING & MANAGING ONGOING PRINT SPEND

“OUR CURRENT VENDOR HAS DONE VERY LITTLE TO HELP US
MANAGE OUR PRINT SPEND FROM DAY ONE.”

— FRANK K., COO



Beyond your monthly invoice, how in tune are you with your print spend? How deep is your technology provider willing to dig to uncover hidden or fluctuating print costs?

Specific tools can perpetuate your understanding of technology spend and proactively manage it from beginning to end of your contract. Track and assess current device trends. Establish print rules and print restrictions on certain devices. Also, a trusted partner will better manage your spend with measurable, agreed-upon service level agreements to help predict hard and soft service-related costs.



Shouldering the burden of service requests takes enough time. The time it takes your provider to respond and provide resolution only adds to wasted productivity... and added frustration. Proactive Account Management means anticipating device issues through powerful tools (to prevent larger issues, longer downtime), clearly defined support methodologies and a clear understanding that your productivity is on the line when equipment is down.

A trusted technology partner will be up front about how service will be communicated, delivered, measured and reviewed on a regular basis; and then proactively meeting or exceeding those standards with measurable results.



PROACTIVE SERVICE MANAGEMENT

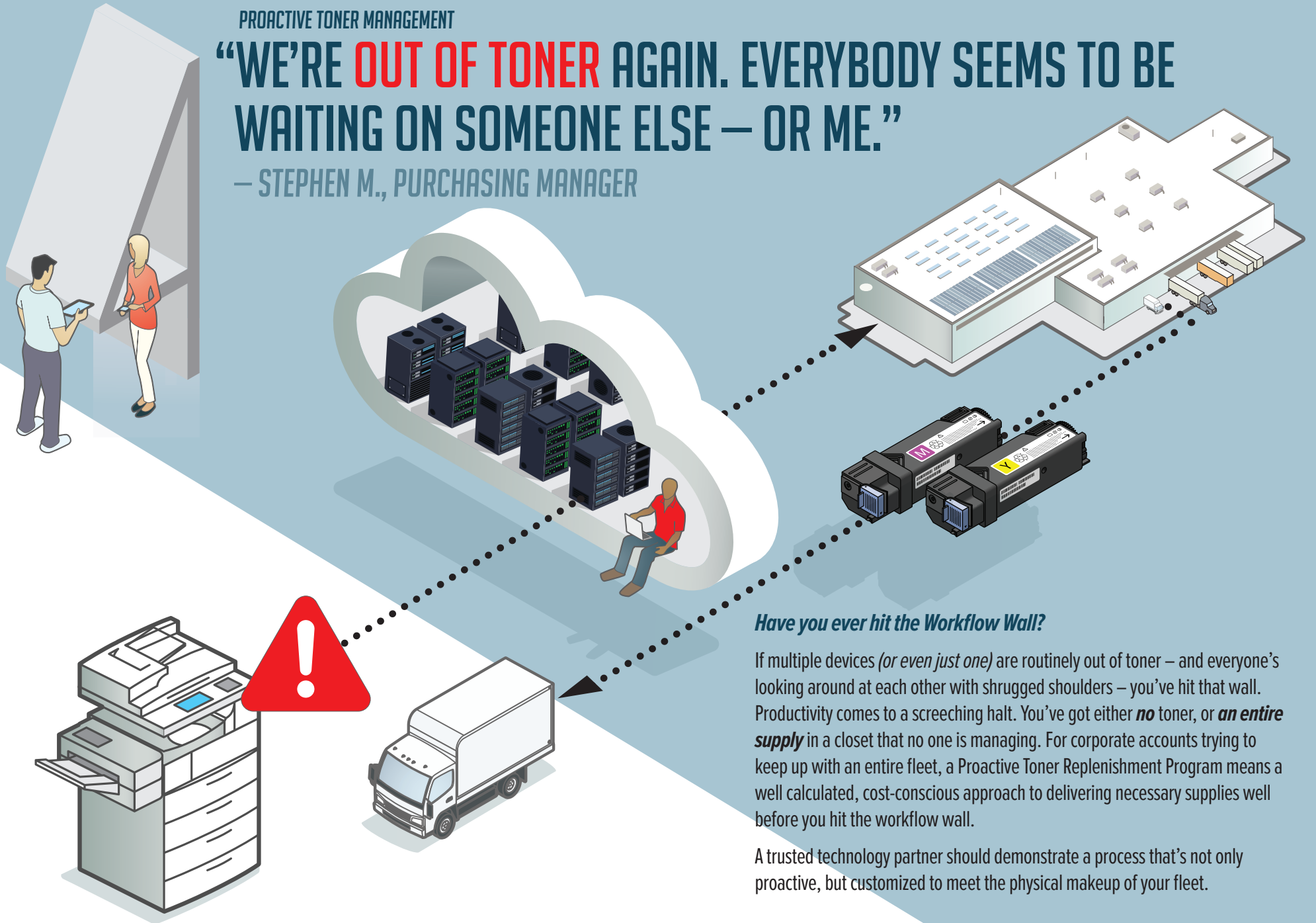
“SINCE THE BURDEN OF REQUESTING SERVICE IS MINE, MY VENDOR ISN’T MANAGING MUCH — LET ALONE MY ACCOUNT.”

— JENE T., IT DIRECTOR

PROACTIVE TONER MANAGEMENT

“WE’RE **OUT OF TONER** AGAIN. EVERYBODY SEEMS TO BE WAITING ON SOMEONE ELSE — OR ME.”

— STEPHEN M., PURCHASING MANAGER



Have you ever hit the Workflow Wall?

If multiple devices (or even just one) are routinely out of toner – and everyone’s looking around at each other with shrugged shoulders – you’ve hit that wall. Productivity comes to a screeching halt. You’ve got either **no** toner, or **an entire supply** in a closet that no one is managing. For corporate accounts trying to keep up with an entire fleet, a Proactive Toner Replenishment Program means a well calculated, cost-conscious approach to delivering necessary supplies well before you hit the workflow wall.

A trusted technology partner should demonstrate a process that’s not only proactive, but customized to meet the physical makeup of your fleet.

INVOICE CUSTOMIZATION & ACCURACY

“UNDERSTANDING, AUDITING, AND CORRECTING OUR INVOICING WASTES A TON OF TIME – MINE.”

— KATIE A., PURCHASING MANAGER



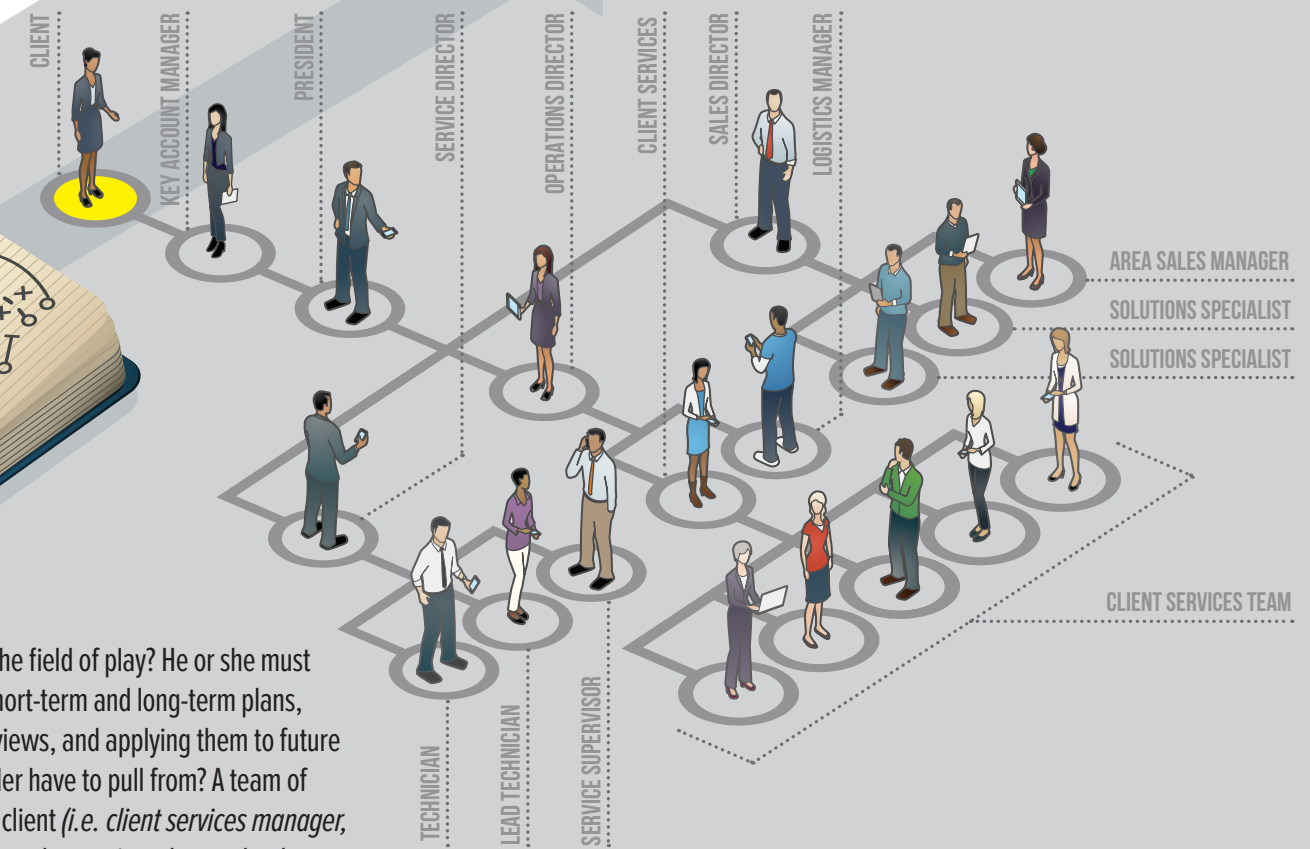
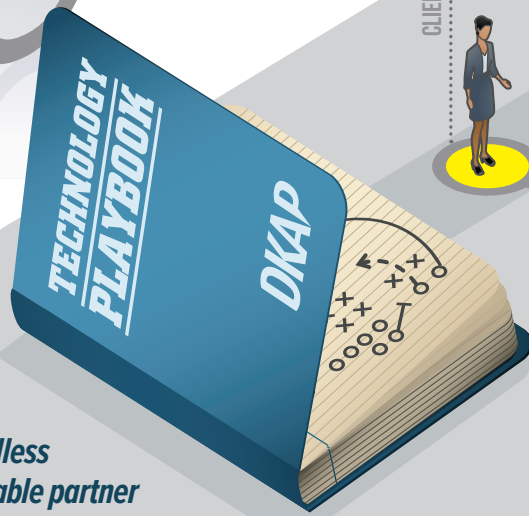
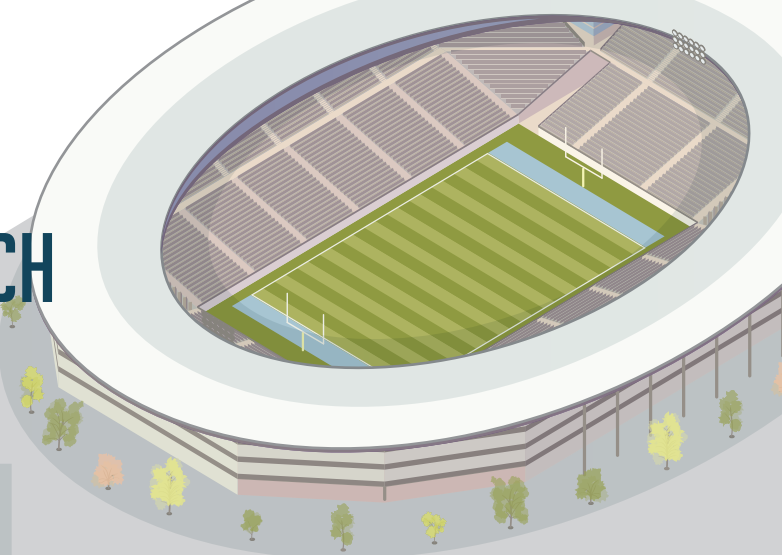
Did your last invoice read more like hieroglyphics than a list of goods and services provided?

First... if it ain't right, it ain't right. A technology provider should be held accountable for the accuracy of its billing. Furthermore, one size never fits all when it comes to invoicing template structure: Are they willing and able to customize your invoice by location? Necessary accounting codes? And as devices move in and around your office, does that translate onto your invoice? The quality of your invoice structure determines the amount of time spent auditing and correcting them. No purchasing manager has time for hieroglyphics.

ACCOUNT MANAGEMENT CUSTOMIZATION

“HOW CAN I CREATE - OR RUN - A GAME PLAN IF I CAN'T EVEN REACH MY ACCOUNT MANAGER?”

— LAUREN R., OFFICE ADMINISTRATOR



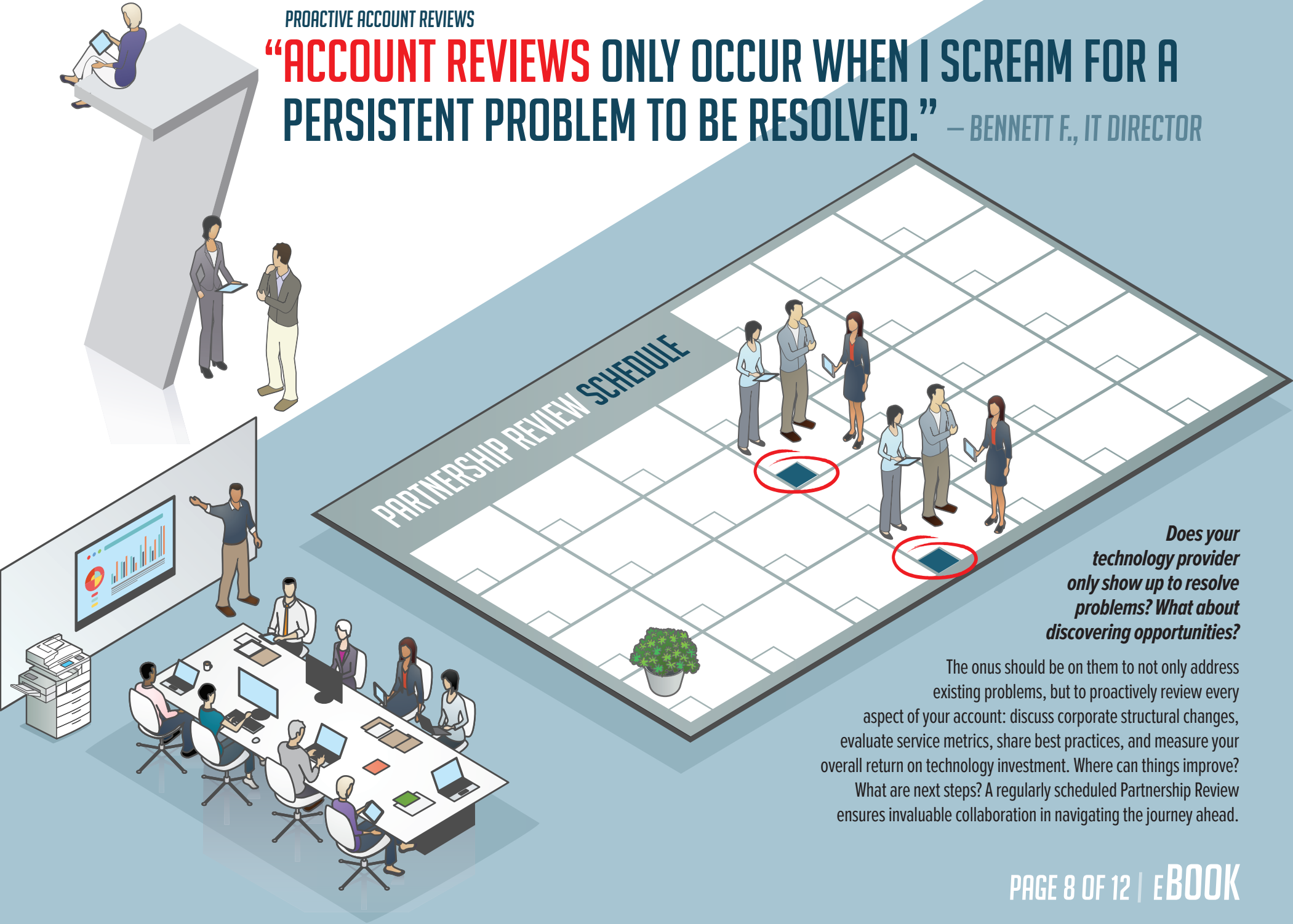
Your account has endless moving parts. A capable partner should have breadth of expertise AND depth of expertise to properly execute a game plan.

What breadth of expertise does your account manager bring to the field of play? He or she must move stealthily in the planning, coordinating and executing of short-term and long-term plans, analyzing outcomes through regularly scheduled partnership reviews, and applying them to future technology strategies. Additionally, what depth does your provider have to pull from? A team of collaborators that surrounds an account manager and his or her client (*i.e. client services manager, solutions specialist, lead technician*) will offer accessibility depth and expertise when technology challenges arise. It comes down to properly aligning corporate objectives with technology initiatives.

A valuable partner has your game plan already written.

PROACTIVE ACCOUNT REVIEWS

“ACCOUNT REVIEWS ONLY OCCUR WHEN I SCREAM FOR A PERSISTENT PROBLEM TO BE RESOLVED.” — BENNETT F., IT DIRECTOR



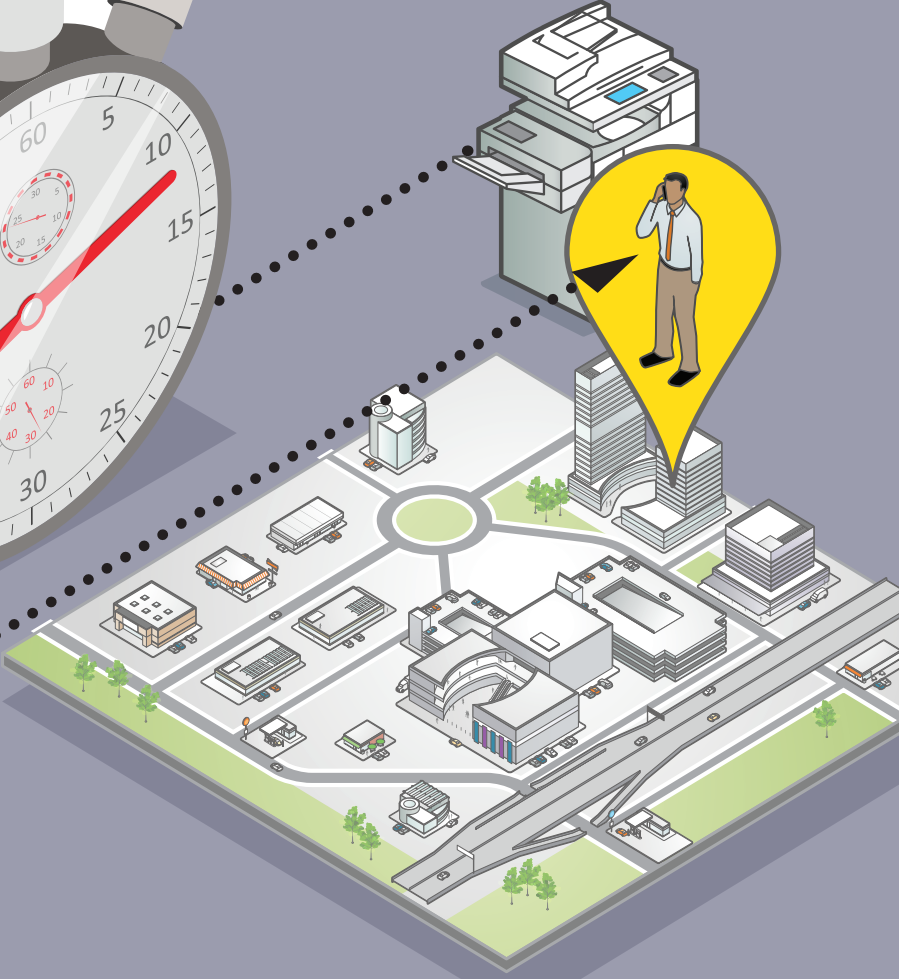
Does your technology provider only show up to resolve problems? What about discovering opportunities?

The onus should be on them to not only address existing problems, but to proactively review every aspect of your account: discuss corporate structural changes, evaluate service metrics, share best practices, and measure your overall return on technology investment. Where can things improve? What are next steps? A regularly scheduled Partnership Review ensures invaluable collaboration in navigating the journey ahead.

PREFERENTIAL RESPONSE TIMES

**“MY CURRENT
VENDOR DOESN'T
UNDERSTAND THAT
JUST SHOWING UP
ON TIME ISN'T
ENOUGH.**

— DAVIN G., IT DIRECTOR



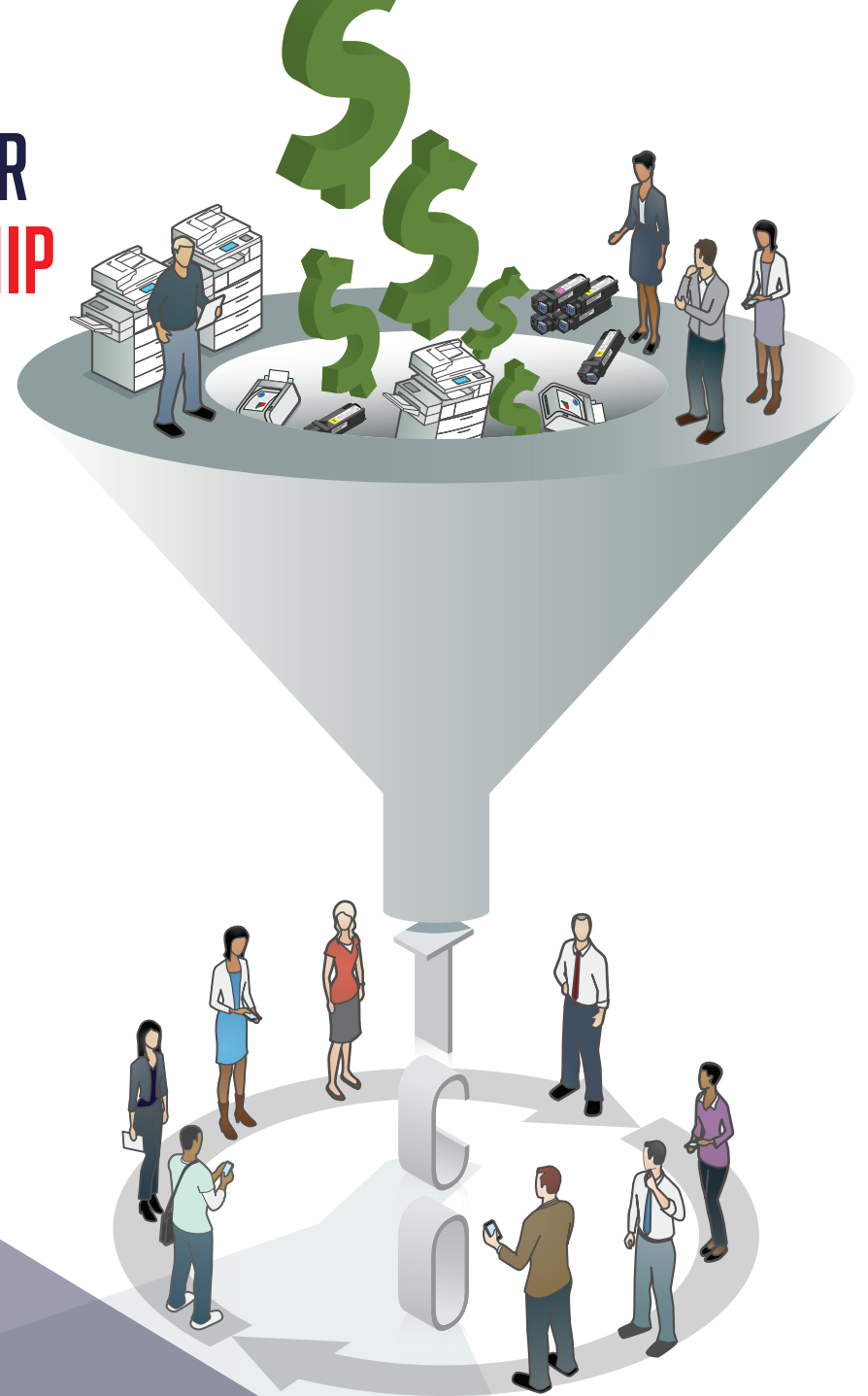
Showing up fast – but not providing rapid service resolution – only counts in horseshoes and hand grenades.

The management of your corporate print fleet – much like in sports – is not just about who has the will to win, or even who shows up first. It's about who comes prepared. How game-ready is your provider? Do they have the necessary advanced-level training? Are they deploying key device intelligence tools that provide important service information to technicians ahead of time? Are they keeping score with a variety of metrics that hold them accountable to service performance? Most importantly, a partnership exists only if your provider recognizes your target for success and works with you to achieve that mark (*i.e. through backing up service commitments and maximizing your return on technology investment*).

IMPROVING TOTAL COST OF OWNERSHIP

“MY CURRENT VENDOR TAKES NO OWNERSHIP OF MY TOTAL COST OF OWNERSHIP.”

— JIM S., CFO



As a corporate entity, you've studied your Total Cost of Ownership and/or assessed your Return on Investment prior to technology purchase. But what role – if any – did your provider play in this analysis?

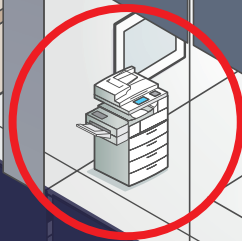
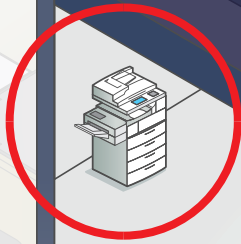
Ongoing costs pertaining to your print fleet – from operational to network infrastructure to maintenance and more – are all costs that must be accounted for the entire lifecycle of the equipment. Does your provider aide in the understanding of these costs? What about ways to actually *improve* these costs?

A technology **provider** wouldn't bother. But a technology **partner**, beginning with implementation and continuing on throughout your agreement, will demonstrate a real world commitment to maximizing your return on technology investment.

NEW VENDOR/SOLUTION ANXIETY

**“CHANGING OUT
VENDOR SOLUTIONS
MEANS DEALING
WITH CHALLENGES
AND ATTITUDES I’D
RATHER AVOID...
THERE’S GOT TO BE
A BETTER WAY.”**

— KENNETH V., CIO



Change – nobody’s favorite word – is often an inevitable part of growth.

Is your team anxious about new technology? Unsure about the unfamiliar faces moving equipment around? Are they willfully guarding that desktop printer, even though it’s horribly inefficient? A valued partner can remove employee anxiety with a few deliberate change management steps.

Collaborative implementation helps communicate the positive aspects behind the change. And a strategically planned training program builds end user confidence and earns trust.

READY FOR A RELEVANT TECHNOLOGY PARTNERSHIP?

CONSIDER THE DATAMAX KEY ACCOUNT PROGRAM — MANAGING TECHNOLOGY IN ORGANIZATIONS LIKE YOURS IS IN OUR DNA.

CLICK HERE TO SCHEDULE A VISIT WITH A DATAMAX KEY ACCOUNT MANAGER TODAY!

CAN'T WAIT? REQUEST INFORMATION OR CALL US NOW AT 800-633-1526.



ABOUT DATAMAX

Datamax provides a powerful portfolio of business technology services and solutions uniquely focused on document management, print management, network management, and office equipment—including multifunction printers, color printers, and production print systems. Our thought process concentrates on identifying corporate objectives, researching relevant technical options, and providing unbiased recommendations that align business goals with technology. We are a Microsoft Gold Certified Partner, and enjoy collaborative alliances with companies including Canon, Lexmark, and Laserfiche. Discover how our sixty-plus years of insightful thought process can empower you with the freedom to focus on what you value the most—your forte—your business. At Datamax, we're all about Creating Raving Fans®.



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