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WOMEN INFLUENCERS 2016

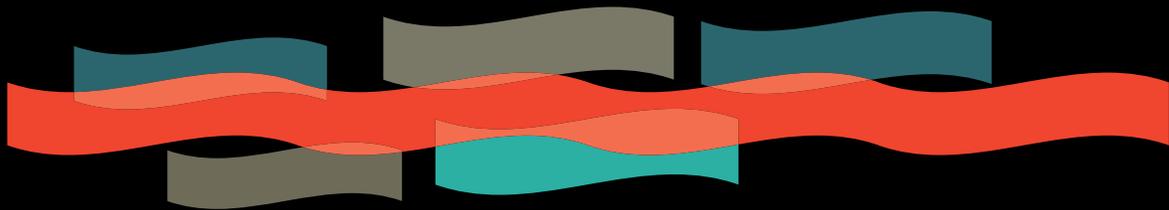
FEATURING Tina Cartwright, Jennie Fisher
and Beth Ann Kilberg-Walsh **PAGE 36**
Photographed by Jean-Bernard Villareal

WITH Jessica Crowley, Tanya Flores,
Mary Ellen Franz, Sue Wilson, **AND MORE**

PLUS 2016's Four Best Woman Executive
Frank Award Nominees **PAGE 8**

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Dedication

This issue is dedicated to my beloved 97-year old maternal grandmother, Sara (b. 1918), and my paternal grandmother, Fanny (1910–1958), two extraordinary advocates for women, diversity, and individuality, far ahead of their time, who inspire me every day.

–CJ Cannata, EVP and Publisher

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THIS MONTH ON

TheCannataReport.com

VIDEO



ON SET WITH 2016'S WOMEN INFLUENCERS

Many of our subscribers and partners have inquired about what goes on at a professional photo shoot in New York City. So this year, with the support of our Women Influencers franchise sponsor AMETEK ESP, we are publishing behind-the-scenes footage of The Cannata Report crew and our cover story subjects, Tina Cartwright, Jennie Fisher, and Beth Ann Kilberg-Walsh, on set to give a glimpse into the process.



CONTINUUM PRODUCES MUSIC VIDEO

Continuum produced a music video of Justin Timberlake's latest single, "Can't Stop the Feeling," which debuted at No. 1 on the Billboard Hot 100 on May 16 to promote the company's 3rd annual user conference. Navigate 2016 will be held on Wednesday, September 28, through Friday, September 30, 2016, at the Seaport World Trade Center in Boston. Check out the agenda, sponsors, and more, as well as register for Navigate 2016, at continuum.net/navigate2016.

DEALERS



Dex's Big Buy Is a Major Deal

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No. 25: A More Prevalent Presence

One of my all-time favorite movies is Barry Levison's directorial debut "Diner," theatrically released in 1982. Starring Steve Guttenberg, Daniel Stern, Mickey Rourke, Kevin Bacon, Timothy Daly, Ellen Barkin, and Paul Reiser, the movie features a group of young men who hang out at a diner in Baltimore between Christmas and New Year's Eve in 1959. It's a nostalgic dramedy" about relationships and friendships with a soundtrack of great music from the 1950s. The diner in the movie is a refuge for the male characters, a safe place where they spend their nights, bare their souls, and joke around with each other. There are women in the cast but no women in the diner. During the conversation over the end credits, one character comments, "Remember that time they brought a girl in here?"



I've been around this industry long enough to remember when women weren't nearly as visible in this industry as they are today—back when it was almost like "Diner." In the 1980s and throughout most of the 1990s, most of the women I dealt with were responsible for a company's marketing communications or they were working for outside public relations firms. Not that women weren't filling other higher ranking roles in the industry back then—there were a few—but most weren't occupying the more visible roles.

Across today's landscape, it's a different story in our industry. Our current world bears little resemblance to "Diner" or the office equipment industry of the '80s and early to mid-'90s. Today, women are more front-and-center than at any other time in our industry's history.

I can't pinpoint a distinct inflection point when the industry shifted to be more inclusive in its upper ranks. It's been more of a natural evolution, reflecting societal and workplace trends. Is our industry still male-dominated? Yes, but even though we have a long way to go, the trend continues to gather steam. That was obvious at the BTA 90th anniversary celebration in June where about one-third of the attendees were women by my estimate. Are women in the industry occupying comparable positions to male counterparts receiving the same recognition and enjoying the same benefits? No, but significant progress has been made. And it was obvious when the staff of The Cannata Report met to discuss the many worthwhile women in our industry to showcase in this issue before settling on the three we proudly feature on our cover and accompanying cover story.

We hope you enjoy that feature, as well as the rest of our coverage of our 3rd annual Women Influencer issue presented in part with AMETEK ESP, our Women's Influencer franchise sponsor who provides the funding for the cover and cover story photo shoot, as well as the cover story itself.

Having said that, there may be a time when celebrating women in our industry may not be such a big deal. But let's be honest, we're not there yet. We are, however, moving in that direction. And that's a very good thing.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Cullen". The signature is fluid and cursive, with a long horizontal stroke extending to the left.

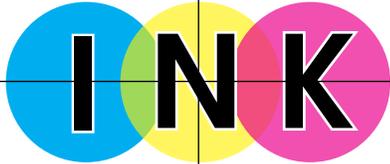
Scott Cullen
Managing Editor and Chief Correspondent

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INDUSTRY AWARDS, ACKNOWLEDGMENTS, ANNOUNCEMENTS & SIGHTINGS

BY CJ CANNATA

2016 Best Woman Executive Frank Award Nominees Announced Based on Dealer Votes

All of this year's Best Woman Executive Frank Award nominees as determined by dealers via our annual Survey come from the manufacturing segment and include 2015 award winner Laura Blackmer, SVP, Sales, Sharp Imaging and Information Company of America (SIICA); Kay Du Fernandez, VP, Strategic Business Development, Konica Minolta

Business Solutions, U.S.A.; Nancy Langsdale, Director, Field Sales, Canon U.S.A.; and Sue Wilson, VP, Operations, Toshiba America Business Solutions, Inc.

The Cannata Report will announce the winner from this as well as all other award categories live at our 31st Anniversary Awards & Charities

Dinner on Thursday, October 6, at the Westminster Hotel in Livingston, New Jersey. The entirety of this year's Awards & Charities Dinner event costs will be absorbed by our lead sponsor, Square 9 Softworks, along with our other two highly valued sponsors, Clover Imaging Group and Hytec Dealer Services. All proceeds will directly benefit our charity.

As previously announced, The Cannata Report's Carol Cannata—along with Sharon Esker, Cathy O'Brien, and exclusive sponsor AMETEK ESP, as represented by Director of Marketing Tanya Flores—will also host an inaugural Women's Brunch the morning after the dinner on Friday, October 7, at the Westminster hotel.

For more information about The 2016 Awards & Charities Dinner, visit thecannatareport.com/dinner31 or email cjcannata@cannatareport.com.



LAURA BLACKMER



KAY DU FERNANDEZ



NANCY LANGDALE



SUE WILSON

U.S. Bank Leads Charge in Raising \$15,000 for Adopt-a-Soldier Platoon's Camp 4 Heroes

Last year, U.S. Bank and SVP and GM of Office Equipment Vendor Services Phil Buysse were instrumental in helping The Cannata Report raise over \$20,000 for Adopt-a-Soldier Platoon (AaSP) initiatives. Announced at our 30th An-

iversary Awards & Charities Dinner, we also reported on and covered the effort in "Milestone Cannata Dinner Yields Seven Award Winners and Raises over \$185,000" in our 2015 September issue and on thecannatareport.com.

When AaSP reached out to The Cannata Report this year in an effort to raise a target of \$25,000 for the organization Camp 4 Heroes, a retreat for veterans suffering from post-traumatic stress disorder (PTSD), Buysse and U.S.



PHIL BUYSSE



Left to right: Sally Brause, Director, PathShare® Human Resources Consulting; Tawnya Stone, Vice President, Strategic Partner Technology; Kim Loudon, Vice President, Sales; Becky Anderson, Director, Vendor Relationship Development; Jennie Fisher, Senior Vice President and General Manager, Office Equipment Group; Alisha Fishwild, Director, Vendor Relationship Development; Lindsay Bohon, Vice President and Managing Director of Sales; Stephanie Severin, Senior Vice President and Chief Credit Officer.

WOMEN INFLUENCERS MAKING THEIR MARK



There's no doubt at GreatAmerica that gender diversity helps businesses thrive. The varied perspectives of both women and men help better solve our office technology dealers' challenges. Thanks to *The Cannata Report* for highlighting important industry leaders as they make their mark!

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Bank immediately led the charge by donating \$5,000.

The following industry notables who also answered the call and generously contributed to the \$14,850 total raised to date for AaSP's Camp 4

Heroes include Rick Bastinelli, Centric Business Systems; Carol Cannata, The Cannata Report; Luke Goldberg, Clover Imaging Group; Jeanne Hopkins, Continuum; Mario Lenci (formerly of KYOCERA); Jerry Mathwig, Metro

Sales; Ed Portzeba, Jr., Ed & Ed Business Technology; Matthew Ruhalter, NubePrint; Richard Van Dyke, Advanced Office; and Larry Weiss, Atlantic, Tomorrow's Office.

If you would like to make

a contribution toward the \$25,000 goal, please contact cjcanata@cannatareport.com or fgcannata@cannatareport.com. To learn more about Adopt-a-Soldier Platoon and Camp 4 Heroes, please visit adoptsoldierplatoon.org.

Chicago Cubs Representatives Among over 360 Attendees at June Impact Networking Headquarters Grand Opening Event

Impact Networking (Impact) hosted a private, by-invitation-only Grand Opening Celebration this summer on Thursday, June 16, at the company's new headquarters in Lake Forest, Illinois.

Over 360 attendees attended, including VP Tom Walsh of KYOCERA Document Solutions America, Inc. and repre-

sentatives from Kofax, Prysm, and the Chicago Cubs.

The 20,000 square-foot, two-story office building boasts some of the latest technology and will allow Impact to expand its teams. The facility features a new training facility with a Prysm touchscreen wall that enables Impact to build and grow its

training capabilities and an IT Command Center with large TV displays to help Impact track its substantial fleet of service vehicles.

Impact invited guests to tour the building and see demonstrations of the new technologies incorporated throughout. The company also treated them to a grill out, refresh-

ments, Impact-branded wine, cake pops, and bean bags in the spacious parking lot surrounding the building.

Hosting events such as this one enable the company to share moments of success with business partners and loved ones, which plays a substantial role in Impact's brand and culture.



ANDY MAZUR
Strategic Services Branch
Manager, with wife Army and
son Maxten



FRANK DeGEORGE
VP, Strategic Services/
Partner, with daughter Rose



Training Center with
16'x9' touchscreen Prysm
virtual workplace wall



Kitchen and café
equipped with Im-
pact "Kegerator"



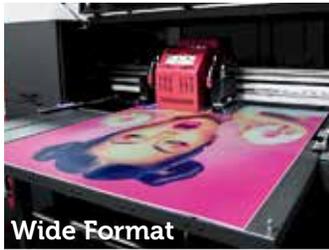
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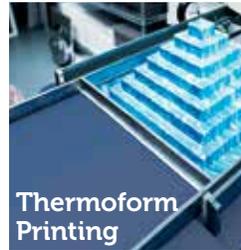
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Canon, Clover Imaging Group, GreatAmerica, and DM | Supplies Network Among Global 2016 MPSA MPS Award Winners

The MPSA established the Global MPSA MPS Awards in 2010 to honor companies that have excelled in various areas related to managed print. Winners serve as examples to the industry regarding their commitment and expertise in managed print services (MPS).

An esteemed judging panel of industry leaders, chosen from the MPSA membership and led by members of the MPSA Executive Committee to ensure impartiality and adherence to guidelines, vetted and scored all of the awards submissions. Companies that scored the highest in each category were deemed the winners of each respective award.

The following winners were officially recognized earlier this month at the 2016 Global MPSA MPS Awards Ceremo-



All award winners pictured with MPSA Executive Committee

ny on Monday, August 1, at CompTIA's ChannelCon event at the Diplomat Hotel and Spa in Hollywood, California:

This year's award categories and winners are as follows: Best MPS Innovation Award: Clover Imaging Group; Inde-

pendent MPS Plus Provider: Xtandit; Managed Print Infrastructure Provider: Supplies Network; Regional Managed Print Services Provider: Xtandit; MPS Software Provider: Print Audit; MPS Professional Services Provider: GreatAmerica Financial Services;

and Direct MPS Provider: Canon U.S.A.

For more information about the awards, along with MPSA benefits and memberships, visit yourmpsa.org/membership or contact the MPSA at info@yourmpsa.org.

Representatives from DM | Supplies Network, HP, and Others Take a 500 Mile Ride Across California to City of Hope



BILL ERPELDING

Over five days, from August 30–September 3, DM | Supplies Network (DM) Director of Marketing Bill Erpelding and 10 other bikers who collectively represent DM, HP Inc., HSM, and others are riding from Palo Alto, California, to City of Hope in Duarte, California. The trek will cover over 500 miles in support of cancer research and treatment.

Founded in 1913, City of

Hope is a world leader in the research and treatment of cancer, diabetes, and other serious diseases. The organization is one of 45 comprehensive cancer centers in the nation per the National Cancer Institute.

Providing a specific rationale for his participation in the ride, Erpelding stated, "I watched both my parents go through several bouts with cancer and the challenges they

faced. Fortunately, they are survivors and we have much to be thankful for. I'm taking on this challenge to celebrate their survival, encourage those currently fighting to overcome cancer, and to support all those dedicated to finding cures."

To support Erpelding and The Ride Across California participants, visit crowdrise.com/BikeForHope2016.





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- Chad Schwartz
VP, Business Development & Managing Director
Imagine Technology Group

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JBMIA Elects New Chairman

Seiko Epson Corporation President Minoru Usui Takes Charge

JBMIA (Japanese Business Machine and Information System Industries Association), an organization of copier manufacturers, printer manufacturers, and other office technology manufacturers (shredders, projectors), elected Minoru Usui (President of Seiko Epson Cooperation) as its new chairman during its recent annual meeting. He replaces Masatoshi Matsuzaki, Chairman of the Board of Konica Minolta Inc., whose term expired.

After assuming his new role, Usui outlined three important objectives for JBMIA. The first is to establish an infrastructure that will comply with various environmental regulations.

As part of the Paris Agreement, which arose from last year's 2015 COP21, there is now a new framework to address climate change. According to Usui, the agreement is expected to bolster environmental compliance requirements that will include developing or industrializing countries. Usui also expects this agreement to bolster the diversification of climate-change regulation requirements within the office technology industry.

"In order to respond to [these requirements], our association will demonstrate our leadership and move forward in establishing the industry's infrastructure, cooperating with associated agencies of every country to grasp information at the earliest stages, and in building a cooperative structure that provides cumulative

"I am looking to execute the association's principles of creating a vigorous global society by proposing new work styles through continuous innovation of business machines and information systems," concluded Usui.

know-how from previous activities and resolves common issues," Usui said.

The second initiative involves the changes surrounding global businesses as they develop enhanced collaboration with overseas organizations.

"In accordance with the general agreement in TPP or the extension of the World Trade Organization Information Technology Agreement, the framework for trading tariffs has led to significant environmental changes," explained Usui. "These changes will have a substantial impact on our industry—an industry that has expanded globally. We are going to share our opinions with related groups in every country in order to securely execute the terms of the agreement. We are also going to unite and resolve common problems within the industry."

He added that JBMIA will continue to work on issues related to global standardization activities and intellectual property so that JBMIA can support the competitiveness within the industry.

The third initiative is focused on building a meaningful association and strengthening its structure.

"I will continue the work of the previous chairmen and member companies in transforming the association and I will look to tackle new domains," said Usui.

To achieve that goal, he explained that JBMIA will promote collaboration with its member companies and other industries to facilitate more customer interest in office equipment. JBMIA will also work to attract more members from outside the office technology industry.

"I will [help the industry achieve] sustainable growth by promoting globalization and I will strive to add value to the association by enacting new policies. I am looking to execute the association's principles of creating a vigorous global society by proposing new work styles through continuous innovation of business machines and information systems," concluded Usui.

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Women Techs on the Rise

Copier Careers' Latest Technician Survey Reveals Nearly One-Quarter of Today's Techs Are Women

By Scott Cullen

There's a new tech in town. But this tech is not like the grizzled, old break-fix guy who has been plying his trade in the office technology industry for decades. No, these techs are well equipped with numerous certifications that make them more adept at dealing with issues well beyond traditional break-fix issues. This new breed of tech can also handle network and MPS-related issues. And more often, these techs are women. According to the results of Copier Careers' latest annual Technician Salary Survey, 24% of its 4,428 respondents were women, a 10% increase since 2010. Those numbers align with statistics culled from various sources by the

National Center for Women & Information Technology that show that 25% of professional computing occupations in the U.S. are held by women.

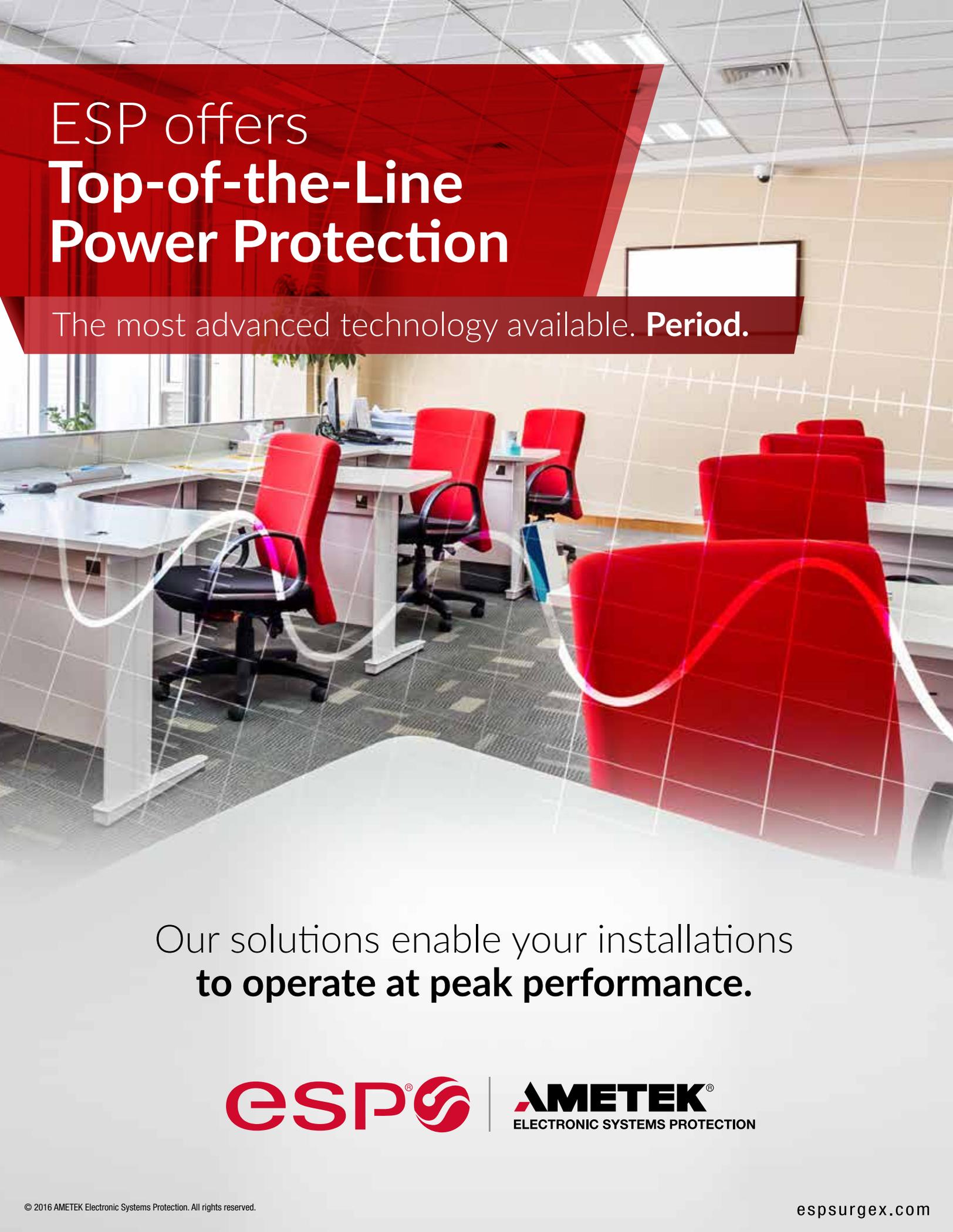
Conducted by the recruitment organization for independent office technology dealers, this survey polled technicians across the U.S. about compensation, career satisfaction, how closely their needs aligned with their employers, and other employment-related questions. Results reveal that the average salary is now \$45,121 and that 70% are



SCHWARTZ

actively or "somewhat" looking for a new job. Respondents were also asked about the job satisfaction they receive from working with leading-edge technology, improving innovative IT solutions, and access to continued opportunities to learn new skills.

We spoke with Copier Careers' President Paul Schwartz and Jessica Crowley, business development manager and senior recruiter, about the impressive trend of women increasingly working in technical positions.



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“Overall, sales, management, leadership, whatever the case—because the industry has evolved, it’s more than just selling boxes. It incentivizes not just males and younger males but also females to [look for employment in] the industry as a whole, said Crowley”

Crowley attributes the increase to the rise in technical skills required of the job, as well as the average age of techs—34 years old with 6.8 years of experience in the industry. “You’re going to have a larger mix of male and female [from the younger generation] because [the position has become] more technical in regards to managed print and managed networking,” observed Crowley. “That is what is incentivizing women to be interested in the position, versus five or 10 years ago, when it was more of a break-fix position.”



CROWLEY

leadership, whatever the case—because the industry has evolved, it’s more than just selling boxes. It incentivizes not just males and younger males but also females to [look for employment in] the industry as a whole.”

While it’s not uncommon for clients to request women to fill sales rep and leadership positions, Crowley isn’t aware of anyone specifically asking for a female technician.

The difference, according to Schwartz, is that when Copier Career submits a female candidate for a technician position, service managers and owners aren’t surprised anymore compared to a few years ago.

One of the recent candidates Crowley submitted to a dealership had a printer background along with various noteworthy network certifications such as A+ and Net+. “She had more of an IT computer background, including her education,” reported Crowley.

Asked what the ceiling is for the number of women techs in the industry, Crowley isn’t about to pull a number out of the air, but she attributes any future increases to an array of factors. “It depends on the industry they’re coming from, their education, how they get into the copier channel, and how they use their education,” she said, emphasizing, however, that this applies to male techs too.

Copier Careers’ clients are often looking for techs with a specific OEM certification so they don’t have to send them to school for training. As the industry has evolved, clients are now asking for techs with various certifications, including the aforementioned A+ and Net+ certifications, or at least Level 1 networking abilities, in order to be successful in the field.

“Most [of the] younger techs seem to have those certifications because they’re so easily acquired,” noted Crowley. “If they have an associates or bachelors [degree] in networking systems or applied science, that may be part of their [education], or knowing that if they want to go into an IT environment, they’d pursue that particular certification. I think they’re a little more open to get that certification on their own, versus waiting to get hired by a company and the employer sending them through the course.”

Overall, higher education and certifications are increasingly creating more opportunities for women in service tech roles across the office products, imaging and business technology industry. “That’s why you’re seeing numbers increase, and I think you’ll continue to see them increase as the industry evolves,” concluded Crowley.



More Highlights from Copier Careers Technician Salary Survey

- In 2016, the average salary for a copier service technician was \$45,121, a modest increase of 2.26% over 2015.
- 70% of respondents say they’re either actively or “somewhat” looking for a new job—a 10% increase since 2015.
- In 2016, the copier channel has begun to see an exodus of network-trained technicians out of the industry and into higher-paying IT jobs.
- For technicians, working with leading-edge tech, improving innovative IT solutions, and having continued opportunities to learn new skills are significant factors in job satisfaction.
- The average copier tech spends 52 hours per week on the job, plus an additional five hours on call after hours. This figure has remained relatively stable over the past decade.

Review the complete survey at www.copiercareers.com.

Questions About This Story?

Contact Scott Cullen
 Phone: (609) 406-1424
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ALBREGTS



BLACKMER

Razor Sharp Assurance

Sharp Core Executive Trio Reveals Sound Strategies and the Ample Resources Behind Them During Recent Visit with The Cannata Report

By Scott Cullen,
Frank Cannata, and
CJ Cannata

Earlier this year, after months of speculation, news broke that Sharp had been acquired by Hon Hai Precision Industry Ltd., trading as Foxconn Technology Group, a multinational Taiwanese company. With the finalization of the deal scheduled for July 1, members of The Cannata Report team (Frank Cannata, CJ Cannata, and Scott Cullen) visited Sharp Imaging and Information Company Americas (SIICA) headquarters in Mahwah, New Jersey, on June 24 to get an update on the acquisition and plans for the future. We met with SIICA President Doug Albregts, Senior Vice President of

[A] capital infusion [of \$400 million] was scheduled to go into effect on July 1 with the closing of the deal.

Sales Laura Blackmer, and Senior Vice President of Marketing, Supply Chain, and Service, Mike Marusic. Our experience with Doug, Mike, and Laura has always been positive, and we trust what they share with us.

Background and Context

Hon Hai Precision Industry Ltd., based in New Taipei, Taiwan, is considered the world's largest contract electronics manufacturer and third-largest information technology company by revenue, responsible for some 40% of all electronic components sold globally. Hon Hai clients include major U.S. (Apple), Finnish, Japanese, and Canadian electronics and information technology companies. Among the products the company manufactures at its factories in Asia, Brazil, Europe, and Mexico are the BlackBerry, iPad, iPhone, iPod, PlayStation 4, PlayStation 3, Xbox One, and Wii. The Sharp acquisition gives Hon Hai control of Sharp's advanced screen technology and helps strengthen its pricing power with major client Apple.

With that as a background, one could easily understand some of the speculation that's been circulating in document imaging industry circles that Hon Hai might flip Sharp at a later date or renege on its commitment to infuse \$400 million (the figure widely reported prior to the closing of the deal) into the company. There was also some concern when Foxconn cut its initial offer by nearly \$900 million, following the emergence of previously undisclosed liabilities at Sharp.

Still, the deal marks the largest acquisition by a foreign company in Japan's insular technology industry and the end of independence for a 100-year-old company that started out making belt buckles and mechanical pencils.

Finance and Structure

One of the first questions we asked the Sharp executives was if the \$400 million committed by Foxconn was still in the plan. Doug and Mike have been to New Taipei at least twice since the acquisition was announced and the large capital infusion appears to be on schedule. Both report there seems to be no reluctance by the new owners to do anything less than was originally stated. That capital infusion was scheduled to go into effect on July 1 with the closing of the deal.

Upon the finalization of the acquisition by Hon Hai, Sharp will continue to operate as a publicly traded company on the Nikkei as it was prior to the deal's closing. According to Doug, nothing has changed from SIICA's standpoint, and Sharp will continue operating the same as before from a financial perspective.

"It's just that Foxconn will have 66% of shares at that time and a controlling interest," acknowledged Doug.

Doug further explained Hon Hai's operating structure has been instrumental to the company's success. Hon Hai has created global business units that are financially independent from one another. Each unit is responsible for specific segments such as consumer, business, and components, as examples.

"The reason they do that is so they can each evaluate their own viability," explained Doug, who expects Sharp will operate independently as a wholly owned separate business unit, including here in the U.S.

"Before, we were pulled into Sharp Electronics Corp. (SEC) and our financials went into SEC and then went back to Japan," said Doug, who believes the new structure will provide SIICA with a lot of autonomy and advantages.

The new structure and new parent company will enable SIICA to do a few things it wasn't able to do before, including repositioning Sharp as a business brand in the U.S., rather than as a consumer brand. Hon Hai has been presented with a comprehensive marketing and investment plan by the Sharp team in the U.S. to accomplish this task, a plan that's been agreed to by Hon Hai.

Hon Hai's High Hopes

According to Doug, Hon Hai is dedicated to Sharp and is willing to make whatever investments are necessary to help Sharp grow to become a top three player in the market. That means moving up from its current sixth place position in market share to number one, two or three.

Achieving that goal will require the aforementioned investment in marketing and brand building, a more competitive A4 offering than Sharp has today, higher speed engines, and an emphasis on the Smart Office.

Developing a more competitive A4 lineup should also be welcome news to Sharp's dealer channel. Prior to the acquisition, Doug and his team had been candid with its dealers that Sharp was not going to invest in A4, choosing to focus its resources on production, software, and its core line—the mid-range.

Embracing the Smart Office

A fascinating concept that will impact

According to Doug, Hon Hai is dedicated to Sharp and is willing to make whatever investments are necessary to help Sharp grow to become a top three player in the market.



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Sharp's future product offerings is the Smart Office, which is a big part of Hon Hai's corporate strategy. It's a concept based on integrating office technology. Mike underscored that most of Hon Hai's Online product announcements of late center on Smart Office.

Hon Hai already has a portfolio of technologies that fit into this Smart Office concept. The company also has relationships with other companies and their own business units that augment that. Similarly, Sharp is in direct alignment with the Smart Office via its Cloud Portal Office and its various document imaging products. Hon Hai's goal is to be the leading company in the Smart Office, and Doug noted that load will be carried primarily by Sharp.

Additionally, it's worth noting Hon Hai is strong when it comes to cloud services, and it's expected that expertise will filter down to Sharp. "They're in the multiple tens of billions of dollars in cloud services," Mike reported. "A lot of those services and our MFPs will be part of that Smart Office."

Look for Sharp to delve deeper into mobile print as the relationship with Hon Hai evolves. According to Mike, Sharp will team up with a consortium out of Hon Hai, including its telephone group, to better understand and leverage mobile printing opportunities.

The Sharp executive team is excited about the resources within Hon Hai now available to Sharp.

"Scale provides engineering, and previous to this, we didn't have the scale of some of our competitors or as many engineers as they had," said Mike. "We put forth a detailed proposal of man hours and how long it would take to develop everything

we are asking for, and they are now in the process of transferring the engineering support to those roles."

Growing the Dealer Network

If Sharp is going to become a top three player in the market, the company will need to grow its dealer network. Coincidentally, Laura has plans to do just that and reported she is looking to add 10 \$1-million dealers in the short term. At first blush, our reaction was, why? The greatest profit, at least in our business, comes from small dealers. Upon further reflection, with a new owner that has deep pockets, it's not unrealistic to see how that distribution can be expanded to mid-size and larger dealers, too.

Signs Point to a Bright Future

Companies with significant leadership and revenue in the consumer electronics market have attempted and struggled to do what Hon Hai is seeking to accomplish with this acquisition of Sharp. It raises questions about Hon Hai's staying power and the company's commitment to expand its investment in our capital-intensive business. My opinion is they will do so. In the U.S., Sharp has been profitable for more than three years now, despite its parent company's financial difficulties. Besides the leadership in Mahwah, the manufacturer's success has been driven by a first-rate independent dealer network, even though Sharp is still under-distributed.

Doug, Mike, and Laura are clearly more than thrilled and enthusiastic about the opportunities that lie ahead as the result of Sharp's new ownership. Any uncertainty about the company's status seems to have evaporated in lieu of a giddiness we haven't witnessed at this company for years—maybe harkening back 25 years or

Don't Mark Your Calendars Just Yet

SIICA's last dealer meeting was December 2015. Mike explained that there is no date set for its next dealer meeting. The strategy is to wait until the company is ready to introduce more competitive A4 products, new production equipment, and the Smart Office concept, as well as some other big things that Mike said are still too early to talk about now.

"The last thing I want to do is have a dealer meeting six months before we have something to show," he commented.

Right now, the plan is for Sharp to start with another road show for dealers, prior to a full scale dealer meeting. This will allow Sharp to talk about what's coming while the as-yet-unscheduled dealer meeting will be an opportunity to unveil that new technology at the same time it's ready to ship, providing dealers with instant gratification.

so to when the company's claim to fame was being No. 1 in fax machines. What a long strange trip it's been since then, and what a whirlwind ride the company is embarking on now.

If you're a Sharp dealer, the future looks bright, so go ahead and put on those shades. Expect to see a more competitive A4 product line and higher speed engines, and familiarize yourself with the Smart Office concept. Indeed, this could very well be one of the best times in a long time to be a Sharp dealer.



Questions About This Story?

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Hon Hai is strong in cloud services, and it's expected that expertise will filter down to Sharp.



From left to right: HP Inc.'s Dion Weisler, president and CEO; Antonio Lucio, chief marketing and communications officer; and Cathie Lesjak, chief financial officer, at the Industry Analyst Summit 2016 in Boston.

Innovation and Disruption

HP Inc.'s 2016 Industry Analyst Summit Accentuates Commitment to Growth and Success in Imaging Markets

By Sharon Tosto Esker

Still high off print graphics show drupa in Germany, HP Inc. brought its Industry Analyst Summit to Boston, Massachusetts, in mid-June. With the theme of “Keep Reinventing,” HP executives were eager to walk through their plans for the future, as well as reveal its most recent quarterly financials to a full house of press and analysts from the U.S., Europe, and even Asia.

Last November, HP underwent a significant and substantial corporate separation, which ultimately yielded two Fortune 100 companies, HP Enterprise and HP Inc., where print services now resides. HP Inc. used the Summit as an opportunity to reframe HP's 76-year-old business as a start-up company with a sharp aspirational and inclusive vision to “create technology that makes life better for everyone”

and a mission to “engineer experiences that amaze.”

At the Summit, HP Inc.'s President and CEO Dion Weisler was quick out of the gates to discuss the benefits of breaking up HP's business.

With a tighter focus on two primary areas—personal systems and printing services—Weisler cited increased speed and agility in decision-making, greater R&D investment in its core business areas, and a strong emphasis on partnering with other firms, all of which are aimed at reinventing technology and how customers interact not only with technology but also with each other in a blended reality.

“Our company now has the heart and energy of a start-up and the brains and

muscle of Fortune 100 organization,” said Weisler. “We have a strong sense of identity, purpose, and focus, all of which are incredibly important in delivering on our mission.”

HP has the distinct advantage of owning a highly reputable brand overall. Antonio Lucio, HP Inc.'s chief marketing and communications officer, referenced customer feedback, indicating that HP stands for quality, reliability, innovation, and most importantly, trust. Lucio is basing the company's marketing and messaging around building an emotional connection through a combination of insights from customers, technological innovation, digital engagement, holistic experiences with the brand, and accountability—with all of these efforts being brought to an individual level.

Strategy Rooted in Trends

HP's business strategy is rooted in four industry trends, as the modern workplace evolves, merging personal and work lives.

1. *Addressing the millennial mindset.* The company now employs four generations of workers from those just leaving college to those approaching retirement, all of which have different needs and desires. However, with \$48.3 trillion in wealth, millennials have steadily become the IT decision-makers of today and are poised to become their companies' future executives. Millennials will represent 75% of the workforce by 2025, according to a study by Bank of America, and they are seeking outcomes and experiences, not solely products.

2. *Commercial mobility and security.* In Weisler's view, this trend offers the opportunity to change the ways companies operate. He gave the example of how hospitals care for patients from admittance through procedures to release and billing. Within the process are pages and pages of paperwork, and HP sees itself as a potential solution to

streamline and innovate processes to improve business benefits and outcomes. Weisler stated that 73% of CIOs think commercial mobility will have a greater impact on their companies than the Internet did. As commercial mobility proliferates, security has moved to the forefront of the minds of every CIO and CEO.

3. *The shift from transactional to contractual arrangements.* Again, Weisler cited the millennial generation that is more interested in services wrapped into purchases. HP Inc. is looking to offer services that will underpin its PC, graphics, and even 3D products that HP Inc. believes will democratize manufacturing, create a new industrial revolution, and drive the evolution from analog to digital.

4. *Blending the 2D digital world with the 3D physical world to create entirely new disruptive markets and disruptions.* "Virtual reality, Internet of things, wearables, smart sensors, 3D printing are all accelerating this disruption," said Weisler. (For more on HP's 3D efforts, please read Toni McQuilken's blog "As HP Looks to the Future, 3D Set to Play Major Role" at TheCannataReport.com)

with the company garnering the biggest market shares in Canada and Brazil.

While HP Inc. commands a firm market foothold, Lores reiterated Weisler's comments about the persistent challenges to the traditional print market, but Lores also called out pockets of growth for the imaging and printing pockets.

According to Lores, the imaging, printing, and solutions segment will be focusing on four primary areas: increasing connectivity to mobile devices, gaining a footprint in the A3 market, taking advantage of the business model shift from transactional to contractual arrangements, and expanding its efforts in the print graphics arena.

In the office space, one of HP Inc.'s biggest bets is on its new PageWide technology. Introduced earlier this year, the company originally designed PageWide to fit the needs of high-end consumer printers. However, HP is now rolling out an office-ready version. The HP PageWide XL is a super-fast compact printer targeted for print service bureaus, photocopy specialists, and in-house print specialists. Boasting a combination of fast speeds and high quality, the technology hinges on moving only paper beneath a page-wide, stationary print head. According to HP, its PageWide products cost less to run and use less energy than other in-class business printers.

"In the office space, one of HP Inc.'s biggest bets is on its new PageWide technology. Introduced earlier this year, the company originally designed PageWide to fit the needs of high-end consumer printers."

HP Inc.'s Market View

To set the foundation for HP Inc.'s future, Weisler established the company's foundation with its \$415 billion core market of printing and personal systems, where the company derives most of its revenue. "Yes, there are some parts of those markets in secular decline, but there are clearly also pockets of growth," said Weisler. In the next one to three years, HP Inc. is looking to tackle \$155 billion in market assets in areas that are adjacent to its core. Here, HP is out to disrupt the A3 market, accelerate the graphics revolution, expand commercial mobility, and win the fast-growing gaming market.

Looking further out, HP Inc.'s vision of

blended reality comes to life, driven by 3D and new immersive technologies such as Sprout, HP's combination PC, printer, and 3D scanner. HP Inc.'s aim is to wrap all of this technology with effective services and solutions.

Primetime Opportunities

Enrique Lores, president of HP Inc.'s imaging, printing, and solutions segment, began his presentation by affirming the company's global strength in inkjet printer, laser printer, large-format production, large-format industrial, and digital press label and packaging and production. Most impressive was HP Inc.'s dominance in inkjet and laser, ranking No. 1 or No. 2 in 46 of the top 50 markets worldwide,

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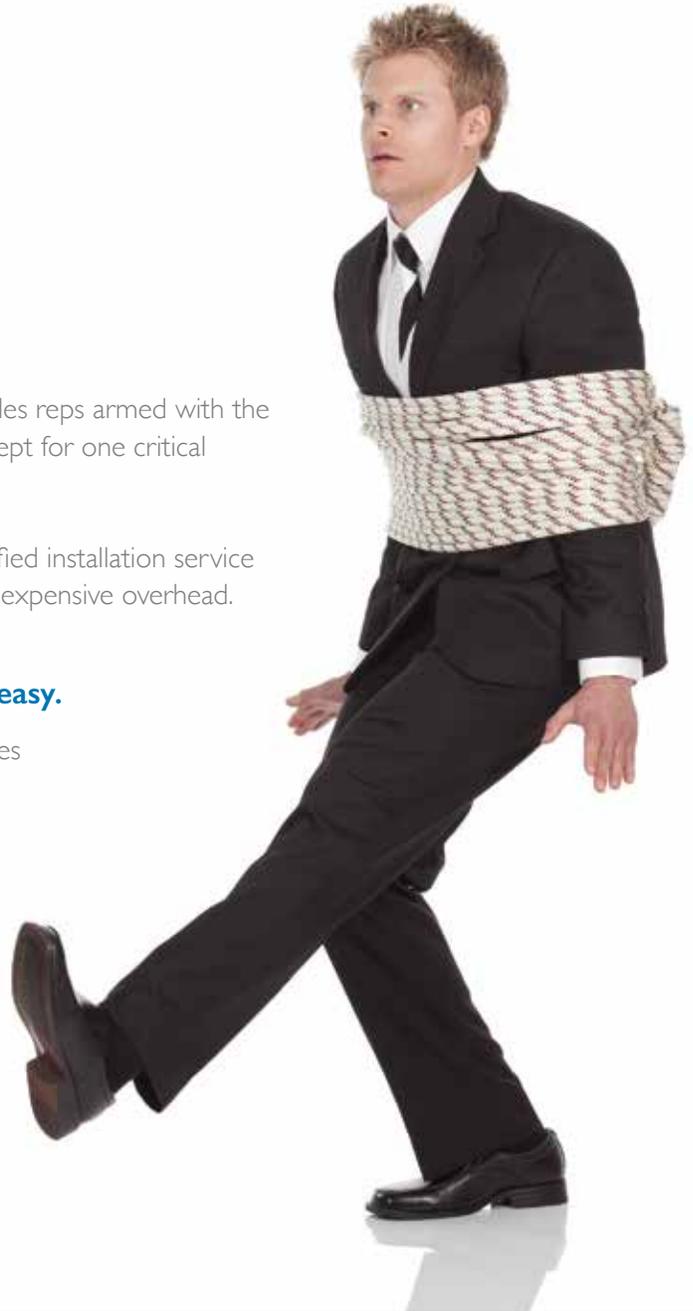
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HP by the Numbers

Cathie Lesjak, HP Inc.'s CFO and 30-year HP veteran, delivered a solid run-down of HP Inc.'s current revenue streams and financial picture. From the outset of her presentation, she referenced back to Weisler's comment about embracing HP Inc.'s entrepreneurial spirit to accelerate the company's business and stoke innovation and disruption.

According to Lesjak, HP Inc.'s efficient business model provides for solid recurring revenue streams. While printing accounts for about 40% (with personal systems comprising the remaining 60%) of the company's \$23.7 billion net revenue, printing drives 77% of the \$2.1 bil-

lion in net profits, for which Lesjak credited HP Inc.'s high-margin supplies revenue stream.

That said, Lesjak cautioned that the company's revenues remain challenged. Like many other U.S.-based companies, the global economic slowdown and increase in the value of the U.S. dollar have greatly impacted HP Inc.'s bottom line, especially in foreign markets that have seen their currency decline in value, making HP Inc.'s products more expensive and dampening demand. Overall, Lesjak reported Q2 '16 revenue at \$11.6 billion, down 11% from the prior year's period, and down 5% in constant currency.

In the printing segment, Lesjak re-

ported \$4.6 billion in revenue, which was down 16% year-over-year, representing a 10% decline in constant currency. Breaking down that \$4.6 billion, 67% came from supplies, 26% commercial hardware, and 7% consumer hardware. Printing's operating profit for Q2 '16 was \$801 million, 17.3% of total revenue.

While these numbers may not appear rosy, Lesjak highlighted that various segments of HP Inc.'s business still experienced growth. For example, the company gained two points of share sequentially in laser and ink hardware. Graphics posted a constant currency increase for its 11th consecutive quarter. Managed print services was up in constant currency year-over-year.

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*Source: HP Inc.

Also in the office space, Lores reinforced HP Inc.'s commitment to expanding its presence in A3, with the intent to capture pages that are today printed with copiers. Just as the copier manufacturers are trying to make gains in the A4 market, HP is similarly looking to crossover into the A3

market. HP Inc. is dedicating a significant amount of resources both in R&D and headcount in its areas of growth, including its A3 efforts.

"This [A3] is one of the key growth strategies for the company and its focus on delivering a unique value proposition," said Lores. "We are not going to be doing copiers; we are going to be doing printers that have the capabilities of copiers. These printers will have the cost-per-copy to compete with copier devices but will be simpler to service so our partners will have a stronger advantage in delivering those services."

While we are not at liberty to fully discuss what we saw at the Summit, you can expect a detailed announcement of HP's newest product in the later months of this year, and we think it could be a true game changer for certain dealers.

Printer security, which is often described as the Trojan horse of the network, is also presenting HP Inc. with a significant opportunity in the office space today. The company is diligently working to bolster its security features to protect its customers along with their valuable personal data and privacy.

"We have the most secure printers in the world," said Lores. "No other company is able to bring the capabilities and security technologies to the table that HP is bringing today to protect the data, the device and the end users."

HP Inc.'s graphics segment has exhibited 11 consecutive quarters of growth, driven by the shift from analog to digital. According to Lores, graphics represents a sizable multi-year opportunity through areas such as signage, commercial print, and packaging. HP intends to continue innovating in this area by introducing new printing technologies that will increase the number of pages printed digitally, while partnering with brands such as Coca Cola, Budweiser, and others.

Printer security, often described as the Trojan horse of the network, is also presenting HP Inc. with an opportunity in the office space.



HP Inc. exhibited a range of examples of commercial print applications the company has produced on its equipment.

Sharon's Short of It

HP Inc. delivered an exceptionally cohesive meeting this year, with all executives speaking passionately about their confidence in the company's present and future. The presentations were concise and in line with HP Inc.'s commitment to "keep reinventing."

The November split has clearly energized the entire executive team and sharpened its focus on its two primary businesses: printing and personal systems. In the past, HP has delivered mixed results with its efforts in the channel. However, I get the sense that this new and improved HP Inc. may change that perception and reality.

Additionally, the company intends to partner whenever possible, rather than expand within itself, to broaden its research and development of technology and prod-

ucts. These partnerships will allow HP Inc. to excel in what it does best, instead of reaching into too many diverse areas where the company doesn't necessarily have that expertise.

With a greater clarity in focus, I believe HP Inc. has been able to tap into an even greater opportunity in terms of dedicating resources to its R&D to bring to market truly innovative products and solutions that can disrupt the marketplace. Prime examples are its new PageWide printing technology, as well as its planned late-2016 rollout of products to stake a claim to the A3 marketplace.

Printing is no longer a line item among several others for this company. The spinoff has put the strength of this line of business front and center. As we move through the remainder of 2016, I'm excited about HP Inc.'s upcoming announce-

ments. I'm also looking forward to hearing more from our dealer community about their perceptions and experiences with the company.

HP Inc. is certainly putting all its muscle behind its concerted efforts. At the same time, I'm still left wondering how much interest the company can drum up among tenured dealers, especially in the A3 and graphics areas, to buy into HP Inc.'s go-to-market strategy and start selling its products in significant numbers.

OR

Questions About This Story?

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Editor's Note: Read Toni McQuilken's review of the HP 2016 Analyst Summit, "3D: It's Muppet*Vision 3D!," at thecannatareport.com/this-week.

Not Doing All of IT Themselves

Third-Party Provider Helps Grow Managed Services Business for Dealers

By Scott Cullen

Editor's Note: This is the first of a multipart series examining how different dealerships are gaining traction across the managed services business segment. Additional editorial installments will appear in future issues of The Cannata Report and on TheCannataReport.com.



Jeff Loeb, vice president of operations, ProSource



Jeff Dotzler, director of GF Consulting Group, a division of Gordon Flesch Company



Keith Adams, vice president, IT, Les Olson Company



Troy Olson, president, Les Olson Company

Some dealers who have tried to create a managed IT services practice from the ground up don't know what they don't know until it's too late. That's when they find themselves stumbling, fumbling, and wondering why they're not gaining traction in the market. Some give up while others regroup and align themselves with a third-party managed-services provider. In this installment, we interview three dealers who are using Continuum, one of the third-party organizations providing help desk and NOC (network operating center) services. They spoke about how they decided on Continuum and their expectations of a third-party managed-services provider, along with strategies for ensuring a successful relationship.

Between a NOC and a Hard Place

Since 1999, ProSource Technologies in Minneapolis, Minnesota, has been providing IT services to customers, starting with a break-fix, pay-by-the-hour model. In 2007, the company switched to a more comprehensive managed-services model.

The dealership is no stranger to working with third-party IT companies, initially contracting with Zenith Technologies for backup disaster-recovery services. When Zenith introduced a remote management and monitoring (RMM) platform, ProSource offered that to customers as well. After Continuum was formed in 2007 and acquired the RMM business from Zenith, ProSource switched to Continuum.

"We tried several RMM tools before we finally settled on Continuum," recalled Jeff Loeb, ProSource's vice president of operations. "The main factor for [selecting] Continuum was their system worked the way we did. [Other] systems would give us several unnecessary alerts—things just common to daily operations that we just really didn't need to deal with. Continuum did a good job of filtering those and sending the alerts we needed to know about."

Those alerts encompass such conditions and situations as server offline, server stopped functioning, virus infection detected, and Internet activity that's gone down.

Another reason for selecting Continuum was its NOC (Network Operating Center), something the other RMM providers ProSource looked at didn't

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“You need to get to know the Continuum team, form relationships with your account manager and the people on the help desk, so they know you and you know them,” said Loeb.

offer. The NOC enabled ProSource to continue to grow and scale without having to constantly add personnel.

“When alerts would come through, rather than just waiting for us to respond to it, their NOC team would get onto the customer’s equipment, fix the problem, and have it solved before we even realized there was an issue,” said Loeb. “That allowed us to respond more quickly and also gave us 24-hour support, so if a server had a problem in the middle of the night, by the time we came in, in the morning, it was already fixed.”

The one thing Continuum offered that ProSource didn’t take advantage of at the outset was end-user help-desk support.

“We were trying to handle all those calls internally and fought that for a long time and finally realized that we couldn’t provide the same level of service Continuum could because of their scale,” acknowledged Loeb. “We finally implemented that help desk and allowed our customers to call theirs directly and that provided our customers with immediate support from a help-desk technician that was waiting to take their call.”

For other dealers considering Continuum, Loeb recommends implementing the help-desk component from the outset.

“It provides our customers with faster service and lets us scale up and down quickly based on our customer needs without having to hire employees every time we bring on a new customer,” said Loeb. “Anybody in the industry will tell you it’s hard to find good quality technicians. Having that team ready to scale with us is awesome and allows us to dynamically grow the business without having to always be searching for new candidates.”

To ensure a successful relationship, Loeb emphasized the importance of training internal staff on Continuum, focusing on how it works, along with all the nuances of the system.

“It’s a complex and comprehensive program,” he said. “You need to get to know the Continuum team, form relationships with your account manager and the people on the help desk, so they know you and you know them.”

Providing Continuum with comprehensive information about ProSource’s customers and their IT environment is equally critical.

“The better you document information for the Continuum help desk, the better they can help your customers,” said Loeb. “The amount of documentation we’d [create] for our internal [staff] was not sufficient for the Continuum help desk. We know our customers, we’re familiar with their environment, but Continuum is not. The more you document for them, the more quickly and accurately they can help your customers.”

Meanwhile, with the assistance of Continuum, Loeb expects the managed services portion of ProSource’s business to grow 20% to 30% this year. That should be a big boon to the company’s bottom line, especially since it’s ProSource’s highest margin business segment with a 45% to 50% gross margin.

A Really Good Help Desk Isn’t Always Hard to Find

Les Olson Company, based in Salt Lake City, Utah, started working with Continuum a year-and-a-half ago because the company needed an external help desk to help grow its managed-services platform.

“We saw the need for high-end engineers but didn’t have the space or the inclination to have our own operational 24-hour help desk that we’d staff ourselves,” explained Keith Adams, vice president of IT at Les Olson Company. “We looked around, and Continuum had some good references and passed our vetting.”

Les Olson Company compared Continuum to other companies that were offering similar services. First and foremost, the dealership wanted a U.S.-based organization and everyone answering the phone to be a native U.S. speaker. That said, Continuum does have a back-office help-desk segment of the business located in India.

Also important was a help-desk staff experienced in interacting with customers on a technical level. Certifications were equally important, as was following the 80/20 rule where 80% of the time help-desk personnel should expect to answer the same types of questions.

“We wanted to make sure those questions fell within what we felt were the help-desk parameters which would primarily be regular operations, operating systems, the Office suite, Office 365 support, and then printing and light and mobile connectivity support,” noted Adams.

The Three Month-Plus Vetting Process

“We had a lot of great references leading us to Continuum, and we worked with GAP Intelligence from a consulting standpoint because they’re well-versed on Continuum,” observed Troy Olson, president of Les Olson Company. “One of the things that was important to us was to have a hybrid model where we take the calls during our business hours.”



“We want to make sure that our process never tarnishes our product, and that product for us has always been a top-level customer service experience,” said Adams.

That was more how things worked in the beginning. However, now the dealership leverages the Continuum side of things more heavily.

“One of the most time-consuming aspects of the day is handling [what we term as] simple user calls,” said Olson. “We want to make sure our customers are moved into the Continuum world for that first-touch help-desk initial contact. Anything the help desk is uncomfortable with or not capable of handling because of the way we set the customer up is then escalated to our engineers.”

Maintaining a level of customer support consistent with Les Olson Company’s reputation was critical.

“We want to make sure that our process never tarnishes our product, and that product for us has always been a top-level customer service experience,” explained Adams. “We want customers to not just be happy but thrilled with the product they’re getting whether it’s an MFP, a printer, or IT support.”

“An organization like ours, which has 60 years of history, a great clientele, and a great name in the area, the last thing we want to do is bring anything in that might cast the dealership in a negative light,” added Olson.

Because the dealership moved forward in a cautious manner, the company was able to navigate the various speed bumps, find a timely resolution to those, and inject new processes in order to wrap their arms around those areas that were not 100% on par with how the dealership would have handled things.

“As we have moved forward, we’ve gained a greater education on the Continuum

products, which I believe has been key,” stated Adams. “Second to that or equal, we formed the appropriate relationships with Continuum.”

Knowing whom to contact at Continuum about a particular area of expertise has been helpful. Follow-up procedures have also been an asset, so if the dealership feels a call has been misrepresented or mishandled by the help desk the company can request an audio review of that case.

Olson is happy with the growth of the dealership’s managed IT services growth to date, even though this part of the business hasn’t yet expanded into its Las Vegas or St. George branches yet.

Asked where he’d like to see the managed IT portion of the business five years from now, Adams responded, “I’d like to see it be 30% of the organization’s revenue. And, I’d like to see it become the primary focus of our representatives.”

Olson agrees, having stated, “No doubt about it, 30% is a good number. Our core today is still copiers, but the future is a services model.”

The Second Time’s a Charm

Gordon Flesch Company is on what Jeff Dotzler, director of GF Consulting Group, a division of Gordon Flesch Company, calls Version 2.0 of its managed services initiative. The dealership started working with Continuum approximately four years ago because it was dissatisfied with its previous partner.

“The more we learned about what we needed, especially getting the customer to feel comfortable working with us and that we had their best interests in mind, the

more it didn’t line up with the first partner’s philosophy,” recalled Dotzler.

After an exhaustive search, it was clear that Continuum provided the right services and solutions, along with a philosophy and approach in line with Gordon Flesch’s business model. The key to this compatibility was aligning the two organization’s business philosophies.

“We felt we needed a virtual CIO,” noted Dotzler. “That virtual CIO was the liaison to the customer and strategically helped them align their business goals with their technology. [Our other provider] didn’t feel that was necessary or wasn’t able to work with an organization that wanted to go down that path.”

A 24/7 help desk and NOC with all its powerful engineering capabilities are two of the biggest advantages of partnering with Continuum. And Dotzler considers communications between Continuum and the dealership to be top notch too.

“They listen to our needs,” explained Dotzler. “The BTA channel brings a different level of sophistication and need [because] our customers expect certain levels of support and service compared to [those typically provided by] more traditional IT services shops that have some technicians and more customers than they can handle.”

These are the things GF Consulting provides to its customers on hardware and what they expect from a third-party managed services provider at minimum. Dotzler is also speaks highly of the reporting and additional capabilities and assessments the dealership can run.

“The different packages allow us and our business to be as self-sufficient as we

“The BTA channel brings a different level of sophistication and need [because] our customers expect a certain level of support and service compared to a traditional IT services shop that has some technicians and more customers than they can handle.”

want and need to be,” he added. “It’s an all-inclusive solution.”

Outsourcing any service often comes with some soul-searching. Initially, the general feeling within GF Consulting initially was that this was a business segment they’d never outsource. That’s because they wanted to own all conversation with the customer and do everything the Gordon Flesch way. Then, reality set in.

“There was no way we could provide what we needed to provide—24/7 help desk support, all the different tools and capabilities, and the ability to scale,” acknowledged Dotzler.

The dealership has 33,000 customers, and the goal was to provide managed services to 5% to 10%.

“But if we got 5% to 10% of them, we’d have to hire a whole lot of people to manage that,” noted Dotzler. “It made more sense to build a business by partnering.”

One IT resource the dealership does provide is the aforementioned virtual CIOs.

“We thought we could have them regionally and they could come in for the big opportunity,” said Dotzler. “It became clear quickly we needed that personal, one-to-one relationship. Customers hire us and want that technology adjunct executive that they have a full-time need for but can’t afford. As we added more customers, we needed an engineer to onboard new accounts or replace equipment. We [now] have 12 full-time people in the managed-services space, in addition to outsourcing the help desk and NOC.”

The biggest issue Dotzler says dealers must address before partnering with a

third-party managed-services provider is determining the kind of experience they want their customers to have.

“There are a lot of organizations that can do the technical work—defrag a hard drive or run a scan for malware. They need to ensure the partner will deliver an experience similar to what they’d get otherwise. Is it a consistent experience and can a customer tell somebody at a cocktail party that Gordon Flesch, or dealer XYZ, is really good and has been for a long time on my hardware but now they started doing something else for us and is just as good there?”

He added, “That’s key, because six months down the road, someone will knock on [the customer’s] door and tell them they can do it cheaper. It’s that experience that makes people feel comfortable—letting the reins go so they can focus on driving their business at the end of the day.”

In many instances, Gordon Flesch is asking people to spend 10 times more on IT than they were spending before for break-fix IT service. The difference is that through Gordon Flesch’s managed-services program, customers are now receiving a proactive service approach with a strategy and components they might not have thought of in the past when just paying for break-fix.

“We think it has a great opportunity to replace any degradation in clicks and service revenue that’s been projected,” noted Dotzler about managed services. “We’re starting to see, it’s not our direct strategy. It’s definitely a secondary component of why we’re in this.”

Growth has been, if not exponential, pretty impressive. “It definitely scaled faster in terms of people than what we had in

terms of our business plan,” noted Dotzler. “And we’re okay with that. We’re pleased with our account acquisition growth and the size of the agreements.”

One change that’s made a difference is avoiding smaller accounts that don’t have long-term growth potential. As a result, the organization has doubled the size of its average contract. Dotzler expects managed services to become at least 10% of the dealership’s overall business within the next five years from the 2% to 3% it is now. Either way, that’s a significant number, considering the size of the dealership and that it is building this portion of the business in six different markets.

Another key to growth has been customer and account executive education.

“Our go-to-market strategy was to go through our traditional account executives who had the relationships,” said Dotzler. “It’s a longer curve to do that, but somebody described it to me recently as kind of like a train we’re building. It takes a long time to get it up to speed but once it’s rolling, it’s hard to stop.”

He feels the dealership is almost to that point. “Using Continuum was the right move,” said Dotzler. “IT is mission critical. A server goes down and somebody can’t operate, that’s a big deal. We always thought that office equipment and printing was a big deal, but as soon as you get into the realm of ‘four o’clock, my server is down,’ waiting until Monday isn’t going to work. There’s a whole other level of urgency and expectation.”

OR

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THIS MONTH: IMAGINE TECHNOLOGY GROUP



Mary Ellen Franz
Managing Partner
Image Technology Group

Top Dealers. Best Business Practices.

The Cannata Report and TheCannataReport.com's 2016 Dealer Profile Series continues to spotlight a wide array of Dealer Influencers across our industry. Presented by LMI Solutions for the third consecutive year, each installment features today's winning peer insights and strategies for tomorrow's continued independent dealer channel success.

See page 50 or visit TheCannataReport.com for this month's story.



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A Conversation with AMETEK ESP's Tanya Flores

Marketing Lead and 2015 Young Influencer Advocates Women and Diversity

By CJ Cannata

This past spring, AMETEK ESP's (ESP) Director of Marketing and 2015 Young Influencer Tanya Flores was appointed to lead the company's strategy plan. In addition to tackling her burgeoning job-related responsibilities over the past several years, Tanya has also been a steadfast, outspoken advocate of women and diversity in our industry. Thanks in large part to Tanya's passion and leadership, ESP committed to sponsor The Cannata Report's Women Influencers franchise and continues to support its expansion.



What was your initial perspective of women working in our industry?

Before joining ESP and the industry 12 years ago, I worked for a really large company in real estate. That's an extremely women-driven business. When I became part of this industry, it was 100% male.

I had a similar experience working in the New York publishing business for 17 years before joining this industry. I don't think I ever had a supervisor of consequence who wasn't a woman. Honestly, before joining this industry, the majority of my role models were women executives.

The women I encountered [in the industry] were more likely to be in support roles as opposed to management. But, having said that, I know that diversity as a whole is still a new concept.

Prior to beginning my career about 20 years ago, I was heavily involved with diversity [initiatives] in college. Back then

[regardless of industry], there were not many women who had the ability to move up. At least, I didn't see them running a lot of companies. But in imaging, I didn't see much diversity at all. That was something I wasn't quite prepared for, regardless of my prior experiences.

What was it like to be working in a more homogeneous environment?

Well, I was very much always hearing conversations about men's activities—sports, for example. But during the years, you got used to it.

You have clearly adapted well, but you've also been a consistent advocate for change.

I've done a lot of networking to help the company grow, and as a result, I've come to know some very strong women industry leaders. I wish there were more opportunities to network with them.

Who do you feel are some of the exceptional women leaders in the industry today?

Over the past five years, I've seen a lot of women rise, developing and implementing change and growth along the way. For example, Kay Du Fernandez (VP, marketing, Konica Minolta Business Solutions, U.S.A., Inc.) is someone I look up to as a key founder of Konica Minolta's StepForward program. That initiative looks to encourage diversity by providing encouragement and support. That's important, because it's easy to say but difficult to implement. Often times, wonderful women managers are not given the ability to be recognized as others have been. I think a program like StepForward helps women, as well as others, in this regard, as well as instills confidence, which ultimately helps propel an entire organization from a business perspective.

Do you know of any other major cor-

porations in our industry with similar programs or other women you believe are serving as pioneers for diversity?

They are the only company I can think of. It's unfortunate Konica Minolta is the only one. That said, I do think Jennie Fisher (SVP and GM, office equipment group, GreatAmerica Financial Services) is a phenomenal woman leader. GreatAmerica may not have a formal program that I'm aware of, but women and diversity are readily apparent core values of the company's DNA. Jennie herself has a strong and loyal group of senior executives working for her and is helping to lead her company in the right direction.

Another person I want to plug—and I don't want people to think this is all about women—is Laura Blackmer (SVP, sales, Sharp Imaging and Information Company of America). She's not only a woman, but she's out there talking about diversity, particularly millennials and how to integrate them into the workforce.

What about AMETEK's "Diversity and Inclusion" awareness program you've mentioned in the past?

AMETEK believes both diversity and inclusion are key components to ensuring success. They are business strategies that align with and support our business objectives. Different viewpoints are critical to our organization, especially for getting at innovative solutions and approaches. Diversity won't have full impact if the environment is not inclusive and people are unable to contribute freely. Our intent is to go beyond legal mandates and create an environment that includes all people, values a variety of perspectives, and maximizes the potential of all employees.

At AMETEK, we acknowledge and value all dimensions of diversity: race, gender, ethnicity, age, culture, sexual orientation, socio-economic status, national origin, work background, disability, marital status, etc. It is expected that after the year 2050, what is now the ethnic majority in the U.S. will become the minority. Today, women and minorities make up 71% of

"Lack of recognition is an issue. It's important because if you're different, a lot of times you'll find it hard. You feel as though the opportunities are not there," said Flores.

the workforce's new entrants. So it stands to reason that behaviors in the work environment need to be accepting of changing workforce demographics.

As with many—though unfortunately not all—industry leaders, we ascribe to acknowledging the value of women and 'all dimensions of diversity' not only as humanitarians, but out of sociological and business necessity.

It's time for diversity to be recognized and I'm thankful that we have great media outlets such as yours that are making the industry aware of and recognizing the contributions women and young people are making. The Cannata Report was the first to seriously recognize diversity in the industry. In the past, virtually all the stories I read had to do with dealer principals and service managers, not necessarily others who are poised to become future industry leaders. Lack of recognition is an issue. It's important because if you're different, a lot of times you'll find it hard. You feel as though the opportunities are not there.

Thank you, Tanya. You and several other industry women have played a significant role in welcoming me into and educating me about this industry. In fact, many women serve as my most trusted advisors today, both internally and externally. And I also have to thank you for being the first to reach out to see how you could get involved when we launched our Women Influencers franchise in August 2013. Since then, we've expanded our coverage of women influencers to include quarterly columns and a Best Woman Executive Frank Award. Also as a result of your input, we are hosting our first Women's Brunch the morning after our Awards & Charities Dinner.

This is phenomenal. I cannot wait. The

Women's Brunch is a perfect opportunity to bring added value to our industry. I sincerely thank you, Frank, and Carol for understanding the value of diversity and women in our industry and for continuing to support this issue. I pitched this idea to others in our industry five years ago, and nobody listened. But you did.

From my perspective, we certainly listened to the right person, and the right company. As Frank always taught me, no one does anything alone. And our initiative to highlight women's achievements in our industry is certainly no exception.

The Cannata Report will host our inaugural Women Influencers brunch in partnership with ESP at 9:30 a.m. on Friday, October 7, at the Westminster Hotel in Livingston, New Jersey. The brunch will follow our 31st Cannata Dinner at 5:30 p.m. on Thursday, October 6, at the same venue.

Any woman who attends the Dinner is welcome to attend the brunch. Any subscriber or partner is welcome to attend the dinner by making a donation (\$500 per person and \$5,000 per table of 10) to this year's charity, The Jackie Ritschel Memorial Endowment for Cancer Research & Treatment for the Hackensack University Medical Center. Dealers who have no affiliation with The Cannata Report are also welcome to attend as guests of vendors who do. No additional donation is required to attend the brunch. For details and to RSVP to either event, email cjcanntata@cannatareport.com.

CR

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WOMEN INFLUENCERS 2016

Three Industry Leaders Share Paths to
Success and Lessons Learned Developing
Management Styles

By Sharon Tosto Esker

Executive Decision Makers

From left to right:
Beth Ann “BA” Kilberg-Walsh (Xerox),
Jennie Fisher (GreatAmerica) and
Tina Cartwright (U.S. Bank)

Today, these three women embody the word “influencer” by leading by example and pursuing the right opportunities for their companies, their teams, and themselves.

Tenacious. Versatile. Passionate. Empowering. These are just a few of the words we could use to describe this year’s Special Women Influencers issue cover and cover story subjects Tina Cartwright, Jennie Fisher, and Beth Ann (BA) Kilberg-Walsh.

Coming from diverse backgrounds, none of these women had their sights set on the imaging technology and workplace solutions industry when they began their careers. However, once they found their footing in this business, each woman established herself quickly and began a steady climb up the corporate ladder to her current role. Today, these three women embody the word “influencer” by leading by example and pursuing the right opportunities for their companies, their teams, and themselves.

JENNIE FISHER

SVP and GM
Office Equipment Group
GreatAmerica Financial Services

Leading with Integrity

As one of GreatAmerica Financial Services’ first employees, Jennie Fisher, currently GM and SVP of the office equipment group, has been able to carve a distinct path for herself. After eight years working at two separate law firms, she took a position at GE Capital, hoping to grow, learn, and develop a new career path. At the same time, she was pursuing her college degree in the evenings. She says she really had no clue about the great opportunity in financing copiers and faxes when she took the job.

At GE Capital, Fisher worked closely with Tony Golobic, who would become the founder, chairman, and CEO of GreatAmerica. He also encouraged her

educational and professional pursuits. As many in the industry know, Golobic has been greatly supportive of women not only in the workforce—having founded GreatAmerica with three women as the company’s first employees—but also in leadership positions. And he clearly identified Fisher as a rising star in the financing industry.

“A leader can make a huge difference in your life, and for me, it certainly was Tony,” said Fisher, who followed Golobic to GreatAmerica about six months after the company launched. She credits him with showing her how she could achieve anything she wanted to, buoying her confidence, and teaching her strong business ethics and integrity.

Coming in at the ground level at GreatAmerica gave Fisher a real bird’s eye view of what it took to run the company. Having worked behind the scenes with Golobic as he developed the company’s business plan, Fisher had a deep understanding of his vision and goals. She came into her role at the company prepared to do whatever it took to make GreatAmerica successful.

“One day I was typing up legal documents or proposals to send to the bank communities, the next I was collecting on customers and doing cash applications,” said Fisher. “I did a little bit of everything except work on IT equipment. As we were able to obtain funding and brought in our first couple of sales reps, I did a lot of marketing work around our go-to-market strategy and how we wanted to promote GreatAmerica.”

As senior vice president and general manager of the office equipment group at GreatAmerica, one of the company’s eight business lines, Fisher is responsible for the overall sales, marketing, operations, financial performance, and growth of the unit. At GreatAmerica, the office equipment industry is the company’s core, generating approximately 65% of annual revenue for GreatAmerica.

“I’d like to think my leadership style is democratic—listening, getting buy-in, and building team cohesiveness,” said Fisher. Although, she says, it wasn’t always this way. When she was a sales team leader, her style was more autocratic. She was a driver, a hard worker, and felt everyone needed to be that way. However, over several years, Fisher learned that wasn’t the best way to work with people.

Much of that experience came from distinguishing herself from a manager, who works on the day-to-day, tactical management of projects, to a leader, who sets the tone and vision of the team.

“We are all individuals; we’re all motivated by different things” said Fisher. “At the end of the day, you have to set the goal, communicate the expectations, and let people get there on their own.”

Fisher has surrounded herself with a talented team of senior level executives and she strives to bring that team together to develop ideas themselves. Fisher then works closely with them to refine the strategy.

“I try to be in tune with the individual,

“At the end of the day, you have to set the goal, communicate the expectations, and let people get there on their own,” said GreatAmerica’s Fisher.



GreatAmerica's Managed IT Peer Groups

Over the past two years, GreatAmerica has spearheaded an effort to bring additional resources and solutions to dealers through managed IT peer groups, one of the value-added resources the company has brought to the community outside its core product of financing.

About five years ago, GreatAmerica recognized the trend of dealers looking to add revenue streams adjacent to their core business of products, which for many involved offering solutions, specifically down the IT path. As a result, Jennie Fisher and David Pohlman, executive vice president and COO of GreatAmerica, set about learning how the company could best support dealers in this endeavor. Collaborating with Paul

Dippell, founder and former CEO of All Covered, they began holding strategic information sessions with office equipment dealers to educate them on how to be successful in offering IT services.

Taking this effort one step further, in 2014, GreatAmerica and Dippell established IT peer groups known as S-L GAMIT (Service Leadership GreatAmerica Managed IT) groups, which are designed to help dealers achieve best-in-class managed IT services performance, as measured against peers.

While Dippell runs the quarterly sessions with his company Service Leadership, GreatAmerica subsidizes a portion of the cost, which allows executives from GreatAmerica to attend the sessions to learn alongside the dealers.

There are currently 28 dealer participants that are separated into four groups. They meet in person three times a year for a day-and-a-half and by webinar for one meeting per year. There is a set curriculum to review dealer financials and the number of deals closed versus their goals. The groups then tackle other important areas such as operations, sales, or marketing.

For dealers, according to Fisher, the primary benefit of these peer groups is to network with other peers who are offering IT services, as well as develop benchmarks for themselves. For GreatAmerica, Fisher says the groups give the company a window into the dealer experience, allowing executives to deeply understand the challenges facing dealers in offering IT services so GreatAmerica can work to better help dealers.

emotional needs and constraints of the employees,” said Fisher. “Another thing I’ve learned is that if you don’t care for your employees, they’re not going to care for the company, or care for you.”

Fisher always has her team’s growth in mind. She knows their strengths and challenges, and helps them gain exposure to different assignments that will improve their development areas. She also provides positive and constructive feedback. All of her efforts are to make sure her team knows where they stand with her.

Despite her senior role, Fisher is still striving to continue learning and succeed in the industry. “Surround yourself with good people—people who are more sophisticated than you, better than you, smarter and more skilled than you,” said Fisher. “Ultimately, you’ll strive to be them. It’s going to take you up a notch. Your success is driven by you, but it’s also a team effort. Most successful people don’t do it alone.”

Fisher also maintains that ethics and integrity play an extremely important role

in building a successful career and being an effective leader.

“Do the right thing and do it consistently,” said Fisher. “Back in my younger years, I remember a couple of decisions that probably weren’t the right ones, but I learned my lessons from them. When you go to bed at night, don’t be challenged going to sleep because of what you did.”

BETH ANN KILBERG-WALSH

VP, Marketing Communications
and Customer Engagement
Xerox

Collaborating with Respect

When Beth Ann Kilberg-Walsh, now VP of marketing communications and customer engagement, started at Xerox 20 years ago, she already had a successful

career in advertising, and even started and sold her own company. Her first job out of college was selling advertising for a company that printed Catholic church bulletins. She moved into selling direct marketing for a direct mail house and then advertising for a local newspaper in Rochester, New York. All of these valuable experiences provided Kilberg-Walsh with a strong foundation in marketing across local communities.

With a wide breadth of experiences under her belt, Kilberg-Walsh had the itch to open her own agency. Combining the business models of advertising sales with the weekly church bulletins, direct mail, and newspapers, she opened her own company with the concept of selling advertising on the back of New York state park maps.

After five years, however, she was ready

“While I take decisions very seriously, I want to make sure we have collaborative effort in making those decisions,” said Xerox’s Kilberg-Walsh.



Xerox's drupa Showcase over Two Years in the Making

When Xerox made its appearance at this year's drupa in Germany, the Olympics of graphics trade shows, Beth Ann Kilberg-Walsh's team was one of the major players behind the company's efforts. In conjunction with Xerox's corporate marketing, global operations, finance, supplies, and several other groups, Kilberg-Walsh worked for over two years to prepare for the show.

"There was a lot of thought, strategy, partnership, and passion that went into the planning," said Kilberg-Walsh. "But most importantly, at the end of the day, we had fun. You don't produce a show like that without having the partnership across the globe, both internal and external, and a respect for others."

Xerox was among 2,000 exhibitors that occupied over 12 square miles of space in various convention halls. Xerox alone had a 25,000 square-foot stand that showcased 18 Xerox print engines, 14 workflow stations, and various XMPie solutions.

Of the 260,000-plus attendees at drupa, more than 3,000 attendees took guided tours of the Xerox exhibit. The company had over 650 attendees at its Xerox Forum and hosted more than 4,000 attendees in its VIP Lounge and 10,000 at its Happy Hour.

Xerox also produced 55 live broadcasts, with nearly five hours of video reaching approximately 40,000 viewers. Its combined efforts gave the company the No. 1 share of voice at the show. The company also produced almost 600 pieces of pre- and post-drupa coverage, garnering over 20 million impressions. There were 150 global press and analysts represented at Xerox's news briefings at the show.

Preparation for the major event required a massive amount of coordination and collaboration across the entire company.

"Having that same common goal, we all walked down that same path, sometimes with a few detours, and I couldn't be happier with the end result," said Kilberg-Walsh.

for her next opportunity and sold her company. A former colleague mentioned some openings at Xerox.

"Immediately when I interviewed with a few different people, the light bulb went on to say, I can do this, and I can fit in here," said Kilberg-Walsh. "I was surprised that Xerox was a very big company, a Fortune 500, but there was also that small, family atmosphere that drew me in, and still draws me in today."

In her current role, she is charged with creating brand awareness for the company's production products and marketing them to commercial printers and large enterprises that have in-plant print shops. To do this, Kilberg-Walsh oversees events, traditional marketing communications, business development tools, and a pre-

mier partner program on a global basis.

"It's a challenge when you're responsible for global activity," said Kilberg-Walsh, who works in teams to ensure they are listening to everyone's perceptions and needs and applying them as best as possible to tailor Xerox's marketing efforts, particularly in different markets. "What might be required here in New York or California may not be the same in London. It's important to be working collaboratively and gathering requirements from our customers so we can customize and personalize based on a particular customer set in a particular geography."

When it comes to managing her team, Kilberg-Walsh emphasizes respect. "While we are so extremely busy in both our home lives and business lives—we're all tired and we all work a lot—respect

Tenacious.
Versatile.
Passionate.
Empowering. These are just a few words to describe our Special Women Influencers issue cover and cover story subjects this year.



is key. We all have different opinions and we need to respect each other in expressing those opinions.”

Collaboration is another important aspect Kilberg-Walsh highlights. We all know that there isn’t one person behind building an entire business, but rather it’s through the cooperation across several people that goals and successes are achieved. Kilberg-Walsh wants to empower her team so they feel a sense of accomplishment and pride.

“While I take decisions very seriously, I want to make sure we have collaborative effort in making those decisions,” said Kilberg-Walsh, who encourages employees to have confidence, be themselves, continue learning, and network to leverage their community in their efforts to grow in their careers.

Networking has proven to be an invaluable building block in Kilberg-Walsh’s career at Xerox. As a member of Xerox’s Women’s Alliance, she developed marketing and collateral for the caucus group within the company, eventually serving as president of the group. Through sharing her experiences and listening to others within the Women’s Alliance group, Kilberg-Walsh says she has learned that no matter what level an employee is at in a company, they each have their own individual needs, desires, and challenges, but by working together and sharing stories, all can benefit.

“While I’ve helped mentor others and others have helped mentor me, I’ve continued to learn,” said Kilberg-Walsh, who cites her own parents as the biggest influences in her life. She says she inherited her strong work ethic from her father, Don Kilberg, who worked for a utility company in Illinois for over 40 years, while she picked up her positive attitude from her mother Shirley.

“You are dealt these challenges—whether it’s from a business decision, the economy, the budget, whatever it may be,” said Kilberg-Walsh. “My mother would say that if you take the choice and the path to

being positive, that positive attitude will spill over to everyone around you. I’ve carried that guidance with me throughout my career. It’s infectious.”

Drawing on her own experience from her first days at Xerox, Kilberg-Walsh advises young people—women, in particular—to be patient and soak up as much as they can to keep learning. Most importantly, she says that people shouldn’t be afraid to ask questions.

“Many times, women feel like they can’t come forward, that we’re supposed to have answers or if we ask questions, we’re not as smart or it’ll be taken the wrong way,” said Kilberg-Walsh. “But I’d say, be patient, don’t ask too many questions right away, and learn. But then, start asking those questions. At the end of the day, we all learn from them.”

TINA CARTWRIGHT

SVP, Equipment Finance
Information Technology
U.S. Bank

Choreographing a Career

When Tina Cartwright, SVP of U.S. Bank’s equipment finance information technology group, entered college, technology and education were not anywhere on her radar. Her dream was to eventually join a major company as a professional ballet or modern dancer. Very quickly, though, she realized the life of a principal dancer was not what she had envisioned.

Cartwright shifted her focus to accounting, having gravitated toward the numbers and structure of this area of study. During her college years, she worked as a part-time data entry specialist for the Manifest Group, a division of Lyon Financial, which is an independent financial company owned by Swann’s Ice Cream.

After receiving her degree in business management and accounting, she chose to remain with Manifest, appreciating the company’s culture and the opportunities for growth. Cartwright transitioned into an underwriting role as a credit analyst, ultimately becoming a credit manager.

In 2000, U.S. Bank purchased Lyon Financial, opening more doors for Cartwright. It was at this inflection point that she began exploring the technical side of the financial business, having been asked to assist in the bank’s conversion process as a systems analyst.

“I was very intrigued by the technology and the inner workings and problem-solving aspects of my responsibilities during that period,” said Cartwright, who continued to take on numerous project management roles that exposed her to more technical projects on the bank side. Cartwright went on to spend about 10 years working on various projects, most specifically, credit scoring updates and reporting initiatives.

Today, in her role managing U.S. Bank’s information systems, Cartwright is responsible for the equipment finance divisions, focusing on information technologies, security, project management, and professional development programs in the U.S.

“I’m really responsible for working closely with the leaders of each of the lines of business as a liaison to assure our technology and education strategies are in alignment with each of our business line initiatives and objectives,” said Cartwright.

Overseeing the seven lines of business within equipment finance, including office equipment, Cartwright views herself as a continual learner, looking to understand and be a part of U.S. Bank’s global perspective. As a true connector, Cartwright says her ability to connect and

“Throughout my career, I’ve learned that leaders have to adapt not only to the situation but also to the individuals and the environment around them,” said U.S. Bank’s Cartwright.





Four of a Kind

From left to right: Dynamic industry leaders Jennie Fisher, Carol Cannata, Beth Ann "BA" Kilberg-Walsh, and Tina Cartwright, photographed by Jean-Bernard Villareal at Canoe Studios in New York City, June 21, 2016



Once they found their footing in this business, each woman established herself quickly and began a steady climb up the corporate ladder to her current role.

U.S. Bank's System-to-System Automation Initiative

While Tina Cartwright oversees numerous projects simultaneously, system-to-system automation, a type of automated landing pad for U.S. Bank and its clients, is one initiative that is particularly and directly relevant to dealers.

U.S. Bank is currently working through various phases of different projects to provide platforms for its clients and technology partners to send and receive data using an automated interface, versus older legacy web pages.

“Creating efficiencies and better ways of communicating between or-

ganizations from credit applications to portfolio management has been an ongoing initiative for U.S. Bank for many years as we strive to stay ahead of the curve,” said Cartwright. “The initial driver of this project was the need to be able to provide more immediate information.”

Cartwright's involvement in advancing the company's efforts to automate begins by closely working with the sales and support leaders at U.S. Bank. They gather together to hash out ideas and options. Occasionally, these meetings include a dealer or manufacturer to round out the discussions. Once her team has a firm grasp on the business needs and direction, they develop a roadmap to accomplish the stated goals,

as well as to navigate and juggle priorities throughout the process.

As U.S. Bank has rolled out its automation efforts, the company has solicited feedback from both internal and external partners to apply to future phases of its projects.

“By providing the additional and new technology features, it allows for dealers to take information and apply it to their own businesses to navigate more quickly and with greater agility with their own clients,” said Cartwright. “They can make those decision points much easier and cleaner, ultimately, creating more transparent communications and taking those transactions off the street more quickly.”

navigate through many different types of opportunities has helped propel her to her current leadership role.

“The greatest challenge and reward is the amount of opportunity my role presents and being able to make such an impact on the company, with technology and education both as foundational components to continue growing the success of individuals and our industry,” said Cartwright.

When it comes to leading her team of seven direct reports and negotiating across the U.S. Bank's multiple lines of business, Cartwright's management style is situational, given the constantly changing landscape of the industries she serves.

“Throughout my career, I've learned that leaders have to adapt not only to the situation but also to the individuals and the environment around them,” said Cartwright. “Each of these can and do change. Having

a greater awareness to understand allows you to adjust accordingly to provide those higher levels of success.”

Depending on the issue at hand, Cartwright has been known to roll up her sleeves to help problem-solve with her team members. However, she also knows when to take a step back to let them navigate through situations to determine the best course of action.

“The key is building trust and credibility and providing a safe and challenging work environment,” said Cartwright. “Yet, having that transparent, open, and honest communication is what allows a team to thrive.”

Cartwright also views mentors as important touchstones in helping stoke personal and professional growth. Over her career, Cartwright has had numerous mentors who have counseled her in moving

from solely focusing on day-to-day management of tasks and responsibilities to thinking more strategically and globally.

In mentoring young professionals, Cartwright encourages them to be true to themselves, carrying forward their own goals and ambitions and not letting the influences of the world around them impact what they're doing. She also wants them to feel empowered in pursuing their goals. “As young professionals come up through the ranks, it can be hard to learn to navigate and adjust to the changing environments as you take on new roles and are exposed to different ways of doing things in your career,” said Cartwright. “Being empowered to achieve what you aspire to do is what will get you there.”

CR

Questions About This Story?

Contact Sharon Esker via email:
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Imagine Technology Group headquarters, Phoenix, Arizona

The Perfect Planner

Imagine Technology Group Managing Partner Mary Ellen Franz Reveals Life at the Helm of Award-Winning Dealership

By Scott Cullen

It's only been five years since Imagine Technology Group (ITG) in Phoenix, Arizona, opened its doors, but what a wild five years it's been. During that time, the dealership has grown an astounding 600% from 2012 to 2015 and was recently named one of the 50 Fastest Growing Women-Owned/Led Companies by The Women Presidents' Organization (WPO) in partnership with American Express.

These "50 Fastest" generated a combined \$4.96 billion in 2015 revenues (mean of \$99.2 million) and collectively employed 44,744 in 2015 (mean of 1,028). ITG is one of the smaller companies represented on the list, employing 25 and garnering revenues nearing \$10 million.

ITG is led by Managing Partner Mary Ellen Franz, along with fellow Manag-



Mary Ellen Franz
Managing Partner,
Imagine Technology Group

ing Partners Darren Johnson and Chad Schwartz. The dealership represents Sharp and Toshiba Business Solutions, as well as Crexendo phones. On the solutions

A circular icon with a white background and a grey border. At the top is a colorful logo consisting of three overlapping circles in blue, red, and yellow. Below the logo, the text reads: **REMANUFACTURED CONSUMABLES**
MPS EXTENDED YIELDS
KODAK BRANDA circular icon with a white background and a grey border. At the top is an orange gear icon. Below the icon, the text reads: **REMANUFACTURED SPARE PARTS**
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VALUEA circular icon with a white background and a grey border. At the top is a purple printer icon. Below the icon, the text reads: **REMANUFACTURED PRINTER HARDWARE**
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REMOTEA circular icon with a white background and a grey border. At the top is a yellow wrench icon. Below the icon, the text reads: **INSTRUCTOR-LED & ONLINE PRINTER TECHNICIAN TRAINING**
18 COURSES
100 MODELSA circular icon with a white background and a grey border. At the top is a green recycling symbol icon. Below the icon, the text reads: **END OF LIFECYCLE SERVICES**
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COST-PER-IMAGE
À LA CARTE
INFRASTRUCTUREA circular icon with a white background and a grey border. At the top is a green laptop icon with a white cursor arrow. Below the icon, the text reads: **ONLINE SALES TRAINING**
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MANAGED PRINTA circular icon with a white background and a grey border. At the top is a blue smartphone icon with a white dollar sign. Below the icon, the text reads: **DIGITAL MARKETING**
WEBSITE SERVICES, SOCIAL MEDIA,
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LMI Solutions is an R2 certified manufacturer, distributor and recycler of premium replacement toner cartridges, related imaging supplies, remanufactured printers and turnkey Managed Print Infrastructure services. LMI distributes more than 5,000 SKUs, including the most popular OEM products, and is a recognized global leader for empowering dealers with Managed Print Services & Support. Recently, BTA channel member voting selected LMI as the Winner of "Best Remanufactured Cartridges" following recognition from the MPSA and the coveted Readers' Choice Award for the industries "Best MPS Program" and "MPS Infrastructure Provider".

side, partners include Square 9, PaperCut, Drivve, PSIGEN, and Planet Press. Lately, the dealership has been repositioning itself from a copier company to a data solutions provider. The goal is for customers to view ITG as a single source for data, regardless of whether the data is print, digital, or voice. The solutions portion of ITG's business currently represents nearly 25% of its revenue with expectations to grow to 50% in the next three years.

After learning that ITG was named one of the 50 Fastest Growing Women-Owned/Led Companies, we felt it was only fitting that we interview Franz for this issue. During our conversation, she discussed how she got into the business, the joys and challenges of working in the office technology industry, what it's like being a woman in a male-dominated industry, and the traits that have made her dealership so successful in a short period of time.

CR | *How did you get into this industry and business?*

Franz: Some might say I married into this business. My husband, Bob Franz, was a successful Toshiba dealer who literally started out of his kitchen in 1988. We were dating at the time. I lived in Phoenix and he was in Tucson. On the weekends, I would travel to Tucson and his kitchen would be stacked full of boxes of copiers. Before we married in 1990, he had expanded into an actual office. I was director of customer service for a software company, which I resigned from after our third child was born. By then, he had expanded into the Phoenix market, and his brothers had joined him in the business. They changed the name to Copier Brothers. We sold the business and moved back to Tucson in 2001.

After about five years, his previous customers and employees started contacting him and told him they really wanted to be able to take care of their customers the way Copier Brothers used to do it, focusing on what was best for the customer and not some distant corporation and their shareholders. We opened our Tucson operations

in 2007 and again, expanded to Phoenix in 2011. Bob and I were not actively involved in either business at this time. About three years ago, we realized our investment in Phoenix could use a little attention, and I volunteered to spend some time with it. We sold our Tucson operation to the employees last year, and I have been spending all of my time in Phoenix with Imagine Technology Group.

CR | *What do you like best about working in this industry?*

Franz: Without a doubt, the people. The group that started ITG were five previous Copier Brothers employees. They had worked together for more than 10 years and had a world of respect for each other. Because of their history together, they knew their priority in building this company was to take care of the customer. At the end of the day, that is all that mattered. Their commitment to each other and the excitement in building a business together has been paramount in the success ITG has enjoyed. I have the amazing opportunity to work with them. They welcomed me in and have educated me in all aspects of the business. As we have grown, we have been fortunate to continue to hire people who reflect the same commitment. Today, almost 30% of our employees are previous Copier Brother employees who wanted the chance to work for a company where customer service genuinely matters.

CR | *What's the biggest challenge of working in this business?*

Franz: Making sure we are taking advantage of all programs our manufacturers, leasing companies, vendors, etc. offer. When we started, we couldn't take the time to really look at all of the programs, we just needed to sell. Now that we have some breathing room, I have been working to make sure we are utilizing all of our partners' programs successfully.

CR | *Can you tell us about what your average day is like?*

Franz: Full of smiles. I spend most of my

time looking at the big picture. Everyone else is down in the trenches and trying to take care of our existing customers, focusing on new customers, and making sure the company's day-to-day operations are running smoothly. My day is usually filled with identifying where we need to go next—the next building, next solution, next employee.

CR | *You've just been recognized as one of the fastest growing women-led businesses in the country. How fast are you growing?*

Franz: The criteria for this award was the overall growth from 2012 through 2015. During that time, we grew by 600%. Keep in mind, we have only been in business for five years. It is still impressive when you realize all of our growth is organic. We did not purchase a business. We opened our doors and started cold calling. All of our growth has been one customer at a time.

CR | *How's business been for you so far this year?*

Franz: Challenging and exciting. We made an investment in our sales organization toward the end of last year, and it is really starting to pay off. We hired an executive vice president, James Leija, from the industry who has proven success in winning major accounts. He has been able to bring on some of the best in our market to work with him. The only down side is [solutions selling] this type of business has a longer selling cycle than a typical commercial sale. The good news is it usually brings in multiple opportunities for us.

CR | *You mention business has been challenging and exciting. What's been challenging this year?*

Franz: We moved into a new building. We went from 5,000 square feet to 18,000 square feet so we had the challenge of making that physical move and reestablishing how it is that we work together. Along with that, we started the migration



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to a new ERP system, FORZA. We've spent the last three months getting ready for that migration.

CR | *What's driving your business these days?*

Franz: Solutions. Because our focus is major accounts, we begin our assessment with a C-level appointment, which opens the door up to talking about things other than copiers. We discuss all of their data needs, whether that is voice, print, or digital. We can provide a solution for their problem.

CR | *Your business is still relatively new, but you've been working to position it as a data solutions provider. How are you doing that and what exactly does "data solutions provider" mean?*

Franz: We believe no matter what type of data a business has, we can help them find a better solution to manage it. We want our customers to think about us for all of their data needs. This includes voice, print, digital signage, network, etc.

A business has many different types of data. We work to find the solution which is best for their business needs.

CR | *Who are your competitors?*

Franz: Our market is unique in the imaging industry. Not only do we have some of the largest privately owned competitors, but all of the manufacturers also have every direct branch.

CR | *Why do customers choose Imagine Technology Group?*

Franz: [The value we put upon] relationships and trust. Most of our existing customers have an established relationship with their ITG contact that extends over many years. Once we have established their trust in our company, we are extremely successful in finding new opportunities for ITG to help them improve their business processes.

CR | *Your primary vendors are Sharp and Toshiba. Why are those a good fit for ITG?*

Franz: We love having two manufacturers. It allows the customer the opportunity to have a choice without involving our competition. Toshiba has a phenomenal national accounts program that works well with our major accounts. Sharp has historically been a technology leader in the industry. We like to sell a brand-agnostic solution. What is important to the customer helps us choose the right solution for them. Often, the customer doesn't even see the equipment until it is delivered. They trust us to make the best decision for them.

CR | *What do you know now about the business or the office technology industry that you wish you had known when you first started?*

Franz: How complicated the business really is. My thought was you buy a copier, sell it, collect the money, and provide great service. Such a simple process, yet every deal is unique and challenging. The copier business has transitioned into a commodity sale and to be successful you have to find a way to differentiate yourself from the crowd.

CR | *This has long been a male-dominated industry. Although it's clearly shifting, do you ever think of yourself as a woman in a male-dominated business?*

Franz: Not really. I am probably in a unique position since I was able to step in at a high level. I haven't had to work my way up. We have several women on our sales team, and I would put them up against any male I have ever met. They really understand the value of building the relationship.

CR | *ITG has multiple owners. What do you bring to the group?*

Franz: My strength is in planning. I have always been a big-picture person and be-

lieve my contribution is to help the management team take a step back and look to see where they should be going, not where they are today.

CR | *What's the best piece of advice you've ever received that's helped you in your career?*

Franz: There are two pieces of advice I always go back to. One was from my father. I was always a good student, however, when I would bring home my report card, which would usually be straight As, he would always say, "It could have been A-pluses." He always challenged me to do better, no matter what I was doing. The second piece is from my husband. He built a business on taking care of his employees. He knew that if his employees were happy, the customers would be as well.

CR | *What do you do for fun when not working?*

Franz: I have always loved to cook and enjoy riding my bike when I have time. Fortunately, I live in a climate where bike riding is available year-round.

CR | *How does the future look for Imagine Technology Group?*

Franz: We are current increasing our focus on offering solutions outside of imaging. Back in July, Stephen Callahan, a new vice president of information technologies, joined our organization. He is from outside our industry and was previously the director of technology for a large company based here. He has some unique ideas of the types of offerings we should look into and how we can place ourselves as the provider for these solutions. By making this jump, we [will be] opening doors to placing our MFPs as part of the solution.

CR

Questions About This Story?

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‘Supergirl’ Proves Print Isn’t Media Kryptonite

Television Series Highlights
Relevance of Multichannel Media

By Deborah Corn



Originally published on piworld.com, December 15, 2016

The writers of TV’s new, action-packed drama, “Supergirl,” know something that all relevant marketers know: print + digital media is a heroic combination.

When CBS premiered the pilot episode of “Supergirl,” I was thrilled that the title character shares her super-cousin’s love for the media. However, while Clark Kent works for the traditional newspaper The Daily Planet in Metropolis, “Supergirl,” nee Kara Zor-El aka Kara Danvers to the unsuspecting world, works for The Tribune, a newspaper with both a print and digital offering from CatCo Worldwide Media in National City. Kara works for Cat Grant, the CEO of CatCo Media, who by the way, used to work for Perry White at the Daily Planet. It’s a small DC Comic world, and there are more connections—like Jimmy, sorry JAMES Olsen—but I don’t do spoilers, so if this is your thing, it’s worth watching!

It’s a bird, it’s a plane...

Actually, in “Supergirl,” it’s both, and that is why the show sparked this post. I don’t know why the writers chose to make The

I think in many ways “Supergirl” illustrates that teamwork is the key to success, whether that is fighting a robot created to destroy you, or sharing information with the masses.

Tribune a multichannel offering, or take the time to explain it, but it’s time to celebrate! With the audience they attract and the demographic they are after, even inferring Kara worked at a newspaper could seem outdated, and more importantly out of touch with the millennials. That is, if you believe that print is irrelevant to millennials—and clearly the writers and producers of “Supergirl” don’t. The Tribune could have easily been like The Huffington Post without any print component, and it wouldn’t have been questioned. So why did they choose to include print?

Leaping over tall buildings...

I think in many ways “Supergirl” illustrates that teamwork is the key to success, whether that is fighting a robot created to destroy you, or sharing information with the masses. There is value in providing

your message across multiple channels, reaching your audience where, when, and how they want to be reached, and providing a fail-safe option for delivering that information when said robot knocks the power out citywide.

I know all of you know this, but how cool that “Supergirl” and her millions and millions and millions of viewers now do too.

CR

Deborah Corn is the “Intergalactic Ambassador to The Printerverse” at PrintMediaCentr.com, integrated marketer, cultivator of the Print Production Professionals Group on LinkedIn, and host of the weekly industry #PrintChat on Twitter. With more than 25 years of experience, Corn works with printers to help them form meaningful relationships with customers. She also works with industry suppliers and organizations to help them achieve success with their social-media marketing.

Questions About This Story?

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Season 2 of ‘Supergirl’ premieres October 10 on The CW at 8PM/9PM Central.



Women Influencers in the Military

Congress Posthumously Reinstates Civil-War Era Medal of Honor and Distinguished Women Receive Silver Star

By Frank G. Cannata

We're grateful to report that our series on veterans has garnered much positive reaction from our audience. We are also particularly pleased about the response to our book reviews addressing our veterans' sacrifices. We will continue to tell the stories of the men and women who have worn the uniform, particularly those who have made the ultimate sacrifice.

In my research, I have found women who were honored with the Silver Star, the third-highest combat decoration a person serving in the Army or Marines can receive. Four Army nurses in World War II were the first women to receive the Silver Star, and I subsequently learned three nurses serving in World War I were awarded the prestigious medal posthumously in 2007.

Most compelling to me was an article I recently uncovered by Ann Scott Tyson, published in the Washington Post on May 1, 2008, and another piece in USA Today about Army Spc. Monica Brown, a medic having served in Afghanistan. Additionally, I also tapped into some other official Army sources to gain a full appreciation of what this heroic woman did.

The action for which Army Spc. Brown was decorated took place in the eastern province of Paktia, Afghanistan on April 25, 2007. Her unit came under fire after a bomb struck one of the Humvees in the convoy. The location was a remote village, and instead of taking cover, the 19-year-old medic grabbed her bag and

ran through insurgent gunfire as mortar shells fell less than 100 yards away, toward her fellow soldiers in the crippled and burning vehicle.

The Humvee was in a dangerous position, made even more precarious by the ammunition going off inside the burning vehicle, which was hurtling shrapnel in all directions. For Brown, who knew all five wounded soldiers, it became a race to get them to safety. Eventually, the wounded were moved some 500 yards away and treated on site before being evacuated by helicopter. Brown's actions saved the lives of soldiers who were badly wounded by the bomb and subsequent fire from the Taliban.

"I did not really have time to be scared," Brown told USA Today. "Running back to the vehicle, I was nervous (since) I did not know how badly the guys were injured. I did not really think about anything except for getting the guys to a safer location, getting them taken care of, and getting them out of there."

Vice President Dick Cheney pinned Brown, of Lake Jackson, Texas, with a Silver Star on March 20, 2008, for repeatedly risking her life to shield and treat her wounded comrades and for displaying bravery and grit. She is the second woman since World War II to receive the Silver Star.

Growing up, Brown never gave any serious consideration of joining the military. She was raised in central Texas and had bounced among nine schools, moving fre-

quently with her brothers and mother, a nurse, before going to live with her grandmother Katy at age 15.

Despite her childhood challenges, Brown still managed to excel academically. She graduated from high school a year and a half early—a day after turning 17. She planned to enroll in college, but that changed when her older brother Justin decided to join the Army. Brown accompanied Justin to the Army recruiting office. On impulse, she offered to enlist with him. They announced the decision to their grandmother who was opposed to them joining the service because she "didn't feel it was the right time with the war on," reported the Washington Post.

But, Brown persuaded her grandmother to allow her to enlist along with her brother before she turned 18. "Justin was older, but she was always the caretaker, always the boss," Katy Brown told the Washington Post.

While we were unable to locate Brown for comment, wherever she is, we hope she understands our sincere appreciation for her brave service.

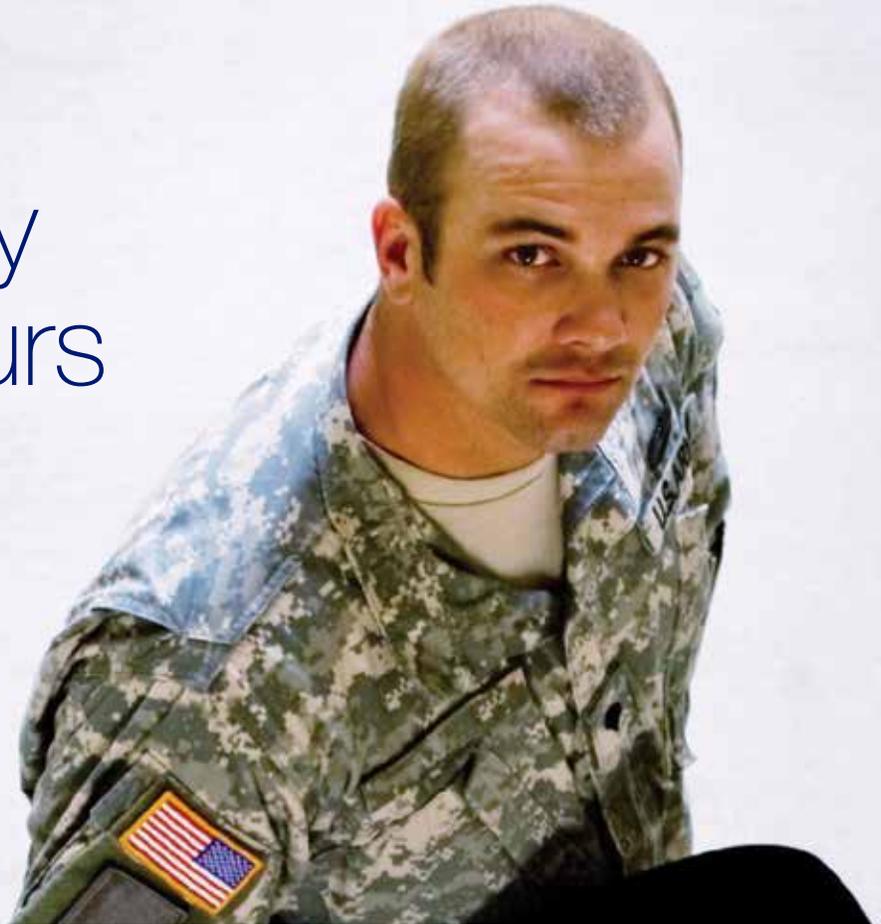
OR

Questions About This Story?

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Editors note: if there is a veteran in—or close to—the industry you think we should consider writing about, email cj-cannata@cannatareport.com.

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¹G.I. Jobs Magazine, December 2013. ²Military Times, May 2013.



SOCIAL NETWORKING WITH

Toshiba's Sue Wilson

By Scott Cullen

Editor's Note: This is a new column where we get to know key players across the imaging channel on a more personal level. In keeping with this month's theme, our subject is one of the women profiled in 2014's inaugural Special Women Influencers issue.

Sue Wilson, vice president of supply chain management at Toshiba America Business Solutions (TABS), was among our three inaugural Special Women Influencers issue cover story subjects in 2014, and is a Best Woman Executive Frank Award finalist for the second consecutive year. Wilson's responsibilities include procurement, import/export, inventory control, transportation, customer service, and distribution. Prior to joining what is now TABS, she was operations manager for Toshiba American Consumer Products (TACP), where she managed National Account customer support and warehousing functions. In her current role, Wilson has implemented several key strategies that have improved supply chain efficiencies, while reducing costs to both TABS and its customers. Under her leadership, the supply chain department has won several Six Sigma awards for process improvements and cost savings.

CR | *What's the worst job you ever had? When and where?*

Wilson: During high school, I worked at a hot dog place in New Jersey. It was one of those restaurants where we didn't write down order, we just yell the order to the kitchen. For example, "Two naked with



a Texan" meant two plain hot dogs with chili. I lasted one week. Fired for being too timid.

CR | *What's the best advice anyone has ever given you?*

Wilson: Not to react when my daughters told me something that upset me. If I react negatively, they may not share with me anymore. I have such a wonderful relationship with my girls, and I believe it is because they have always known they can

talk to me about any subject. We spent many hours in the car on our way to swim meets and cheer competitions. Thankfully, they were in the back seat and could not see the expression on my face as interesting topics came up!

CR | *What's the one mistake you made that you wish you could go back and have a do-over?*

Wilson: There are some things that I would consider having a do-over. But honestly, I believe that our past makes us who we are today. I believe I am a strong woman with a good heart and have become more compassionate and tolerant from past events and relationships.

CR | *If you could go back in time and give one piece of advice to your 18-year-old self, what would that be?*

Wilson: I lived in a small town and left there right out of high school. I see so many high school friendships that have lasted 40 years. I wish I made the effort to keep connected. While it was more difficult then, many I know did. After many years, I have reconnected with many childhood friends through social media. Family and friends are what it's all about.

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CR | *What's the last TV show that you binge watched?*

Wilson: [I'm] not much of a TV program watcher, I would rather watch sports. But I do record "30 for 30" and "Say Yes to the Dress." Quite a combo...

CR | *What's one movie you can watch again and again?*

Wilson: There are actually a few movies I love. The first is "The Sound of Music." [I don't have] many memories of my Dad spending time with us, but I do remember my parents taking us to see the movie. We sang "Doe, a Deer" on the way home until he about lost it. My second favorite is "The Wizard of Oz" because it always reminds me to be happy with where I am, but I could dream about where I could go. Lastly, "Sweet Home Alabama." There are tons of love story movies, but for some reason, I am attached to this one.

CR | *What was your first car?*

Wilson: A 1972 Chevy Malibu. I have had a need for speed ever since.

CR | *Who is the most famous person you ever met? When and where did you meet this person?*

Wilson: I have had the opportunity to meet some high-profile sports figures, including two of my all-time favor-

ites—Terry Bradshaw and Magic Johnson. However, my most favorite athlete is [Olympic swimmer] Bruce Furniss. There are only three Americans who have won Olympic gold in the 200 Freestyle—Mark Spitz, Michael Phelps, and Bruce Furniss. Bruce was an amazing athlete with many records, but I know him as a dedicated husband, dad, and friend. When he found out one of my girls was interested in swimming, he met us at the Olympic trials and took hours out of his day to introduce her to many Olympic swimmers, present and past. It was a day she will always remember.

CR | *What's the first concert you ever attended and what year?*

Wilson: Well, I'll preface my response by mentioning that I was barely out of kindergarten. It was a 1975 Led Zeppelin concert in Madison Square Garden. It was my first trip into NYC and we took the bus from New Jersey. Of course, my mom didn't know.

CR | *What's the one song that when it comes on the radio, you turn up the volume when driving alone?*

Wilson: Cruising with the top down and music up is a must. As a Jersey Girl living in California, it's still amazing that in February, there is the potential to have the convertible top down. Springsteen and Bon Jovi are at the top of the list, but I also like Chris Young, Garth Brooks, and Brooks and Dunn.

CR | *Who would you cast to portray you in a movie about you and your life, who would she be?*

Wilson: Lots of people say I look like Meryl Streep, but I am certainly not worthy of her portraying me.

CR | *What's your absolute favorite vacation destination?*

Wilson: I love warm weather and the water. As long as I can see blue water and have the sun on my face, I am a happy girl. Someday, I would love to visit Bora Bora or Fiji.

CR | *What's the one thing that you're good at that would surprise your co-workers?*

Wilson: Rather than buying a card, I write a poem about the person and/or event. I use special paper and decorations and top it with a pretty bow. My girls keep them on a ring by their beds.

CR | *If you could choose any career other than the one you're in now, what would it be?*

Wilson: I would love to do something in the car racing industry.

CR

Questions About This Story?

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UP NEXT

By CJ Cannata

We are pleased to announce the theme of The Cannata Report's 2016 Awards & Charities Dinner, Brooklyn: A View from the Bridge. The theme personifies our brand attributes, prevalent key industry characteristics, and traits we continuously encourage the industry to adopt and prioritize. As with our industry, Brooklyn gave rise to many entrepreneurs, like my grandfather, Vincent Cannata, who started from nothing to

build a significant business. Our fearless leader Frank grew up there and was living humbly in Brooklyn when he joined the industry. A broad range of high-profile figures were born there: Woody Allen, Pat Benatar, Mel Brooks, Clive Davis, Larry David, Alan Dershowitz, Neil Diamond, David Geffen, George Gershwin, Ruth Bader Ginsberg, Rudolf Giuliani, Rita Hayworth, Michael Jordan, Mary Tyler Moore, Eddie Murphy, Joan Rivers, Mickey Rooney, Norman Rockwell, Maurice Sendack, and Barbra Streisand, among countless others.

Brooklyn also represents and embodies evolution, diversity, and possibility.

From humble begins itself, the city has risen to prominence as the most expensive place to live in the U.S. (Source: RealtyTrac, as reported by Bloomberg).

We are also in the midst of editing and laying out content for our 2016 Special Annual Dealer Survey issues (Parts I & II), slated for publication in September.

As far as travel, next week we visit MT Business Systems in Mansfield, Ohio, and shortly after, we head to Konica Minolta's 2016 Dealer Conference in Aspen where we look forward to seeing many of our friends and partners.

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