



## How to Get the Most from Your Managed Service Provider

**Choose your MSP wisely** – Be sure to do your homework when shopping around. Does the MSP possess the experience and certifications required to manage your IT environment adequately? Do they offer customizable, end-to-end solutions to meet your unique needs? Are their services and solutions scalable and flexible? If you work outside of standard business hours, do they offer 24/7/365 support? How long have they been in business, and what's their reputation?

**Don't pinch pennies** – If the most affordable MSP checks off all of your boxes, so be it. However, partnering with someone simply because they offer the lowest price is sure to leave you regretting your decision down the road. Consider how important IT is to your daily business operations, and how much you'll be impacted if things go south. Choosing the wrong MSP is certainly not worth saving a little bit of money in the long run.

**Be a partner, not a client** – Be proactive and involved. Meet with your MSP regularly to go over the state of your IT environment. Analyze the types of service tickets issued since your last meeting and the amount of time it took to resolve them. Are these issues being resolved in a timely fashion? Are there repeat offenders that require additional action taken to eliminate them in the future? Is there new technology available for you to take advantage of to improve network functionality or your overall business operations?

**Get what you're paying for** – A managed service provider should help you with the bigger picture of your IT environment, counseling and advising you on your overall IT strategy today and going forward. They should guide and prepare you for future IT upgrades and projects, ensuring your IT environment doesn't get stuck in the past.

## Ricoh C7210X

Go beyond CMYK with Ricoh's 5th Color Digital Production Systems to produce high-value, premium applications that stand out from the competition with the ability to print clear, white, neon yellow, neon pink and invisible red toner.

This advanced system expands the creative possibilities of digital printing and opens up the door to new opportunities. Take advantage of oversized sheet options and proactively offer customers new creative ways to tell their story while expanding your base and increasing your bottom line. Benefit from next generation technologies, including a 17" Smart Operation Panel with remote capabilities, white plus CMYK in a single pass and inline sensors that maximize uptime and enhance output quality.



- Print Speed: up to 95 ppm in Color and B&W
- Network Ready
- Standard Duplexing
- Max Paper Size: 13" x 49.6"
- Max Paper Capacity: 16,200 sheets

## Canon imagePRESS C165

The imagePRESS C165 facilitates diverse output and in-house printing. The printer realizes high-productivity output of 65 pages per minute (ppm) when outputting A4 documents in landscape mode while achieving a small installation area similar to that of an office multifunction device. The imagePRESS C165 improves production efficiency by making possible the on-demand, in-house production of items necessary for sales promotions that would otherwise be outsourced—such as pamphlets, business cards and posters.



- Print speed: Up to 65 PPM in Color and B&W
- Network Ready
- Standard Duplexing
- Maximum Paper Size: 11" x 17"
- Max Paper Capacity: 7,050 Sheets

## HP PageWide Managed Color MFP E77660dns

Quality printing for a great value is a smart choice for any business. Produce premium, professional-quality documents at a competitive low cost with the HP PageWide E77660dns, built to make your work—and your business—look its best.

- Print Speed: up to 60 PPM in Color / 80 B&W
- Network Ready
- Standard Duplexing
- Max Paper Size: 11" x 17"
- ENERGY STAR Qualified



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## Make Your Business Bigger and Better in 2020

**Ask existing customers for referrals** – Whether it's Google, Yelp, the Better Business Bureau website, or a social media platform, positive reviews go a long way toward convincing potential customers to give you their business. You can also ask your top customers for testimonials to post to your website and boost your credibility.

**Start a loyalty program** – Offer your customers perks and rewards for their business, whether it's early access to sales or free merchandise or service after a specified number of purchases.

**Host an open house** – Open your doors to clients and potential customers as a form of meet and greet, during which you can show off some of your products, services, and solutions in a casual environment. Bring in food and offer door prizes to increase attendance, and then take advantage of their presence by getting to know your customers better and building relationships.



## Unified Communications 101

With so many different methods of communication available to us today, it only makes sense to unify all of these disparate channels into a single platform. That's what Unified Communications does; it takes all of your different communication channels and brings them in a single, integrated platform. This includes voice calls, email, SMS or text messaging, instant messaging, video conferencing, and much more. All of these channels are consolidated and unified under a single umbrella, making it easier and more efficient to manage communication. Unified Communications can even integrate with your customer relationship management (CRM) software.

Unified Communications helps your employees connect and communicate better both internally and externally by integrating all of your different communication methods into one system that is accessible from PCs, smartphones, and tablets. This enables users to communicate by whichever medium best suits their needs at that particular moment, all from within a single application, regardless of their location.

How would you like to be able to **manage your account at your fingertips?** Great news: you can!

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## KDI IS A PROUD PARTNER AND OFFICIAL TECHNOLOGY PROVIDER



### Keys to a Successful Elevator Pitch

**An attention grabber:** You want to start strong, so your first sentence should include something that arouses intrigue with your listener. Whether it's an insightful fact or an engaging question, by grabbing their attention right off the bat with an interesting icebreaker, you're more likely to have a receptive audience eager to listen to what you have to say.

**Added value:** Every elevator pitch should add value to the listener; otherwise, it's of no interest to them and a waste of their time. It should explain how your company will help them, why they should hire you, or why you'd be a valuable business connection.

**Passion:** If you're not passionate about who you are or what you're selling, it's hard for others to get excited about it, either. How you convey your pitch is more important than the message itself. Speaking confidently and enthusiastically without "ums" or "uhs" will showcase your self-esteem, making you seem qualified and capable.



### OUR TECHNOLOGY PARTNERS

