Improve Compliance with Document Scanning

Document security should be a priority for any business to safeguard sensitive information and prevent it from becoming compromised. However, it is an even bigger priority for companies operating in the finance and healthcare industries, which face strict regulatory compliance requirements due to legislation such as the Sarbanes-Oxley Act (SOX) and Health Insurance Portability and Accountability Act (HIPAA). These regulations govern how organizations within these industries handle data, and failure to comply can result in strict penalties ranging from steep fines to imprisonment, depending on the nature of the crime. One way to manage, protect, and preserve your data to ensure regulatory compliance is through document scanning.

By scanning your paper documents, they're converted to digital versions that can be stored electronically rather than in paper form. In digital form, documents face fewer compliance and privacy challenges than paper records. For starters, digital files can be indexed, making them accessible quickly and easily through a keyword search, eliminating long, frustrating, and often-futile manual searches for paper files. Digital files can also be backed up and stored in numerous locations, which makes data recovery possible and puts an end to missing or lost documents. Access to digital files can be controlled through user permissions, making them much more difficult to access than paper files stored in folders kept on a shelf or in a physical file cabinet. Digital documents enable you to track who has accessed a file, whereas paper versions do not afford you that ability. Data can also be distributed more securely through electronic means, as opposed to paper documents that can easily end up in the wrong hands. The bottom line is that documents stored in digital form are handled by and accessible to fewer employees than their paper counterparts.

What to Look for In an Office Copier

When shopping for a copier, a major decision will be between a color or monochrome (black and white) device. While in a perfect world, every office would love to have access to color prints, every business has to pay attention to the bottom line. Color copiers are more expensive than monochrome devices, as are their consumables. So, unless you will be printing documents that will be distributed externally among clients or vendors, a monochrome copier will get the job done without breaking your budget.

Another decision you'll have to make is whether to choose an inkjet or laser copier. Smaller businesses that don't do large print jobs would be better served going with an inkjet device, which is designed to handle low print volumes and comes with a lower up-front cost. Inkjet copiers are capable of printing high-quality images and graphics while taking up little space in your office. Larger companies with high print volumes would benefit from laser copiers. These workhorses are capable of high-quality text at fast print speeds.

The Benefits of Microbreaks at Work

Microbreaks are short, voluntary breaks—anywhere between 30 seconds and 5 minutes—taken frequently throughout the day. This could mean getting up from your desk to stretch, taking a brief walk around the building, getting a cup of coffee, or stepping out to make a personal call. It doesn't matter what you do during your break, as long as it serves to get you away from your desk, distract you, and interrupt your focus.

Microbreaks have positive effects on both your mind and your body. In fact, research has found that frequent microbreaks during the day can be just as beneficial as long breaks, if not more. These brief hiatuses enable us to disengage from work temporarily for the sake of our productivity. Microbreaks have been shown to reduce stress, improve concentration, keep energy levels up, have a calming effect on individuals, and take the strain off certain parts of the body. In addition, it's well known that our sedentary lifestyles are bad for our physical health; getting out of your seat frequently each day will counter the ill effects of a desk job.
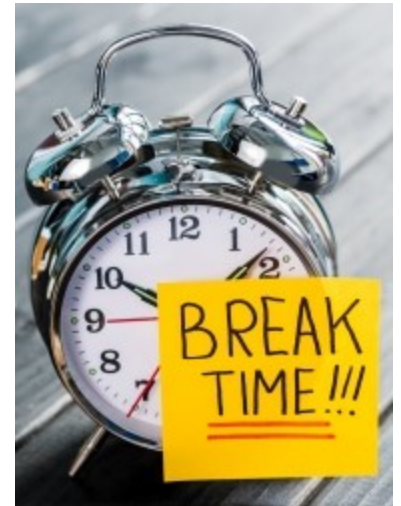
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Canon imagePRESS C165

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

Hewlett Packard PageWide 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

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

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Call us TODAY to make sure your account is up to date!

Our Customer Service Team will keep you informed of the status of your account by sending Account Statements on the 15th of every month as well as phone and email notifications. Our Billing System monitors all accounts. It will automatically place an account on HOLD once an invoice has reached 45 days old, thus suspending service and supplies until satisfied and released.

Tips to avoid your account being put on hold:

> Remit payments according to your terms.
> Immediately call customer service upon receipt of a disputable bill.
> Review billing address contact information to avoid a delay in receipt.
> Ask about our payment options which include check, credit card & ACH.

CALL US
800.537.4613
ext. 200

Targeting the Right Customers for Your Business

Identify your 'ideal' customer – The first step should be brainstorming and coming up with what makes up the right customer for your business, including factors such as age, gender, location, industry, revenue, pain points, etc. Having this knowledge will provide you with a demographic so you can carefully craft your marketing messages.

Target your ideal demographic – Use the model of your ideal client to target them with messages that apply to these preferred market segments, using their preferred delivery method. Focusing your marketing efforts on your targeted audience will result in you casting a smaller but ultimately more efficient net.

Raise your prices – While this may seem counterproductive, charging more for your products or services will drive away demanding clients that expect the world for the lowest price. Those types of customers aren't right for any business—they're difficult to work with, difficult to please, and difficult to keep, as they're always looking for a cheaper alternative.

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