



ONTARIO COPIER

Print • Scan • Manage

What Every Business Owner Ought To Know About Purchasing Office Equipment

Updated for the Digital Age Buyer

www.ontariocopier.ca

Introduction

If you are reading this, it probably means that your company is in the market for a new copier. Maybe your current copier broke down and costs too much to repair. Perhaps your lease has expired and you're interested in something new. Or maybe you're just not satisfied with the level of service that's being provided for you.

What is your role within your organization? Each department, whether it is Finance, Administration, Operations, Marketing, IT or otherwise will each have different requirements. It's important that the right technology is installed into your office. The right copier will grow alongside your company and last for many years.

We know that in the 21st century, it's not just the owner of the business who is collecting quotes. So before you go out shopping, we want to share with you 6 secrets about the office technology industry that will help you pick the best-suited equipment for your company.

#1: Have a clearly defined list of what you need

Today's multifunction copiers can do more than make copies. In a wide range of business and professional applications, users can print, copy, scan, e-mail and fax from a central resource. They can also manage network jobs, store forms and documents, transfer digital documents, send high speed B&W and high quality colour copying jobs remotely, and finish documents seamlessly and efficiently.

But how many of these features will your business actually need?

Not every accessory is going to be mission-critical for your business. Eliminating rather than adding extra features will help keep your costs low. For example, companies of today do not print in 11x17 as frequently as they used to. Buying a copier that does not have the ability to print in larger sizes will keep your hardware costs low without sacrificing quality or productivity.

In another example, having the ability to scan documents directly into Microsoft Excel is certainly handy. But would you use it enough to justify the added cost?

Added features are only beneficial to your company when cost of the feature is less than the improvement upon your existing business processes. We call this "workflow." Many of your document workflows, such as Accounts Payable, Accounts Receivable or HR on-boarding, can be automated using scanning software. If a software feature costs an additional \$50 per month but saves your accounting department 10 hours per week or organizing documents, even at minimum wage there is a return on investment.

Similarly, if you can add a booklet finisher to your copier which saves you time and money having to outsource certain documents to your local print shop, there is a clear return on investment.

#2: Service experience is more important than sales experience

A copier sales rep with 5, 10, or even 20 years of experience can offer a lot of knowledge and value to your company. But throughout the length of your lease, who do you think you will see more, the technician or the sales representative?

Great service technicians can help minimize downtime when your copier does have a mechanical issue. They will know how to repair the machine quicker so that they can be in and out of your office faster. And most importantly, a great service technician will know to do

preventative maintenance on your device so that it almost never goes down. He knows that if he can keep your machine in excellent condition, he will have happier customers!

When researching prospective vendors for your company, ask how many service technicians are available in the area and how many years of experience they have. Ask about their accreditations, if they've won awards, and which brands they prefer working with. Great service can make the world of a difference between having a good experience or having a bad experience with your office technology provider.

#3: Higher pages per minute does not mean faster printing speeds

Often the biggest misconception in our industry is that pages per minute = print speed. There are several factors to take into consideration when looking at print speed, and it all depends on how you use your copier.

Do users in your office print 1-2 pages frequently? Or do you print large print jobs (50-100 pages) several times per week? Is it a mixture of both?

The "pages per minute" of a copier means exactly what it is – how many pages it can produce within 60 seconds. When considering speed, other factors need to be taken into consideration, such as:

- Warm Up Time – how long does it take to warm up the copier when you take it out of sleep mode?
- First Copy Out Time – how many seconds does it take before the first page is printed?
- Scan Speed – how fast can the document feeder process pages? Can it scan 2-sided documents in 1 pass or 2 passes?
- Print Driver – what type of print driver does the copier use, and how will that affect the speed at which it can process a document before printing?

When reviewing "speeds and feeds", it's important to take a consolidated approach to how people use the device – from printing, to copying, to scanning. This way, you can select the most cost-efficient hardware that equally can perform the tasks it needs to as productively as possible.

#4: Value is more important than price

It is an age old saying yet, “you get what you pay for” is still a very true and humbling statement.

Often times, copiers are seen as commodities that are to be compared on price alone. It is true that the copier market is very commoditized and that many of the same brands offer similar functionality. However, not every office technology provider will quote apples-to-apples against each other.

A new 30 page per minute colour copier might look great on paper. It’s fast, new, appears to be reliable and is the cheapest price amongst several quotes that you received. However, it might not have an engine capable of handling your volumes of 20,000 per month. Is it worth leasing the cheapest hardware knowing it will frequently go down from jamming or other mechanical errors? It will probably cost your company more in the long-run due to the loss of staff productivity.

When we say value is more important than price, we ask that buyers take an intelligent look at everything they are getting. Consider the following questions:

- What type of technology am I getting?
- Will it handle the requirements of my office? Will it still do so 2 or 3 years from now?
- What is the reputation of this provider?
- How many years of experience do their service technicians have?
- Can I trust my sales rep?

Taking a minute to researching all of your options is important. If anyone is trying to push you into making a decision, simply ask them to wait until you have one.

#5: Read Your Contract

Copier contracts are not designed to pull the wool over the eyes of a customer. But they are meant to be read. Sometimes, they are clauses that can make or break a decision. It’s important to read everything so that you have a clear understanding of the expectations of your provider and the expectations of the customer. Here are some clauses to look out for:

- Is there a one-time initial administration fee for leases?
- Is the copier I am signing for new, used, refurbished, or newly manufactured?
- What does newly manufactured mean?
- What is the buyout on my copier at the end of the lease term?
- Will my service rates increase each year? If so, by how much?

- Who is expected to change the drums and toner waste bottles?
- Will genuine OEM or non-OEM toner/parts be provided?
- What is the guaranteed service response time from a technician?
- Is there a cost for toner delivery?

Having clear communication with a trusted sales representative will help answer these questions – but always read through your contract to make sure you know exactly what you are getting.

#6: Enjoy the buying process

The process of buying a new copier can be boring or incredibly fun. Experienced copier sales reps are some of the most talented sales professionals in the B2B world. If you let them, they will take you on an educational process designed to help you make a better purchasing decision.

Here are a few “classic” situations you may find yourself in when communicating with a sales representative from an office technology company.

- The Introduction – many reps will want to buy you a cup of coffee or lunch to introduce themselves. Why not? It’s a great way to break the ice and start building a great future business relationship
- The Equipment Audit – a good sales consultant will want to map out the model, location and print volumes of every print/scan/fax device that your office is using. This can result in exposing hidden costs, finding areas to consolidate or finding new ways to improve upon your workflows
- The Demo - attending a copier demo is a great way to see how your copier will perform in action. (Just be sure to bring your own sample files to print!) Most copier leases last for 5 years. When you consider the fact your employees will be spending 8 hours a day next to a copier for the next 5 years (10,400 hours), taking 30 minutes to an hour out of your day to see how the copier works is a very wise investment before you buy it!

Frequently Asked Questions (FAQ)

Should I buy color or stick with a black and white copier?

The cost of a color copier has decreased significantly over the past few years due to higher demand. A color copier will cost at most 5% to 10% more than a B&W model. If you are concerned about the higher cost of a colour print, talk to your service or sales representative about how you can put controls in place to limit or restrict colour printing.

Should I purchase or lease?

Purchasing a copier will save you on the interest in a lease. And if your copier lasts more than 5 years (the industry standard for a lease), you will save even more money not having to make lease payments every month.

The advantage of leasing is greater flexibility. Technology is always changing, and often you can upgrade your copier to a newer, more cost-effective machine before the end of your 5-year lease.

How can I contact you?

We welcome you to contact us to request a free quote or schedule a learning appointment!

Phone: +1 800-765-0273

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