



A Word From Our President, Steve Jones

Welcome to the Aztec Sun. We, at Aztec, have been in business since 1984 and are proud of the company we have built. Please take a minute to read this document and get to know us. I am convinced you will see we are a company you want to do business. Our historical success and quality reputation with our customers has grown us to a \$100 million plus company with multiple sales and service branches throughout the Northeast.

"...We conduct our business under one simple principle; that we treat our customers the way we want to be treated."

Here, at Aztec, we conduct business under one simple principle; that we treat our customers the way we want to be treated. All of our 200 plus employees are expected to do what is right for you, the customer. This philosophy has been working very well for us, and we will continue to honor this principle in the future.

Our business philosophy was developed directly from our mission statement, "To be the premier provider of document imaging solutions, delivering superior customer service with highly motivated employees that make our customers' requirements our number one priority." As an example of how serious we take our mission statement - we are very excited and proud to be recognized as one of the top companies within the US to do business with. Please read the article from PRO's Elite Group recognizing us. Take a moment to visit their website at proslitedealers.com to view the extensive certification process, and learn about why this is important to you, the customer. Aztec's quality service has also allowed us to become one of the top print management companies in the US. Our "Teksperts" have been factory trained and certified to support all of our customers' needs." Please refer to the article on page 2 to learn more about our Quantum Print Service Programs. We are currently servicing more than 15,000 printers in the Northeast and continue to see our business growing in this area.

On page 3 of this newsletter, please review the press release from Canon authorizing us as a service and sales provider for all Canon customers in the Northeast. Many of you Canon customers out there who were being serviced by IKON

continued >>>

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should call us. We would be happy to provide you with the service and support you deserve.

HP and Canon are not the only companies to recognize us as an authorized service and sales provider, but Sharp as well. In fact, we have been recognized as one of the top companies in the US, being awarded the Hyakuman Kai award for three consecutive years - an award that recognizes business excellence. A lot of good old fashioned

hard work has been done here at Aztec. We have made major technology and process investments for one reason and one reason only - you, the customer. Our end goal is to make the Aztec Experience an excellent one from the date you sign the order with us, to delivery & installation, to service and finally, billing. I truly believe we are the best in the business.

Please visit our website at aztecoffice.com and test out the Aztec Experience. I guarantee you will not be disappointed.



AztecPRESS

FOR IMMEDIATE RELEASE

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Canon Expands Product Availability in CT, RI, Southern Vermont, Mass and NY Metro Markets. Aztec, one of the Northeast's largest office technology companies, has been named a Canon Authorized dealer and will offer the Company's full lineup of digital office solutions including Canon imageRUNNER and imageRUNNER ADVANCE multifunction systems and imagePROGRAF large format printers.

Aztec Quantum Print Service Programs

Developing a managed print strategy will save you money. It's that simple. Many companies have already recognized the need to control the costs associated with document output, and by 2014, Gartner states that approximately 70% of all companies will have implemented a MPS program. Conservative estimates place document-related expenses at 1-3% of a company's overall revenue with some studies showing that cost could be as high as 15%. Numerous factors impede a company's ability to accurately quantify and effectively control these costs internally.

"Developing a managed print strategy will save you money. It's that simple."

Aztec is able to leverage our standing as one of the top print management companies in the U.S. to offer superior service and support for our customers, while helping them fully understand and drive down the costs associated with their print environment.

Cost Per Click

Aztec's Cost Per Click solution is ideal for networked imaging fleets. Through the installation of print tracking software, Aztec is able to help our customers fully understand where their prints are being made, by whom, and at what cost. The cost of toner is divided by the stated yield of the cartridge to provide a low, per page, rate that includes parts and service for free.

Level Pay

Aztec's unique Level Pay solution offers similar benefits to the Cost Per Click model. Based on past purchases of cartridges for your printer population, we project out and contract a monthly spend. In order to minimize the risk of fluctuating print volumes, six-months into the term Aztec reviews actual toner purchases in order to reconcile any discrepancies between billing and actual usage. If the actual supply usage is less than the contracted amount, the customer is credited the difference. We will never bill you for more than the dollar value of the supplies you use. Parts and service are free. This

program is perfect for those of you that have inflexible budgets.

Annual Usage

Aztec's Annual Usage program allows the customer to purchase supplies as usual under a typical transactional purchasing model. Customers are billed for the supplies they purchase. As with all of our Quantum Print offerings, printer parts and service are free!

Once a program is implemented, and the document output costs are identified, Aztec can work with you to streamline your print environment and further reduce your imaging spend. Some of the benefits of our programs include:

- **Immediate Cost Savings**
- **Redeployment of existing equipment to locations that best fit their recommended print volume.**
- **Consolidation of the fleet. The ideal employee to printer ratio is between 5:1 and 8:1 depending on the environment.**
- **Standardization of the printer fleet greatly reduces any lingering purchasing or IT headaches. A standardized HP fleet using their Universal Print Driver boasts a 75% decrease in manpower to integrate printers and a 50% reduction in time spent working on print driver problems.**

Aztec's print management offering will save your company 20-30% on your printing costs; while freeing valuable IT personnel from the burden of servicing and supporting these devices. Please contact us for a free print assessment, and we'll show you how to begin saving.



- **We guarantee you will save money on your print costs**
- **Free assessments**
- **Ongoing reviews and reporting**
- **Our programs are offered with HP brand supplies**
- **All service is provided by our Pros Elite certified service team**
- **We offer options that can be customized to best help you - the customer**
- **We are a local company that makes the customer our No. 1 Priority**
- **We are currently servicing over 15,000 printers in the Northeast and our customers are saving money**

"With the increasing demand for leading-edge document imaging solutions and professional services, Canon is pleased to welcome Aztec as a Canon Authorized dealer..."

"With the increasing demand for leading-edge document imaging solutions and professional services, Canon is pleased to welcome Aztec as a Canon Authorized dealer serving customers in the Northeast," said Mason Olds, vice president and general manager, Imaging Systems Group, Canon U.S.A., Inc. "Canon is committed to supporting our dealer channel and enabling end-users to advance their business capabilities by delivering extraordinary value, performance and reliability."

Aztec has been rated as one of the top 100 companies to do business with in the United States. Aztec has experienced continued growth for 25 years beginning in 1984, and has grown to a successful \$100 million plus company. The management team has over 30 years' experience in the industry. "Our goal is to be the premier provider of document imaging solutions in CT, RI, Southern VT, MA and NY Metro marketplaces," said Steve Jones, President of Aztec. "As an authorized Canon provider, we will now be able to provide sales and service to current and past Canon customers. Through this expanded product portfolio, we will offer our customers and potential customers a more comprehensive package of document imaging and management solutions."



A Letter From PROS ELITE

I am pleased to inform you that Aztec has been selected as one of the 100 PROs Elite dealers in United States. This honor, which will only be achieved by 100 office products dealers in United States, is in our opinion, the standard by which all dealer service organizations will be judged.

The PROs Elite certification was designed by BEI Pros, the co-authors of the office products benchmarking model and the experts in benchmark execution, to help customers identify the highest quality organization in a market. As you know, BEI Pros will only certify one of the many dealers in each market as the PROs Elite 100 dealer. In Connecticut and Massachusetts the PROs Elite 100 dealer is Aztec Office. Congratulations!!

To achieve PROs Elite 100 certification, your organization completed the following:

The Commitment to achieve Pros Elite 100 certification began 8 months ago with a complete assessment of your current service operations by the executive team of BEI Pros. An action plan for achieving PROs Elite benchmarked standards for Service Excellence was built off of this assessment by BEI PROs.

- **Aztec committed to executing the action plan and achieved the customer benchmarks.**
- **Aztec committed to train their Service Management in Advanced Service Management skills.**
- **Aztec trained their Executive team in Customer focused leadership and planning skills.**
- **Aztec trained their whole organization in Elite Customer Relations Management skills**
- **Aztec taught their Sales Reps how to develop customer solutions based on this certification.**
- **Aztec committed to having their Service results audited on an ongoing basis by BEI Pros.**
- **Aztec committed to ongoing coaching in the tactics to insure our audited customer results remain at or above industry standards.**

What this means to Aztec customers is:

To do business with the office products company recognized as the most admired for its Service Culture by Service benchmark execution specialists, BEI Pros.

The knowledge that Aztec agreed to have its level of Service results continuously monitored and audited by BEI PROs proprietary Performance Improvement Virtual Operations Tool (PIVOT) to insure consistency of Service delivery to Aztec Customers.

The knowledge that Aztec must earn certification through demonstrated Service excellence, year after year, to retain this Elite Service status.

Confidence that Aztec staffing is audited by BEI PROs, to insure that it is properly staffed and trained to industry productivity standards to deliver the level of Service they commit to their customers.

Performance and reliability of the equipment they lease or purchase at or above quality standards.

To experience uptime in excess of 95 %, resulting from the dedication to technician training and Servicing techniques audited by BEI PROs.

Insurance that the product you select, and the applications you expect to operate, will operate to your satisfaction. Aztec has invested in spare parts availability management techniques that insure they have the right parts on hand for 92% of all calls.

To work with a locally owned dealer, with local dispatch, local spare parts support, local warehousing and complete account management capabilities that when combined with their employees' Service expertise and support tools, is in the opinion of the Office Products Industry's Benchmark co-authors, superior to Manufacturer direct organizations and mega dealerships.

A third party customer advocate in any dispute that occurs between the PROs Elite 100 dealer and the customer with BEI PROs, an independent organization whose reputation is built on assuring Customer delight. Aztec will have access to continuous improvement practices of the Best 100 Office Products Dealers in the United States.

The security that Aztec is a Certified Expert in Managed Print Services to insure your company's entire digital output is managed to perfection.

Congratulations on achieving the only PROs Elite 100 certification available in Connecticut and Massachusetts. The quality of your management team and your Service organization has earned this exclusive title for you.

Sincerely,

Steve Rolla
Senior Partner
Bei Pros: PROs Elite 100

