

# EOJconnect

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INSIDE  
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## A message from Chris Fullarton, Sr. Vice President—Imaging

As the holiday season descends upon us, here at EO Johnson Business Technologies, we have a lot to be thankful for. It's the perfect time of year to recall our organizational Behaviors to Live By, specifically #12: Count Your Blessings.



When we count our blessings, we count you, our clients, among them. It's also a tremendous blessing to work with a team of military Veterans representing all four branches. We're especially grateful for our Customer Experience Center, which highlights the highest quality production print equipment in the industry, and we hope you're grateful for that too (if you haven't seen it first hand, give us a call)! But perhaps the greatest blessing I'm counting this year is the tiniest: the newest member to the EO Johnson family: Brekyn Dee Fullarton. As I said, there is so much to be thankful for this year!

We're also blessed to be able to share with you the news that matters in our industry. In this edition of EOJ Connect, we outline the many services beyond print that can help make your business better, specifically two ways to improve your organization's processes and workflow. Jeff Balacek, our Process Improvement Consultant, explains how our consultation services assisted an organization in process improvement. And, Jerry Rozek, Scanning Operations Manager, walks us through the cost options for document scanning.

From all of us at EO Johnson Business Technologies, have a safe, happy and memorable holiday season. Together, let's embrace a new year full of promise and opportunity. And, in the midst of the season's magic and tranquility, let's remember to take a few moments to count our blessings.

Happy Holidays,

*Christopher Fullarton*



Read more about how Dynamic Lifecycle Innovations gained efficiencies with the assistance of EO Johnson's process improvement consultants.

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# Growing faster than you can change? How one company met the challenge.



Jeff Balacek, Process Improvement Consultant

Profits are up, customers are growing, your company's expanding and all signs point to turning great ideas into a continued and profitable business. As good business leaders know, accelerated growth can be as dangerous as no growth.

These are the most common statements our consulting team hears.

- We struggle with change in our organization
- We're growing faster than we can change
- Our projects seem like they take forever
- We know we can do better, but we don't know how to get there

Determined to meet the challenges of their fast growth cycles, Dynamic Lifecycle Innovations initially called EO Johnson Consulting Services, concerned that their paper-based organization was inefficient and needed to change.



The Dynamic Lifecycle Innovations E-Commerce team inspects a recently-refurbished monitor.



Cesar Betancur, ITAD technician at Dynamic Lifecycle Innovations, tests equipment in their ITAD resale area.

Face-to-face meetings began with many department leaders—then we introduced software applications and provided demos to show how they could add efficiency, increase compliance and help with document workflows within their environment. As it turned out, paper wasn't the only need that surfaced.

## **Beyond paper, internal process needs were discovered**

In just the last 18 months working with Dynamic, we watched impressive spurts in growth. There are plenty of bragging rights here. This company has carved a unique niche in the materials and electronics lifecycle management industry, with a wide range of services designed to keep electronics out of landfills.

Dynamic Lifecycle Innovations' three business units handle huge amounts of material and electronics. These business units include logistics, recycling and materials recovery, and IT asset disposition (ITAD), which provides data sanitization, destruction, and equipment remarketing and resale services to businesses worldwide through nearly one hundred partnerships across the globe.

Recently, Dynamic expanded its Onalaska, Wisconsin headquarters with the addition of a large multimillion-dollar facility. Common to successful fast-growing businesses, efficiency



needs were bubbling to the surface in many departments. Those initial meetings were intense. Trust in our team grew and so did their expectations. Within a few months, we had moved from eight to thirty different processes needing to gain efficiencies.

In general, symptoms of broken processes include:

- Customer service concerns
- Longer wait times
- Data redundancy
- Circumventing established procedures to expedite work
- Investing dollars and people into the problem with no results

"As Dynamic has grown, and especially now that we've added a second facility at our headquarters location, paper-based processes and version control have become increasingly difficult to manage. With an electronic-based document system, we can standardize our work and approval processes to keep projects moving forward, regardless of where team members are located," says Amanda Brown, operations coordinator with Dynamic Lifecycle Innovations.

### Change requires looking over the cubicle

"Breaking down the cubicle wall," is a frequent phrase I use. So often people are buried in the day-to-day and don't have the time to look over the wall and see how their role in the process impacts the whole organization.

Our job is to create the 'stepping stool' to see over the wall and how they can be part of a more efficient work environment. Here are some of the 'meat and potatoes' involved in how we analyzed Dynamic's processes:

- Helping prioritize goals, directives, and project planning, including building timelines for both the organization and departments
- Assisting with project management and deployment
- Process mapping multiple departments
- Providing data analysis on estimated savings, revenue, and other profitability projections
- Delivering updates on task management to keep projects moving forward
- Offering user training on technical services
- Creating timelines for implementation, training, and roll-out
- Providing leadership updates



An informal team meeting with Dynamic Lifecycle Innovations' Account Management team.

Project management is always a challenge. We helped Dynamic hold to their deadlines, and like many of our other clients, they really appreciated the reminders. We've seen definite growth in their team building and a culture shift with how the organization is managed.

According to Pete Spencer, Dynamic Lifecycle Innovations IT supervisor, "The team at EO Johnson has been great to work with and very attentive to all of our needs. They took the time to learn about our business and processes, and proactively recommended solutions to cut down costs and improve efficiencies."

### More affordable than businesses think—and worth it

We offer many options to customize cost and typically offer a term agreement of six months to a year. Days of the month are determined by the client. Some clients just need a day, others more. It depends on needs and how quickly they want to accomplish their projects.

Zig Ziglar said, "If people like you, they'll listen to you, but if they trust you, they'll do business with you." We're pleased to say we're doing more business with Dynamic Lifecycle Innovations.

## Symptoms of broken processes



Customer service concerns



Circumventing established procedures to expedite work



Longer wait times



Investing dollars and people into the problem with no results



Data redundancy



No one manages the entire process, managed in pieces



# Understanding the Cost of Document Scanning



Jerry Rozek, Scanning Operations Manager

Knowing your business could benefit from document management services is easy; understanding the costs that contribute to document solutions for business can be hard. The good news is, as a business leader, you have some control over that cost.

## The contributing costs to document scanning

There are two primary factors that contribute to the cost of document scanning for your business.

1. **How much you scan.** The more boxes or files of documents you have that need scanning, the higher your costs are likely to be.
2. **How you scan it.** The cost of scanning depends largely on how long it takes to digitize your hardcopies. If your documents are stapled or damaged (preventing a clean image), they may take longer to scan. If getting a quality image is challenging, rescanning may be necessary. Plus, naming the digital files takes time. Altogether, these costs can add up.

Costs of a document scanning project can be controlled by addressing these factors. For example, determining what you really need scanned is essential. If your business has records that you no longer need to retain, investing resources into scanning them could be wasteful. This can reduce the amount of scanning you need completed. Reducing document prep time for the scanning solutions team you bring in, can reduce the costs of the project. This might include taking on prep tasks internally, like pulling staples and fixing pages.

In addition, there may be hidden costs. If you're taking a DIY approach to your document management services, you may not realize all that is involved from a project management standpoint. To be successful you first have to establish what your process and quality standards are, and provide detailed training for

staff that will do the work. You then need to be involved throughout the entire project—to make sure the quality standards are consistently being met from project start through completion.

## Document solutions for business: possible pitfalls

It may seem like a relatively simple task: scan documents you have on file, to reduce paper in the office. And the potential benefits are obvious. Yet how your business goes about digitizing records can make a huge difference in the project outcome, long-term. Here are some possible pitfalls when considering document scanning.

- **Hiring temporary help to tackle document scanning.** It all boils down to accountability. Unfortunately, many businesses look to save some cash by hiring students over the summer for their scanning projects. The result: temp staff often have limited vested interest in the project. If the quality of their work isn't up to par, you may not know until the original records are destroyed, the students are gone, and you're left without essential documents.
- **Scanning without strategy.** Some businesses are so eager to go paperless, they launch into a scanning effort without creating standardization for the work, and criteria for naming and storage. If documents are scanned and saved to a shared folder on a server, where everyone can access them, real issues can occur. Often times this file share area is a maze of multiple folder layers with the same type of record named differently five different ways by five different people and saved in five different places. In this case, finding the digital record may be harder than if you didn't scan it and could find it in a file cabinet.
- **Believing that paper records don't have a cost.** While tracking ROI for document scanning can be difficult, there are obvious time savings and efficiencies to be discovered. Take for example processing of invoices. By digitizing these records and using them within a digital records management software, clients can quickly see how much more efficient this business process can be. By taking it even further and implementing digital workflows, the entire invoicing process can be automated giving clients the ability to see exactly where each invoice is in the overall process.
- **Bulk scanning with your multi-function device.** Scanning paper records by using your multifunction device can be cumbersome. It may be next to impossible to replace poor quality scans in a high volume of documents. Most multifunction devices simply aren't made to withstand high volume scanning. Your device could break down, causing downtime. Worse, the project could shorten the life of your equipment.

With so many potential pitfalls and the myriad considerations to address, let the experts at EO Johnson Document Scanning help you simplify your document management needs. Simply go to [eojohnson.com](http://eojohnson.com) to request more information.

# Incentive Programs Improve Machine Performance and Your Satisfaction



Arlan Ulberg, La Crosse/Rochester Service Manager

When it comes to machine performance, downtime could be a deal-breaker. Having the proper performance-based incentive program on our end is essential to improving machine performance and reducing machine down time on your end.

The result: increased productivity and user satisfaction.

Chances are, this is the first time you're hearing about our internal incentive program. Yet it plays an essential role in your experience as our valued client. Truth is, you may have experienced it without even knowing it.

A key component of this program is what we know as First Call Effectiveness. It's the primary focus of our service team. When First Call Effectiveness is the focus, your equipment has less downtime and most importantly, you get to return to the all-important work at hand, with minimal disruption.

## So, let's talk about First Call Effectiveness. What is it?

Simply put, First Call Effectiveness is part of our commitment to providing service beyond expectations and doing the job right, the first time. That means everything needs to be in place, including the necessary parts for our techs to perform the proper maintenance.

The process should be mostly invisible to you, but the rewards are apparent. When a service technician repairs your machine on the first visit and it stays fixed, you have experienced First Call Effectiveness. Getting service beyond expectations is unmistakable, remarkable and rewarding to your bottom line.

All of us at EO Johnson are honored and proud to rank in the top 15% for First Call Effectiveness in the nation. And while the benefits to you are unmistakable, it's important to acknowledge the hard work and dedication it takes to get there. In truth, it isn't easy. Achieving this high ranking requires:

- Having a team of highly skilled and trained service technicians
- Performing proactive and preventative maintenance
- Using remote diagnostic tools which enables us to diagnose the problem and repair it remotely, or bring the proper parts to make the appropriate fix during the first visit
- Capturing predictive data by leveraging device technology and capturing data points to predict failing parts and replacing them before they break
- Ensuring the adequate parts levels in technicians' vehicles
- Offering friendly operator training

Our service technician incentive program involves multiple performance metrics. However, a focus on First Call Effectiveness can deliver service that we hope exceeds your expectations.

## Customer feedback is a big part of recognition program

We are not satisfied until we know we have exceeded your expectations by providing world-class service. Face-to-face visits help us ensure equipment has been serviced correctly and is performing properly. These Quality Service Reviews are performed by our Lead Service Techs, Supervisors and Service Managers, and are a great opportunity to get your input. We value critical feedback as part of our continuous improvement efforts, and we appreciate getting positive feedback as well. Compliments about our technicians are celebrated as part of our recognition program.

One of our customers said, "Your service techs go the extra mile, thoroughly looking at our machines for possible issues. As a result, we're enjoying less downtime because they're doing their job right the first time!"

Providing world-class service from beginning to end is an ongoing process, and your feedback plays an essential role in our ability to deliver. Do you have a story about your technician to share with your EO Johnson representative? We'd love to hear from you. Submit a Google Review or contact us to share your experience or ideas about how we can create a remarkable customer experience for you.





# In Commercial Printing, the Future is Bright, Embellished and Wide Format

EO Johnson Production Print Attends PRINTING United Trade Show in Dallas



EO Johnson Production Print Team (from left): Mike Kircher, Systems Analyst; Jeff Reuter, Director; Dave Johnson, Vice President Imaging Sales; Marie Erickson, Sales Assistant; Brett Zacho, Account Executive; Aaron Black, Field Manager; Toni Chacon, Account Executive; Rob Reichwein, Account Executive; and Maury Greene, Account Executive.

In 1439, Johannes Gutenberg started the printing revolution by being the first European to use movable type and employing oil-based ink as well as a wooden printing press. Fast forward to today, and the science of printing is still evolving, even after hundreds of years. In fact, innovation seems a perpetual part of the printing process, so much so that industry enthusiasts and leaders seek out ways to connect with one another, network, and learn about the latest and greatest advances in printing regularly.

Enter the debut of the PRINTING United trade show, a sold-out inaugural event held this October in Dallas, Texas, with 35,000 attendees. On hand at Kay Bailey Hutchison Convention Center were leaders, experts and innovators in the commercial printing industry. And of course, the Production Print team from EO Johnson Business Technologies was also there to ensure they have the latest insider info on industry innovations, for the benefit of clients in our region.

## What's Hot in Print

So what's hot in the world of print? Of note this year was the prevalence of large format printers, says Brett Zacho, Account

Executive with EO Johnson Business Technologies. "Much of the show space was dedicated to wide format and that market space. It was amazing how much of the show was based on wide format printing; even the Ricoh and Canon booths were dedicated to the large format printers."

Why the focus on wide format printing? It boils down to demand. "That's where most of the growth is. They are recognizing that, so they're going where the money is," Zacho explains.

But focus at the trade show wasn't limited to wide format printers alone; in fact, some manufacturers used the opportunity to showcase what's next.

Jeff Reuter, Director of the Production Print Division at EO Johnson explains, "Vendors had a lot of products that are in development, that aren't for sale yet. They had smaller format laser cutting and engraving, they had small format flatbed UV printers under four feet." He explained, "In the future, you're going to see a wider range of inkjet products, from the smaller inkjet printer that Riso had, to the bigger manufacturers. Kyocera has



(L) The Arizona 1380GT UV flatbed printer was showcased in the Canon booth at PRINTING United. (M) Completely wrapped Océ Colorado printing charity posters; (R) The Ricoh booth was a hub of excitement displaying their new wide format products.

an inkjet press coming out that's going to be similar in speed to Riso, but the quality will be close to lithographic. Typically, they're lower price so if they come out with a high quality, low price inkjet, that could really disrupt things."

As a bonus, inkjet typically requires less maintenance and has a lower operating cost, while also being faster and having greater consistency in the color of prints.

In addition, says Toni Chacon, Account Executive, there was focus on those all-important final touches. "It's a lot of enhancing print or what you can do with print to set yourself apart: enhancing, embellishing, and finishing it."

### What's Old is New

And like most things, the business of commercial printing can be cyclical—and the experts at EO Johnson have their collective finger on the pulse of those cycles. "Looking at the shows over the years in our market space, it's been all about the toner," says Maury Greene, Account Executive. Before, everyone was showing their toner products and the product of the future was inkjet. At this show, inkjet was up front and I thought that was really interesting."

### Customers: Careful Considerations

There is always some excitement that accompanies the latest innovations in the industry, but those looking for a new commercial printer might want to hang tight, say the experts at EO Johnson Production Print. For one, it's tricky basing your business on new technology, particularly if it's a larger ticket item.

"It also presents some challenges on the service side of things," says Aaron Black, Field Manager. "If you're buying the new technology that comes out, there could be some challenges with the new tech, plus the additional training that comes with it." On top of that, new technology requires more training for technicians.

If all this seems like a lot to digest, you're certainly not alone. At EO Johnson, the Production Print team is dedicated to understanding the benefits and potential drawbacks of these technological advances, so you don't have to. "Not all of our clients were able to attend the PRINTING United trade show. So, one of the things they rely on us to do is to bring that information back to them," says Zacho.

Reuter adds that clients want to know what's on the horizon for print. "We've had clients already ask us, 'What did you see at the show?' Some of our trusted client partners were there and we've already been talking with them about what we saw. Others, we need to visit them and see if they're looking for anything that's new, and was at the show."

### See, Touch, Experience the Future of Print

What's truly unique is that you don't just have to talk about what's new in print. EO Johnson has an incredible customer experience center in Eau Claire, Wisconsin, where clients can see the latest in technology and arrange a vendor demo. It's just one more step EO Johnson takes to make your business better.

It's been hundreds of years since Johannes Gutenberg essentially made printed information available to the masses, an idea that historians speculate came to him like a ray of light. If only he could see how far we've come in mass communication, and how his now humble printing press has evolved and changed, and continues to change at an exponentially faster rate to meet demand. Perhaps the ghost of Gutenberg looks on, as rays of light strike generations after him...illuminating a world of possibilities for commercial printing needs today. If that is the case, it's good bet he'd also look to the Production Print experts at EO Johnson to help him make the most of the latest print technologies.



Go to [eojohnson.com](http://eojohnson.com) to schedule a tour of EO Johnson's Production Print Customer Experience Center.



# Thank You Veterans

When we think of Veterans, we think of family. EO Johnson is proud to be founded by a Veteran, and supported by our employee Veterans and active service members. We thank all of our Veterans for living their lives in service to our nation, and to us.

## U.S. ARMY

Jordan Anderson  
Timothy Dakin  
Peter Durnil  
Donavan Ericson  
Keith Fierek  
Shawn Flarity  
Lawrence Johnston  
Gregory Kenow  
Keith Mortan  
David Nutting  
Robert Potter  
Duke Schlagenhaft  
Mark Weiler  
Dennis Whitehead

## UNITED STATES MARINE CORPS

Dmytro Dundukov  
Aaron Ellerman  
John Fritz  
Joseph Hoffman  
James Kohlhaas  
John Miller

## U.S. AIR FORCE

Michael Derleth  
John Dufresne  
Cory Henke  
Joseph Kunst  
Chad Minkel  
Ty Smith  
Paul Wolf

## U.S. NAVY

Brian Binger  
Ricky Birtzer  
Joe Brost  
Michael Campbell  
Richard Dickinson  
Brad Hernandez  
Jackson Hillan  
Chuck Ingle  
Russell Michalski  
Jeffery Reuter



## EO Johnson Receives 2019 Ricoh Circle of Excellence Award

EO Johnson received the 2019 Ricoh Circle of Excellence Award recognizing Ricoh dealers for their technical expertise and quality of service, model certification, efficiency, response time, success rates, and overall customer satisfaction.



Pictured from left: Brian Hernandez (RicoH); Michael Thompson (RicoH); Arlan Ulberg, Onalaska/Rochester Service Manager; Rick Koch, Wausau Service Manager; and Frank Paulich, Eau Claire Service Manager.



## Section 179 Deduction for 2019: Act Now for Tax Savings

What is section 179? And how can section 179 affect your business tax deductions? This section of the IRS tax code may allow businesses to take advantage of deductions for the full price of qualifying equipment or software they've bought or financed during the tax year. To take advantage of these tax deductions for the 2019 tax year, you must make a qualifying new investment purchase by December 31. Go to the [eojohnson.com](http://eojohnson.com) blog and learn more about how section 179 may benefit you.

### We're here when you need us!

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Production Print Service/Supplies.....	844-236-7567
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#### MINNESOTA

- 7550 Market Place Dr., Ste. C, Eden Prairie
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- 129 Plaza Circle, Waterloo

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