



## **Flo-Tech receives 2011 Elite Dealer Award – one of three national recognition awards Flo-Tech has received this year**

This has been quite a year for Flo-Tech earning the 2011 Dealer of the Year Award through imageSource Magazine, having Flo-Tech CEO, Leo Bonetti, named among “The Top 40 Most Influential People in the Imaging Industry”, and now earning the Elite Dealer Award.

The Elite Dealer Award, conducted by The Week in Imaging, “honors the best and the brightest in the imaging technology dealer community. The focus for this recognition is based on growth, innovative marketing and sales programs, community leadership, and leadership within the industry.” Flo-Tech is proud and honored to be included among this “Elite” group of the 40 top dealers in the country.

Flo-Tech is featured in the October 6<sup>th</sup> issue of The Week in Imaging. See feature profile below.  
***This is the 7<sup>th</sup> time Flo-Tech has been recognized as an Elite Dealer.***



**This Year’s Notable Accomplishments:** CEO Leo Bonetti being named one of the Top 40 Most Influential People in the Imaging Industry by *The Week in Imaging* and the company being selected as the 2011 Dealer of the Year by the ITEX Advisory Board and *ImageSource* Magazine.

**Primary Vendors/Product Lines:** Canon, HP, Xerox, Lexmark, Dell, Omtool, eCopy

What we have here is a perennial Elite Dealer honoree. Since its founding in 1992 printing and imaging have been the company’s sole focus, which has made it less challenging for them to transition into managed print services.

“Even our early print programs included many of the key components that truly define what makes a “managed print” solution,” notes Leon Bonetti, CEO and co-owner. “While our earlier programs may not have been multi-year contracts, our SmartPrint Support Program certainly included value-added services, including free preventative maintenance cleanings, comprehensive asset management reports, toll-free technical support, help desk training, supply recycling, and hardware consulting, and rightsizing.”

Flo-Tech has been able to scale and expand those services into a comprehensive managed print services program branded under the ‘Integrated Print Management Program™ (IPM)’ name.

“Under IPM we are providing support for printers, copiers, MFPs, fax machines, and scanners in a variety of customer environments with varying levels of complexity, page volumes and number of devices, including fleets with thousands of devices,” reports Bonetti.

Their challenge, he says, was to go downstream to support smaller copier networks as part of a total fleet management program versus copier dealers who are trying to go upstream to support printer networks with hundreds of thousands of devices.”

It’s only been three years since Flo-Tech added Canon to the mix, but during this time they’ve seen their Canon volume grow significantly. Last year they achieved well over 234 percent of their targeted growth number and based on that performance are one of Canon’s top 30 dealers in the United States.

To support growth in hardware sales and implementations, Flo-Tech now has an Equipment Preparation facility to streamline implementation of devices at client sites. Devices are shipped to the facility where technicians test and configure the device to customer specifications. This facility is part of Flo-Tech’s Hardware Procurement and Distribution Department that is managed and supported by a team of equipment prep specialists along with a delivery specialist and a warehousing and shipping specialist.

Always an innovator, we truly love Flo-Tech’s EnVision™ for the Environment program as well its Flo-Tech Coast to Coast™ program, a program that supports branch offices across the country. These programs couple nicely with the company’s vertical marketing approach as they help legal clients maximize the benefits of an MPS implementation to drive down costs, streamline support, improve productivity, and support their green initiatives. They’ve been so successful at serving this market that they were nominated to be included on the ballot in the *New York Law Journal’s* First Annual Rankings Survey for the “Best of the Best” in the document management services category serving the New York legal community.

Although Flo-Tech has long had a major/national account focus that’s shifted during the past couple of years towards an expansion into the SMB space via the addition of an Imaging Systems Division (ISD). This division is focused on printing and imaging technology solutions for the SMB market.

You can’t be an Elite dealer if you can’t retain customers, and Flo-Tech does a super job in that area too. A dedicated Client Support Manager provides a single point of contact for all of the day-to-day support requirements of the customer, including contract management, implementation/execution of Flo-Tech’s value-added services, coordinating activity based cleanings, educating clients on new offerings and setting customers up on Flo-Tech Connect for online ordering/service requests. As part of the company’s client retention strategy, Flo-Tech recently engaged in a process to further define what they would like the Flo-Tech ‘Customer Experience’ to be.

“Through this initiative we went through a unique mapping process looking at all customer touch points, across sales and service, and mapped what we could do at each of those interactions to improve customer service, add value, and further strengthen our relationships,” explains Bonetti.

Innovation is also evident in the company’s Alert Management Software (AMS), an internally developed program based on input/requirements from their customers. AMS is a remote monitoring application for the printing and imaging infrastructure. This system manages the thousands of alerts generated by a fleet printing and imaging devices with automated, intelligent alert handling, improving the availability and productivity of the output infrastructure while reducing support requirements.

Whether it’s managed print, innovative programs, internally developed software, community involvement or customer satisfaction Flo-Tech is a fitting model of an Elite Dealer.

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