

ALTERNATIVES

Printing & Imaging News for ALT Customers

Printing And Imaging In The Newest Economy



Take a company -- say a real estate title business -- that spends \$5,000 a month to overnight documents to clients all over the country. Yes, the clients need the documents quickly. And yes, the postal service, UPS and FedEx (NYSE:FDX) have reliable means of tracking. But \$5,000 a month? Does everything have to go overnight? What if that business could scan the title documents into a digital file, e-mail them or FTP them to the client, and then send the paper document by two-day delivery rather than overnight?

Bingo: Quantifiable savings.

An overnight letter can run \$30 to ship overnight from New York to Los Angeles. Two-day delivery is about \$13 on the major courier services. Suddenly, that \$5,000-per-month cost for overnighting documents drops by almost \$3,000 per month. **That would easily cover the cost of a workgroup-quality, network-based multifunction device and consumables and still provide**



vide a return on investment in about 30 days.

There are a few caveats, however. First, the multi-function printer (MFP) and supporting technology can't eat into that savings with complexity that costs employee productivity. And, second, businesses and employees won't tolerate poor quality. Security and reliability have been "givens" with imaging and printing quality for some time, so that can't be sacrificed, either.

All of that leads to three critical elements of printing and imaging in the current economy: **Imaging quality, immediate return on investment and simplicity.**

As your independent advisor, ALT has relationships with several of the leading printing and imaging manu-

facturers. In order to determine the best fit for your organization, we will assess your needs and

recommend solutions that will not only meet your needs, but exceed your expectations. In today's economy, it's about trimming the fat without compromising quality.

Contact us today to learn more about printing and imaging options for your organization. You'll be surprised at how many different ways we can save you money.

ALT is an authorized dealer for HP, Kyocera Mita, Kyocera CopyStar, Samsung, Lexmark and Xerox. We are your unbiased, single source provider for printer, copier, scanner, multifunction and fax systems. Visit www.altconnect.com for more information or contact an ALT representative at 800.888.9752. We're happy to help.

Written by Edward F. Moltzen. Article reprinted with Permission. Revised by LRC Marketing Group.

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September Special

Save Up to 50% on Remanufactured Toner Cartridges, PLUS receive up to **\$500 Cash Back***



Learn what other companies have known for years. Remanufactured toner cartridges are high quality, reliable alternatives to OEM toner cartridges. With page yields equivalent to OEM and prices up to 50% lower, it's a guaranteed win for your organization every time.

Now for the month of September, ALT is offering up to \$500 CASH BACK for orders up to \$3350! (New Customers Only.)

Order Today!

Phone: 800.888.9752
Email: save@altconnect.com
Fax: 216.663.8445

**Cash back is based on 15% of the total cost of the remanufactured toner cartridge order or \$3350 (whichever is lower). Cash back promotion applies to new remanufactured toner cartridge customers only.*

Pick of the Month

250/300ci Copier Series from Copystar



The Copystar CS 250/300ci series redefines color multifunctional systems with a bold and innovative new design that delivers flexibility, performance, quality and ultra-reliability.

The CS 250/300ci series is a 25 ppm multifunctional system that offers innovative scanning and sending features to boost workplace productivity.

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Solutions That Work™



Authorized Dealer For:

Elite Partner Office Printing Solutions





In the Spotlight

ecodoc™ Customer Success Story

Customers Just Like You. Save with ecodoc™.

Customer Type: Public School District

Concern: Needed to make equipment changes, but were skeptical of evaluating all devices throughout the school district including color devices. Also, believed that it would be "cheaper" to exclude color devices from study.

Came to ALT for: Monochrome toner cartridges, service & supplies.

ALT Case Analysis yielded the following findings:

- Customer had overabundance of legacy printers and locally connected devices.
- Study indicated that staff was not aware of all the devices, their locations and how much they were spending on printing.
- Study indicated that with the legacy devices and cost of parts going up, acquiring new devices would help the school cut monthly spending while supporting the "Green Movement" within their district.
- In conducting a full analysis of the school district, ALT was able to find a 14.3% savings from 2008 to 2009 for printers, toner, service and supplies. The school district's previous study showed that the four schools in the district produced roughly 70,000 impressions per month on 71 devices.

In Conclusion: Through ALT's print management program, ALT was able to help the district reduce the number of devices throughout the district to 53 while maintaining the maximum amount of volume. After the program was implemented, ALT managed print services division was able to help the school replace more than 28% of its existing fleet and move forward with the "Green" movement and earn a 27.5% rebate on new equipment. These monies allow the I.T. department to put their additional dollars towards the schools technology initiatives.

ecodoc™ Print Management.
Reduce the economic & ecological impact of office printing at your organization.

For more information, call ALT at 800.888.9752.



Smart Solutions for Any Environment

HP Trade-In & Save Program

Save up to \$1000 when you upgrade to a new HP LaserJet or Officejet Pro Printer!

Save up to \$1000 on the purchase or lease of HP LaserJet or Officejet Pro printers when you trade-in your old desktop laser or ink printer (any brand, any condition) between January 1, 2009 and December 31, 2009. Also receive an "HP Total Care" card estimated at over \$49.99. To get started, complete the trade-in online claim by February 15, 2010 or within 45 days of purchase invoice date, whichever is sooner. Additional rules and restrictions apply.

HP CarePack Warranty Program

Protect yourself against unexpected maintenance costs for most HP printers and HP multifunction devices.

The HP Care Pack Warranty Program offers organizations protection against unexpected maintenance costs for most HP printers and HP multifunction devices. Just think, a single service call can cost you as much as an entire year of unlimited service with ALT's HP Care Pack Warranty Program. The program includes unlimited calls and all parts and labor. (It does not include consumable items.)

Free Xerox Color Printer

Wouldn't it be nice to have a color printer without the upfront expense? With this offer, you only pay for what you print! This package includes a genuine Xerox color printer, service and supplies. We have packages to suit a variety of needs. Rules and restrictions apply.

Visit www.altconnect.com/specials.asp or contact us at 800.888.9752 for more details.



IN THE NEWS!

ALT welcomes Casey Doyle, Account Representative, to ALT's service team. Casey comes with an extensive industry background. She looks forward to meeting you!

DID YOU KNOW?

The recycling of one newspaper daily could save 41,000 trees from being cut down!!

CLEVELAND INDIANS TICKET WINNERS!!

Congratulations to Bruce Hillier and Kathie Turnbull!

You are our August Cleveland Indians ticket winners!

Thanks to all those who have participated this season. Good luck next year!



FEATURED EMPLOYEE: CHERYL HARRIS

For exceeding expectations time and time again! Thank you Cheryl!

PICK OF THE MONTH: COPYSTAR 250/300CI

(continued from page 1) With a dual scan document feeder, scan to USB feature and 2 gigs of memory, it's hard to beat the CS 250/300ci series from Copystar. Combine all this with a unique long life technology, exceptional product functionality and consistent color image quality, and you've got a solution that meets your requirements now and as your company's needs evolve.

Contact us at 800.888.9752 to learn more today!



*Sales
Service.
Solutions.
Savings.*

Applied Laser Technologies (ALT), an award-winning leader in eco-friendly print management and optimization solutions, has been helping clients manage expenses and increase productivity since it opened its doors in 1989.

ALT is your unbiased, single source provider for printer, copier, scanner, multifunction and fax systems, onsite service and supplies including OEM compatible toner cartridges.

We take pride in being your independent dealer and advisor so that you get the best product at the best price for your company's needs.

For more information, visit altconnect.com.



Web Site: www.altconnect.com
E-mail: save@altconnect.com
Toll-Free: (800) 888-9752

4560 Johnston Parkway
Cleveland, OH 44128

8938 Cotter Street
Lewis Center, OH 43035

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