

## IN THE NEWS!

- Jan. 27, 2009. HP Makes Professional Marketing Services Affordable for Small Businesses with MarketSplash by HP. MarketSplash is a one-stop, web-based shop that provides some of the industry's lowest prices and fastest delivery times for brand marketing services such as professional-quality design and print fulfillment.
- Jan. 20, 2009. Kyocera Mita announced the launch of two new color ECOSYS desktop printers. Both are Energy Star certified, utilize long-life consumables and consistently deliver high-quality image output.
- Our Columbus show room at 8938 Cotter Street, Lewis Center is open. Call 866.806.9053 to schedule an appointment.

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- February Toner Special
- ALT Featured Employee
- Win an iPod nano! Sign-Up today!
- SentryFile, ALT's recommended document management software
- Ongoing Specials
- ALT—Your independent dealer for Sales, Service, Solutions & Savings!

## DID YOU KNOW?

- Service calls can be submitted online at <http://imanager.altconnect.com>.
- We upgraded our phone systems to better serve you. We expect future experiences to be efficient, reliable and enhanced as a result.
- ALT newsletter articles, promotions and raffles are also posted on [www.altconnect.com](http://www.altconnect.com).

[www.altconnect.com](http://www.altconnect.com)

# ALTernatives

*Printing & Imaging News for ALT Customers*

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## Document Management. Scan. Store. Retrieve. Manage...Relax.

Over the past century the traditional office has changed dramatically. New technologies such as telecommunications, computers, the Internet, and many others have improved office efficiency. Office staff can do more than ever before.

**It is estimated that 80% of all business information is stored solely on paper.** Paper documents are still filed away in traditional filing cabinets. Often documents are lost or misplaced. A disaster could easily destroy 80% of a business's proprietary data.

This is what document management is designed to improve. **Document management is the process of digitizing your paper documents into a searchable online library of information.**

The document management process

integrates a number of technologies to create, store and manage your digital documents library. Computers are used to store and retrieve the documents and copiers/scanners are used to digitize your paper into electronic format. Computer networks allow access to your digital documents from remote locations, whether these locations are across the office, or across the world. Once your data has been digitized, you can easily create backup copies to store off-site. This ensures that your business will survive any disaster.

**The document management process also offers massive productivity improvements for your staff.** Rather than digging through filing cabinets to find elusive information, simply search for the information from your computer. Once you

have found the documents, you can print a copy or just read it on screen. Documents don't become lost since there is no need to re-file and since the documents are electronic, they can be viewed by many people at once.

Staff that work from remote locations can gain instant and secure access over the Internet, or your corporate virtual private network.

**Document management can be used effectively by virtually any organization to improve staff efficiency, ensure business continuity in the event of a disaster, and to empower remote staff members.**

**Scan. Store. Retrieve. Manage.... Relax.** ALT has just the solution for you. Flip over to learn about SentryFile, ALT's recommended document management software.

**Solutions That Work™**



Authorized Dealer For:



Office Printing Solutions



*Win an iPod nano!!*

Every month we will give away an Apple iPod nano to one lucky winner.

All you have to do is **sign-up** at [www.altconnect.com/specials.asp](http://www.altconnect.com/specials.asp).

Winners will be announced in ALTERNATIVES each month and posted on the [altconnect.com](http://www.altconnect.com) home page.

*Pick of the Month*

*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.

Contact us at 866.806.8807 to learn more today!

\*Rules and restrictions apply.

*February Toner Special*

Purchase 4 or more OEM compatible toner cartridges and receive

*10% off the entire purchase!*

Promotion Code: ALTERNATIVES

You must mention the promo code to receive the discount.

*ALT Featured Employee Is...*

*Judith Sniderman  
Business Manager*

For providing outstanding customer service and exceptional management of her new responsibilities within human resources.

[www.altconnect.com](http://www.altconnect.com)

**PROTECT YOUR BUSINESS & INCREASE PRODUCTIVITY.**

**TRY SENTRYFILE.** *The only document management software you'll ever need.*

**Why Choose SentryFile?**

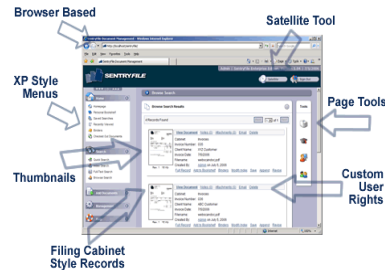
SentryFile allows you to integrate paper documents and electronic documents into an online filing system. It has all the tools that today's digital office demands, in a single, web-based package. Quickly create a complete digital library of all your important business documents, and rest assured that in the event of a disaster your data is safe.

**What makes SentryFile Unique?**

SentryFile minimizes complexity therefore only requiring minimal training. It uses only standards-based technology to make sure that your data is accessible no matter how future technologies change and sim-

plified "server-based" licensing ensures that as your organization grows, you won't incur additional software costs.

These concepts ensure that SentryFile offers the lowest total cost of ownership of any software package your organization uses. Contact your ALT representative today to learn more or visit [altconnect.com/document.asp](http://altconnect.com/document.asp).



Don't Miss Out On Our Ongoing Specials...visit [altconnect.com](http://altconnect.com) for details.

*HP Trade-In Program*  
*Save up to \$1,000*

**On the purchase or lease of a select HP printer when you trade-in your old desktop laser or ink printer (any brand, any condition).** Also receive an "HP Total Care" card estimated at over \$49.99.

To get started, complete the trade-in online claim form between January 1, 2009 and December 31, 2009. Additional rules and restrictions apply.

*Kyocera CopyStar Color MFPs*  
*for as low as \$122 a month!*

The Workgroup Color MFP line-up boasts fast print/copy output speeds, standard PDF Compression and Encryption, enhanced image quality, and is Windows® Vista Premium Certified.

All models offer Standard Network Print /Scan and Optional Fax /Network Fax. Standard Duplex, 500 x 2 Sheet Paper Drawers, 40GB System Hard Disk Drive and 100 Sheet Multipurpose Tray **allow for optimal performance at all**

**times.** The Kyocera CopyStar Workgroup Color MFPs meet the demanding needs of any color workgroup environment.

*HP CarePack Warranty Program*

The HP Care Pack Warranty Program offers organizations, like yours, **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 - all parts and labor included! The program includes unlimited calls and all **parts and labor.** (It **does not include consumable items.**)

*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 helps clients develop cost-saving strategies that minimize and control document output costs, while maximizing current assets and workflow. 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.**



**Solutions That Work™**

For more information, visit [www.altconnect.com](http://www.altconnect.com), call us at 866.806.8807 or email us at [save@altconnect.com](mailto:save@altconnect.com).



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