

# The THERMOCOPIY Advantage

**Thermocopy** is East Tennessee's largest business technology company offering multi-functional digital office equipment, information flow analyses and software solutions to help businesses better manage their documents and information workflow. Now in our 45th year, the company has more than 60 employees at offices in Knoxville and Johnson City. Thermocopy subsidiaries include **Centriworks**, the company's document analysis and software applications division and **Clarityworks**, our marketing, communications and design firm.

*Listed below are some of the factors that set us apart from our competitors and why many of the best and most profitable companies in the area are our clients.*

## ***Our Employee Tenure***

- 7+ years for Account Representatives
- 9+ years for Service Technicians
- 10+ years for Administrative Staff

***What this means for our clients is a consistency in customer service that is unrivaled in our industry.*** Since clients see their Thermocopy Account Representative through several contract periods, they are conducting business with someone that brings experience to the account that cannot be garnered by the "one contract" Account Representative that is common to our competition. Our Account Representatives have a vested interest in the client having the best possible experience.

## ***Our Local Administrative Staff***

When our clients have a question about a bill, service, lease, or any other transaction they communicate directly with someone on our staff who is actually responsible for handling their account, who knows our company's processes, and can answer the question and/or provide a solution to the problem (the 10+ years average tenure is certainly a plus).

***What this means for our clients is they receive correct information upon the first contact and a fast, permanent solution to the problem identified.*** No unreturned phone calls, long waits for answers, incorrect answers, or problems that are supposed to be corrected and then mysteriously reappear.

## ***Our Professional Certifications***

Our Service, Supportworks and Sales departments have more professional certifications than any of our competitors in East Tennessee. They are as follows:

- (1) Microsoft Certified Systems Engineer
- (1) Global Information Assurance Certification
- (1) CompTIA Security+ Certification
- (2) MCSA - Microsoft Certified Systems Administrators
- (5) Microsoft Certified Professionals
- (5) Microsoft Certified Technology Specialists
- (5) Net+ Network Certifications
- (11) CDIA+ Certified Document Imaging Architects
- (21) A+ Computer Support Professional Certifications

***What this means for our clients is they are partnering with a company that realizes the importance of forward thinking education for their employees and the resulting benefits of faster fix times and more diverse/creative solutions for their clients.***

## ***Our On-Site Service Training Center and Trainer***

Thermocopy is one of the few companies (in our industry) in the *nation* that employs an on-site manufacturer-certified trainer and has a state-of-the-art training center for their service technicians (located at our Corporate Headquarters in Knoxville).

***What this means for our clients is their assigned service technicians have received up-to-date training on all of the equipment they work on resulting in equipment being fixed faster and a higher percentage of first visit fixes and lower call-back percentages.***

## ***Our Response Time***

Our clients receive a call from their service technician within 1 hour of submitting a service call for equipment malfunctions. Our clients have a technician on-site fixing their equipment in under 3.59 hours.

***What this means for our clients is better up-time percentages than our competitors, translating into lower total-cost-of-ownership.***

## ***Our Supportworks Agreement***

Included in our contracts is an additional level of service for connected equipment called Supportworks. Equipment service contracts cover the repair of connected equipment to where the network cord plugs into the wall. Our Supportworks agreement provides print driver and scanner driver support, software and hardware implementation, and telephone/gotoassist and on-site technical support.

***What this means for our clients is their connected equipment problem can be corrected faster, sometimes within 15 minutes or less.*** When a client submits a service call for connected equipment they are asked a series of questions to ascertain whether it is an equipment malfunction or a problem with print drivers or software. If the malfunction seems to be software related the client is transferred to our Supportworks desk to discuss the problem with a trained IS technician. Through gotoassist and/or direct conversation the malfunction at times can be fixed within 15 minutes rather than the possible 3.5 hours for an on-site call.

## ***Our Thermocopy University***

Thermocopy University is a formal program that utilizes instructor-lead workshops and seminars open to current Thermocopy clients at no charge.

***What this means for our clients is more, better and ongoing training on the equipment that they use in their business on a daily basis.*** This program provides additional training that a customer would traditionally not receive as part of an initial key operator session. Focused training is conducted at our on-site training facility, or at a client's office, over a two hour period (lunch is provided) and utilizes the client's mix of equipment. Clients have the option to attend as many times as they would like and any number of employees may attend. Our clients are contacted on a regular basis to inform them of this program via our sales representatives and email.

## ***Our Centriworks "Productivity Possibilities" Seminars***

Our "Productivity Possibilities" seminars are instructor-led and are open to the general business community. The seminars focus on new technology available to the business community and serve to educate those who want to learn about technical advances that help increase productivity in their organization. The technology discussed is non-specific to Thermocopy/Centriworks products.

***What this means for our clients and prospects is they will have the ability to make more informed decisions concerning adopting new technology such as website content management, electronic filing, and scanning documents to e-mail, file and fax.***

## **Our Industry Standard Printworks+ Program**

Our Printworks+ Program is a print management strategy for your business that delivers a level of analysis and benefits that are unequalled, including measurable resource savings and environmental benefits.

**What this means for our clients who implement the program is a more thorough understanding of their document production environment and a plan that will enable them to manage their document production environment through future growth or contraction, all while reducing their current document production cash costs by 10% to 30% and assisting them to go green by reducing their environmental impact.**

## **Our Vendor Recognition**

Thermocopy is recognized on a regular basis by the manufacturers that we represent for outstanding sales and service. Thermocopy has earned Ricoh Company's highest award for service performance every year it has been awarded since 1992. In fact, in a survey conducted by Ricoh, Ricoh major account clients serviced by Thermocopy gave Thermocopy the highest satisfaction score ever garnered by a dealer in the Southeast Region of Ricoh. We are recognized by Ricoh as 5-Star Certified and by Kyocera as a "Total Solutions Provider"—both these designations recognize Thermocopy's ability to provide the highest level of professional services to clients pertaining to connectivity and document management expertise. The criteria to receive these designations include factors such as the number of MCPs and MCSEs on staff, CDIA+ certifications, and our ability to solve problems associated with connectivity.

**What this means for our clients is they are receiving support from one of the best dealers in the nation as recognized by their manufacturers, resulting in better, faster fixes in their connected equipment environment.**

## **Our Industry Recognition**

In recent years, *imageSource Magazine*, the leading information source for the document solutions channel, has awarded Thermocopy the national **Perfect Image Awards for Outstanding Sales Program and Best Implementation of Technology Strategies**—and the magazine's most prestigious Perfect Image Award for **Dealer of the Year**.

The Perfect Image Awards are the annual awards given to selected dealers chosen best in their field in document solutions. These awards honor companies and people that are committed to providing a quality benchmark for ongoing success and reflect excellence within well-defined categories. They are judged by *imageSource magazine's* independent Advisory Council and a panel of industry experts and peers.

Thermocopy was nominated in 2008 by Ricoh for *Office DEALER magazine's* prestigious Elite Dealer Awards program.

**What this means for our clients is they are partnering with a company that is recognized as a leader in the industry, not just in East Tennessee, but in the nation.**

## **Our Community Recognition**

Thermocopy has been honored with a prestigious **2009 Keep Tennessee Beautiful Excellence In Business Award for Excellence in Public Education**. The Awards of Excellence for Business are awarded by Keep Tennessee Beautiful in recognition the environmental achievements and legacies of people and organizations who work to improve their community's appearance through public education programs. Keep Knoxville Beautiful recognized Thermocopy with the **2008 Environmental Achievement Award for Outstanding Achievement By A Large Business** based on both internal efforts and community involvement.

Thermocopy has been recognized by the **Knoxville Area Chamber Partnership's Green Business Recognition Program**. Last year, Thermocopy was recognized as a finalist for the *Business Excellence Award* in the category of companies with 51 – 150 employees. This award is presented and sponsored by the Knoxville Chamber.

**What this means for our clients is they are partnering with a company that is recognized as one of the premier quality companies in East Tennessee.**

## Our Community Relations Activities – Giving Back

Thermocopy has a rich history of community involvement, having supported nearly 100 civic organizations during our 45 years in business, including the United Way, Fort Loudon Lake Association, University of Tennessee Lady Vols, American Red Cross, EarthFest, Knox Area Rescue Ministries, Knoxville Recycling Coalition, GiveHaitiHope.org, West Hills Tennis Rescue, Friends of ETHRA, and The Historic Tennessee Theatre. Thermocopy provides cash, equipment and manpower for many charity events including Children’s Hospital’s Fantasy of Trees, Mercy Health Partner’s Labor of Love, Covenant Health’s Buddy’s Race for the Cure, and fundraisers for Boys and Girls Clubs of East Tennessee.

Thermocopy is a proud supporter of **The Knoxville-Oak Ridge Innovation Valley**. Along with other partners in the community, we share a commitment to the economic growth of our region and to promoting the many unique advantages East Tennessee has to offer.

**What this means for our clients is a percentage of the dollars they spend with Thermocopy make it back into the East Tennessee community in a very direct way, making life better for everyone.**

## Our Environmental Commitment

### Thermocopy Greenworks

One of our commitments to the community per our mission statement is to be an environmentally responsible business partner. The hurdles for fulfilling that commitment were much lower in 1995 when the mission statement was developed, so we embarked on both internal and external programs to fulfill our responsibilities per today’s standards. Our internal program is named and branded **Thermocopy Greenworks**. We implemented the program on January 1, 2008 and now track our efforts at [www.thermocopygreenworks.com](http://www.thermocopygreenworks.com). This website is available to our employees and clients to enable them to see the progress of the program and how we are affecting the environment in a more positive way. There are green tips and links that explain proper recycling of toner bottles, cartridges, etc. We also offer our award winning Printworks+ program that includes an environmental assessment of the client’s printing practices and a program to help them “go green and save green” with best environmental set-up practices like duplex features on all installed equipment, default duplex printing, and toner-centric printers.

### GoGreenET.com

As a result of our own search for ways to go green, we developed an online resource to assist East Tennessee businesses in their own green efforts called **GoGreenET.com**. We forged a partnership with the University of Tennessee’s Institute for a Secure and Sustainable Environment (ISSE), a highly-respected organization at the forefront of environmental research, the Knoxville Area Chamber Partnership and Clayton Homes. We also enlisted the help of the largest media outlets in Tennessee to publicize the website, found at [www.GoGreenET.com](http://www.GoGreenET.com). Our media partners include Citadel Broadcasting (radio), Charter Communications (cable television), the *Knoxville News-Sentinel* (daily paper and monthly *Greater Knoxville Business Journal*) and Lamar Advertising (outdoor). To date, these companies have contributed over \$500,000 in creative and advertising resources to promote GoGreenET.com. We also created, developed and co-sponsor an annual contest presented by the *Greater Knoxville Business Journal* called “Business in the Green.” This competition awards a cash prize to be used by an area business to help further their environmental efforts.

**What this means for our clients is Thermocopy is also interested in helping them make the world a better place in which to live and to meet their social responsibilities—all while saving them money.**

