

The THERMOCOPY Advantage

Founded in 1964, Thermocopy is East Tennessee's largest and most experienced 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 46th year, the company is headquartered in Knoxville, with more than 60 employees located in offices in Knoxville and Johnson City.

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
- (2) 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 onsite 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 and have a technician on-site fixing their equipment in under 3.5 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 + Integrated Call Center

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. Thermocopy has also evolved beyond a conventional dispatch system—when customers contact our Integrated Call Center, they can now speak directly with certified, technically-skilled professionals, where through direct conversation the malfunction may be fixed, at times, in less than 15 minutes. We are the only business technology provider in our area that provides this level of service and support. If the problem cannot be resolved by this method, our clients will receive a call from their service technician within 1 hour and a technician will be onsite in under 3.5 hours to fix the equipment malfunction.

What this means for our clients is their connected equipment problem can be corrected faster, sometimes within 15 minutes or less. We help provide our customers with better up-time percentages than our competitors, translating into a lower total cost of ownership.

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 onsite 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 Supportworks "Productivity Possibilities" Seminars

Our "Productivity Possibilities" seminars are instructor-lead 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 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 document management, data backup, disaster recovery, and other managed IT services.

Our Printworks Managed Print Services

At Thermocopy we make it our business to help clients achieve an optimum print output environment which balances productivity, cost and staff satisfaction. We do this by leveraging our expertise, processes, tools, and technology with you and your employees in order to create a total Print Management Solution which easily and cohesively aligns with your internal information technology strategy. Thermocopy was one of the first companies *in the nation* to earn the designation of Kyocera **Certified Managed Print Services Dealer**.

By using non-invasive print output measuring technology, floor plans, a complete business walk-through and pre-scheduled interviews, we create a complete QuickView™ which immediately zooms in on your company's current total print environment usage and costs. This QuickView™ is then utilized to intelligently and effectively offer suggestions to realign your print environment technology and processes, often improving productivity and decreasing expenditures almost immediately.

We offer:

Total Care Print Management Solutions • Single Point of Accountability • Asset Realignment Support • Cutting Edge Technology • Technology Upgrades • Print Toner and Service Included in one Convenient Price • Right On Time Onsite Service and Remote Support through Supportworks • Multi-Manufacturer Support including Canon, HP, Kyocera, Lanier, Lexmark, Ricoh, and Savin

What this means for our clients who implement the program is a more thorough understanding of the true cost of printing and related activities such as scanning, copying and faxing, 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, 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.

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 **Keep Tennessee Beautiful Excellence In Business Award for Excellence in Public Education**. The Awards of Excellence In Business are awarded by Keep Tennessee Beautiful in recognition of 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 **Environmental Achievement Award for Outstanding Achievement By A Large Business** based on both internal efforts and community involvement.

Thermocopy was one of ten local businesses certified by the Knoxville Area Chamber Partnership's **Green Recognition Program** in its inaugural year, and we've been named a **Platinum Level Recycle Champion** by Knox County. Thermocopy was recognized as a finalist for the Business Excellence Award, presented and sponsored by the Knoxville Chamber, in the category of companies with 51 – 150 employees. Thermocopy was selected for the U.S. Commerce Association's **Best of Knoxville Award** in the Office Equipment category.

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 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

As part of an ongoing effort to strengthen our corporate commitment to be an environmentally responsible business partner, Thermocopy has created a program called Greenworks—an internal environmental initiative. The mission of this program is to identify and implement processes that our company can utilize to reduce, reuse, recycle, and renew resources. On our **ThermocopyGreenworks.com** website, visitors can learn more about our corporate Environmental Sustainability Plan and our commitment to customers and the community. We track and post the results of our internal green efforts and provide information to customers on topics like recycling toner and reducing waste.

GoGreenET.com

Thermocopy is proud to be a **Founding Sponsor** of GoGreenET.com—a website and online directory created to help area businesses reach their goals to be more environmentally responsible. GoGreenET.com's directory fulfills a need for a business-focused resource to help businesses go green in East Tennessee. It lists area companies and organizations that offer eco-friendly products, services and/or information.

Thermocopy is one of the premier sponsors of the **Business in the Green Contest** presented by the *Knoxville Business Journal*. This contest, aimed at local businesses, offers a \$10,000 prize to the winning company to use in helping their business go green.

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.