



February 2004

## Executive Director's Message



Randy Horshok  
Executive Director

Exhibits, seminars, and friends.....what else could you ask for? Well, maybe a check from IBPI! There was a great turnout of IBPI members at our Annual Meeting in Las Vegas, and they were found in the exhibit hall and workshops at ITEX 2004, as well! Nearly 140 exhibitors offered the latest in products and services at the ITEX event, including 11 IBPI Vendors.

At the IBPI Annual Meeting, Bob Gobin (Gobin's Inc.) and Hunter McCarty (Robert J. Young Co.) were introduced as our two newest Board members. They replace Phil Hagen (Integrated Business Systems) and R.D. Kerley (Hotz Business Solutions) on the Board of Directors. Also, at the Annual Meeting, presentations were delivered by Color Imaging, Densigraphix, ESP, NA Trading, Polek & Polek, and The Staple Connection. In between presentations, year-end rebate checks were distributed to nearly every IBPI member in the audience. \$126,000 has been distributed to over 75% of IBPI members!

The IBPI Annual Report will be mailed to you within the next few days. This report contains a review of our 2003 events, as well as our financial summary. *Please keep this information confidential!*

## Spotlight On Your Business

### CONFESSIONS OF A SKEPTIC

*(The following was a presentation given at our 2004 Annual Meeting by IBPI member **Ronelle Ingram (FKM Copier Products)**. This is also an excerpt from an article that will appear in ImageSource magazine)*

**I was wrong.** I have been working under a false impression. I used to believe Surge Suppressor usage in Southern California was more form than function. I was wrong. I never believed the test studies I read about or were touted by Surge Suppressor sales reps. I was wrong.

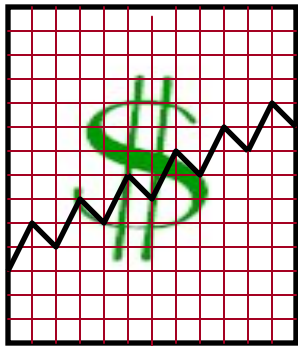
Unless I made the test, using my own equipment, in a working environment in the real world, I would never trust anyone else's test. Our company attached digital power filters (DPF) to 25 newly installed copiers under service agreement with our firm. We also identified 25 different newly installed copiers installed without any form of DPF protection and under service contracts from our firm that we used as our control group.

We monitored the copiers for one year. During the twelve-month period we made a total of 171 service calls, and shock of shocks, only 70 of those service calls were made on copiers with DPFs attached. In other words, the DPF-protected copiers saw a reduction in service calls of more than 30 percent. This means that the copiers protected with a DPF averaged 3.97 months without a service call. Conversely, copiers that were not protected with a DPF averaged 2.68 months between service calls.

From our own study, we found that we reduced the number of service calls by 32 percent (nearly a one-third) on DPF-protected equipment. Assuming that these results held true over all copiers, this means that by using DPFs on each installed copier we could lower our field service costs by one-third. Or said another way, for every three techs on staff, we could lower headcount by one and still get the same amount of field service work completed. For our company, that translates into an annual cost-savings of \$200,000 per service tech removed from our payrolls or \$200,000 in incremental revenue because that person is freed to work on other money-generating activities. The cost per surge suppressor is also recouped the first time you don't have to make a service call. So for all these years that I've been saying dirty power wasn't a problem – I was wrong. Wrong in a very costly way.

We are now installing digital power filters on all equipment we install. We are seeing a measurable reduction of service calls and an increase in service department generated profits.

Which is why I now say that DPFs are definitely the way to go for improved service department profits.



Route to:  
\_\_\_\_ Purchasing  
\_\_\_\_ Service  
\_\_\_\_ Sales  
\_\_\_\_ Other \_\_\_\_\_

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