

Get Connected

Blue Technologies

Your
next
GREAT idea



Inside this issue...

Saving Money

Cost Saving Applications

Improving Operations

Streamline Procedures

A Customer's Pain

Applied Industrial Success Story

Office Relocation

Columbus Branch

March 2009

The bottom line

Looking to become a top-of-the-line business in a bottom-line economy?

Save with solutions that allow you to budget those expenses you once thought were immeasurable.

Stop paying to move backward

Reproducing an internal file can cost more than \$100 per document. Implementing a digital, content-management system ensures your records are organized and secure.

Cost-effective benefits:

- ✓ Reduce backlog and reprocessing expenditures
- ✓ Shrink manual data entry
- ✓ Streamline workflow, decrease time needed to complete projects

Realize the true cost of printing

With the average cost of producing documents accounting for 40 percent of company labor expenses, cutting down your paper trail with print-management software is vital.

Cost-effective benefits:

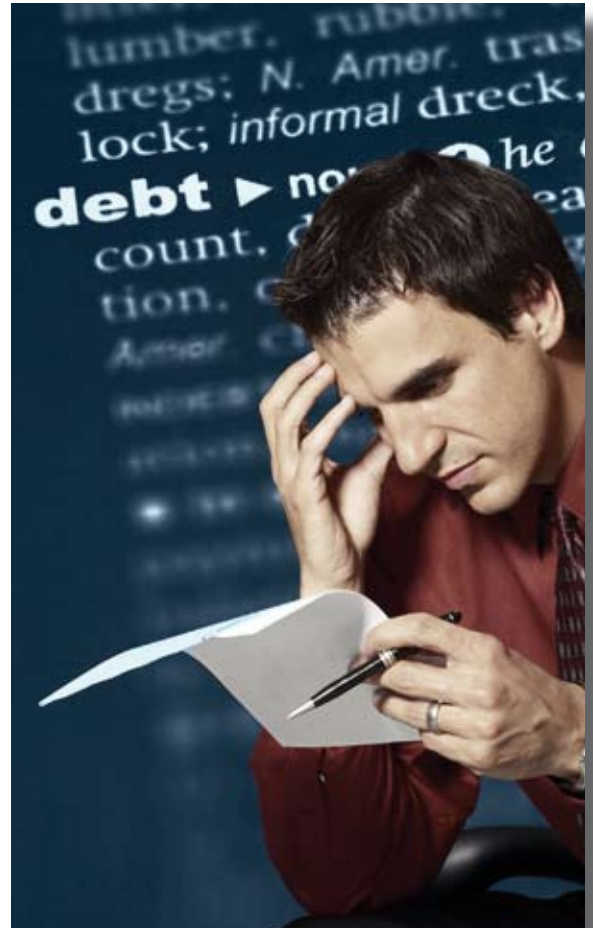
- ✓ Stop out-of-control printing
- ✓ End non-business printing with accountability tracking, regardless of printer manufacturer
- ✓ Double-sided printing and faxing

Do more with less

Without effectively gaining readers' attention, your message will not be remembered or motivational. Using mailing-management software boosts your chances of capturing interest.

Cost-effective benefits:

- ✓ Minimize fruitless advertising with more personalized print communication
- ✓ Raise response rates
- ✓ Increase document creation speed



Make ends meet with solutions built with an end in mind!



Imagine knowing a solution will work before you commit.



*Blue Technologies makes it possible with **BluePrint** print audits.*

Let's have a conversation about your printing habits based on real numbers, not hypothetical data. We bring our expertise to you, installing print management software to demonstrate the true costs associated with your printed documents. We let the client choose how they want to monitor printing, putting the control and management decisions in the hands of the people who know the company best. Get the information needed to be proactive in keeping the cost of doing business at its minimum.

For more information about *BluePrint*, please e-mail 'learnmore@btoho.com'.

Improve the line

Get to know

Curtis Verhoff

Corporate Solutions Manager



How many years have you worked at Blue Technologies and what has kept you at the company?

“I have worked here nine years. It’s the company’s history and foundations,

a commitment to loyalty, integrity and quality that have motivated me to stay.”

What do you like best about your job?

“The most rewarding daily experience is helping customers solve business problems, better managing their workflow

and cutting costs. Together, we develop real solutions for their business concerns.”

Which direction do you foresee Blue Technologies heading during the next five years?

“I anticipate a broader scope of businesses will invest in operating more efficiently, achieving more at a lesser cost. In the future, I foresee Blue Technologies increasing its relationships and client base, as most companies will move toward eliminating paper trails and increasing data accessibility. It’s about saving money throughout an organization—not cutting employees.”

What trends have you seen in consumer needs?

“Companies want to streamline operations

and consolidate, have all their documents and records located in one place. They are looking to systemize, manage invoices, orders and papers that originate from different sources. The goal is to provide employees easy and quick file access by turning paper documents into electronic order. Doing this allows for companies to rearrange their budgets not exhaust them.”

“...allows for companies to rearrange their budgets not exhaust them.”

What were the most popular solutions implemented during 2008?

“Companies saw a need for the technology of OnBase®, AnyDoc® and Print Manger Plus®.”

1 OnBase®

a Hyland Software solution

Purpose: a software program, which gives users the ability to store, index and retrieve corporate files electronically.

Favorite feature:

The Application Enabler lets users access OnBase® workflows, Windows and Web-based documents without needing to transfer amongst different applications.

Users like:

- Quick integration & operation ability
- Simple to use with three layout options
- Minimal employee use training

Capability users might not know about:

E-mail archiving works with the message journaling feature to automatically forward all received and sent correspondence from a Microsoft Exchange or IBM Lotus Domino Server to one location. This permits companies to monitor and record communication in its original format. It’s most likely the first and last application employees will use during the workday. With e-mail management corporations can prepare for any possible legalities.

Finding ways to save money.

2 AnyDoc® SOFTWARE

Purpose: a software program, which takes all different kinds of paper documents and turns them into electronic files with scanning technologies.

Users like:

- Straightforward, logical search methods
- Quick data retrieval
- No storage space for paper files

Feature users might not know about:

AnyDoc® Claim, used for healthcare claims, lets users identify multi-page documents or those with image attachments. Imagine having the ability to cross-validate sensitive numbers and codes.

Who benefits: companies across all industries can use AnyDoc® to speed up workflow and ensure data accuracy.



3 PRINT MANAGER PLUS®

Purpose: technology created to curb printing expenses with pre-established controls.

Favorite feature:

Client Billing & Authentication, which tracks and manages accounts for billing reasons.

Users like:

- Versatility, can be used to monitor any printer
- Easy-to-understand graphs and reports
- Travel features

Who benefits: all companies looking to encourage printer consciousness and accountability.

Products to get

Who would of thought?

THERE'S A "FACE-UP" ON A REAM OF PAPER.

To avoid printer jams, load the paper into the tray with the correct side facing upward.



You can determine this by examining the packaging. If no arrow is present to indicate either direction, use the wrapping seam as a guide. Insert the stack seam-side down when refilling most trays, with the exception of additional paper feed units. Since paper has a natural curvature, this encourages a smoother feed.



STATIC ELECTRICITY CAN CAUSE JAMS.

Before loading paper into a printer or copier, make sure to remove as much static electricity from the pile as possible. Simply run your thumb across the top of the sheets, like a card dealer would to shuffle a deck. This action helps neutralize the paper, readying it to receive the electric charge it gets while feeding through the copier.

USING COLOR INCREASES READER RECALL AND UNDERSTANDING.

82%

Studies show color captures readers' interest and boosts recall by 82 percent and comprehension by 14 percent, as opposed to bold text.

COLOR REDUCES ERROR.

Printing certain sections in color also helps decrease errors by 80 percent. Calling attention to important segments of questionnaires, forms and applications makes completion easier and increases the rate at which information is processed.



CREATING A LONG-TERM TECHNOLOGY PLAN HELPS BUSINESS

Companies that stay ahead of the technology curve typically operate faster and more productively. Cultivating a relationship with one service vendor ensures no time is wasted re-familiarizing partners with business expectations and concerns.



Tips & Tricks for Konica Minolta bizhubs



Put Blue Technologies' know-how to work for you with these suggestions from our Customer Service Manager, Mike Hogan.

1. SAVE ON ELECTRICITY, GO GREEN WITH THE CLOCK AND CALENDAR FEATURE.

Printers and copiers take some time to warm up and operate at optimal pace. Presetting units to start before the workday begins, using the computerized clock and calendar feature, makes mornings easier. Most importantly, programming all machines to automatically turn off at the workday's end guarantees no electricity is wasted running electronics after hours.

2. REDUCE TONER EXPENSES WITH THE AUTO COLOR FEATURE ON COLOR EQUIPMENT.

When copying documents with both color and black-and-white pages, default copier setting to auto color. This feature allows the copier to draw from only the black cartridge when replicating black-and-white originals, instead of using the ink from the more expensive color cartridge. When a color page appears in the mix, the copier recognizes the need to then pull from the color cartridge again.

3. LET EQUIPMENT SELECT THE PAPER ON THE FLY WITH AUTO TRAY SWITCHING.

Auto tray selection saves time, particularly when reproducing large amounts. The feature instructs the copier to automatically jump to the next paper tray once the other is drained. Then the empty tray can be replenished without halting the copying process.

4. SAVE TIME WITH THE DOUBLE-SIDED FAXING FEATURE.

Save paper and time with double-sided faxing. It puts an end to headaches brought on by faxing double-sided documents, eliminating the need to convert two-sided originals into one-sided copies before faxing.

If you have a specific question, please e-mail 'learnmore@btoho.com'. Your question could be used in a future edition

Success Story



Solutions implemented: OnBase® and PlanetPress

Key decision maker for the customer:

Manager of Purchasing and Central Services at Applied Industrial Technologies®

CUSTOMER'S PAIN

With more than 400 locations throughout the country and international offices in Canada, Mexico and Puerto Rico, Applied Industrial Technologies® printed about 1.2 million sheets of paper per month largely for intercommunication purposes. The cost of connecting with employees and associates through print material was exorbitant, with high postage, toner and paper fees. Also,

distributing sales reports and other news via mail meant decision makers had to wait days for time-sensitive data to arrive. A typical company invoice weighed two ounces, formatted to only accommodate a short item list per page. Applied wanted to process more information at a quicker rate, but print less.



SOLUTION IMPLEMENTATION DETAILS

Applied chose to partner with Blue Technologies to accomplish a twofold goal: decrease print volume while streamlining intercommunications. Blue put together a solution for Applied blending PlanetPress and OnBase® technology, which cut the average print volume by more than half, a new total of 400,000 sheets per month. Using PlanetPress invoices were redesigned to present more information per sheet, saving more than 20,000 pages each month. Also, an additional 500 to 700 pages of invoices no longer need to be printed on a daily basis. Instead, the contents of these pages are e-mailed to appropriate accounts. OnBase® allows Applied to make invoices accessible to sales and support staffers online. In turn, Applied is able to respond to internal and customer invoice inquiries faster and more accurately.

INTERACTIONS WITH BLUE

Applied continues to recommend Blue Technologies to business associates and currently opens its doors acting as a demo site. “We initially were attracted to working with Blue because of the flexibility the company offers,” said Dave Pathroff, the manager of purchasing and central services at Applied Industrial Technologies. “We needed to be able to make changes on the fly. If we tried something and it did not work then we needed to quickly try something else. And, it’s been my experience with some of the larger companies that this flexibility is not necessarily there without a tremendous cost attached.”

Applied recognizes Blue’s talent to develop a plan of action tailored to the specific needs of a business. “It’s important for the solutions company that you’re using to be able to identify different needs and then adjust. Our company’s objectives are different from others down the street,” Pathroff said. Instead of implementing a cookie-cutter solution, Blue meets with each client to customize a solutions approach. “Blue makes sure you’re working toward the same objectives,” Pathroff said.

IN A NUTSHELL

- Printing volume reduced from 1.2 million to about 400,000 pages per month
- Invoices restructured, two ounce mailings now make up 4 percent of mailings as opposed to 15 percent
- Business files and invoices now available instantly online
- Processing more at a quicker rate

Please send requests for more information to learnmore@bto.io

Changing the way you do business

Making a difference



Medical Mutual Pillar Award for Community Service Blue Technologies, a pillar of strength

Blue Technologies won its second Pillar Award during 2008, largely for contributions to Berea Children's Home & Family Services. The honor establishes the company as a philanthropic leader within Northeast Ohio, acknowledging its declaration to give back to the area that afforded it such growth. Blue Technologies donated \$15,000 to be the lead sponsor of last year's Berea Children's Home and Family Services' annual golf outing, along with \$5,000 in radio advertising for the event. The proceeds collected totaled more than \$130,000 net.



Berea Children's Home was created to address the developmental, physical and mental health needs of individuals and families, and 144 years later offers more than 30 service programs. Its goal remains to improve the lives of underprivileged Ohio residents, concentrating especially on the children, 90 percent of whom live at or below the federal poverty level.



Only a year after its inception in 1995, Blue Technologies partnered and continues to work with the Children's Home in an effort to level the opportunity playing field for the next generation. The task is one that Blue Technologies' CEO and father of four, Paul Hanna, undertakes with vigor.

In December, Blue Technologies held its annual holiday party at the Children's Home. "It gives families a chance to come together in a positive light and share a meal, unite in celebration not in response to crisis," said Angela DiCarlo, a Berea Children's Home seven-year staff member.



The tradition usually attracts more than 300 partygoers, who spend the night enjoying food, raffles, piñata breaking and a visit from Santa Claus. "Many families here might not possess the means to have this kind of Christmas at home," DiCarlo said.

Blue Technologies also collected gifts, everything from bikes to winter jackets, to decorate its headquarters' Christmas tree display, dubbed the 'Giving Tree'. All donations then were distributed to less fortunate youngsters and teenagers. The presents usually fill one of the company's 22-foot-long trucks.

Despite the tendency for most companies to start cutting back donations because of hard economic times, Blue Technologies already has planning for 2009 outings and fund-raisers underway, keeping community service an uppermost company priority.

"Without the donations that Blue Technologies gives us, we would not be able to provide the highest quality of care to those in need. These clients are in need of the best care so they can find new opportunities and be self-sufficient members of our society," said Laurel Wirtanen-Siloy, the special gifts officer for the Berea Children's Home.

Helping out

What's happening

CVS

Good Samaritan Award

Blue Technologies also received the 2008 CVS Good Samaritan Award, recognizing its community service works. Supporting such organizations as The Berea Children's Home and Family Services, Providence House, the Cleveland Browns Foundation, The Gathering Place, Our Lady of the Wayside, the Alzheimer's Association, The Cleveland Cavaliers Youth Fund and Habitat for Humanity has molded the company into an inspirational leader. The association hopes distinguishing such philanthropic accomplishments will prompt other businesses to get involved in the communities they call home. President of Blue Technologies, Paul Hanna, has developed a corporate culture that not only encourages, but also thrives on, volunteering for the good of the community.



President Paul Hanna has helped to construct and maintain a corporate culture that values motivation as much as participation when it comes to community involvement.



Columbus Office Relocation

Blue Technologies' Columbus office moves to Worthington. The new location, just outside I-270 outer belt, puts its operations in the midst of a developing business hub. Originally branching out to the area after purchasing Modern Copy Systems during 2003, Blue Technologies now has a Columbus staff of 20 working in an 11,500 square-foot space. Nationally recognized, the company remains in the top 1 percent of office equipment and service providers in the country. With its headquarters in Cleveland and another office in Canton, Blue Technologies looks forward to earning your business, wherever it's conducted.

Looking for a little growth?

Blue Technologies

proudly, locally owned & operated



E-mail 'learnmore@btohio.com' for more information on how we can create customized solutions for you and your business!

This magazine was printed on our Konica Minolta bizhub c6501 production print device.

To learn how you can create your own, contact us at 'learnmore@btohio.com'

Cleveland

5885 Grant Ave
Cleveland, OH 44105
216.271.4800

Akron/Canton

5701 Mayfair Rd
North Canton, OH 44720
330.499.9300

Columbus

530 Lakeview Plaza Blvd, Ste A
Worthington, OH 43085
614.575.1999

for more information visit us at www.btohio.com



Official Document Management & Document Hardware
Provider of the Cleveland Browns and the Cleveland Cavaliers