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lease agreement covers both hardware and software to solve customer challenges

25%

revenue growth in the last 2 years, due in part to Digitech Systems partnership

216%

larger average deal size



Case Study Summary:

Challenge:

Finding a software/services provider who would provide the products and service to be an extension of EDGE's exceptional customer support

Solution:

Digitech Systems Reseller Program

Results:

Significant growth as EDGE earns more business by solving customer's information management challenges with hardware and software

EDGE and Digitech Systems Partner to Offer Clients Exceptional Service and Instant ROI

The Situation

When the independent dealership they worked for was sold to a large hardware manufacturer, EDGE co-founders Rich Simons, Cha Holmes, and Rick Duerr decided they didn't want to work for a big company. Determined to provide the local and personable support they valued, the trio founded EDGE Business Systems, a document technology company. Shortly after the founding, the trio brought on a fourth partner, Josh Salkin, whose expertise selling complex solutions to law firms would be a key piece of the puzzle.

But they didn't stop there. EDGE's Director of Application Sales, Matt Park, explains that EDGE isn't just selling office hardware like copiers. Instead, their goal

In the competitive document management space, the right partner can make all the difference. For Atlanta-based EDGE Business Systems, maintaining the local feel that so many organizations want from a technology supplier was crucial to their success. But that meant finding a product manufacturer who shared their values while also having a reliable history and large enough infrastructure to support their enterprise clients.

After working with a few companies that fell short of expectations, EDGE partnered with Digitech Systems. This shift gave EDGE the flexibility and stability they had been looking for in a technology partner while giving their customers the creative solutions and ROI they couldn't find anywhere else.

is to “solve a business problem” for their customers. A combination of hardware and information management software/cloud services is crucial, so they began looking for the right partner to help customers organize and secure their documents.

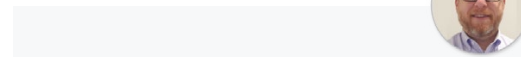
This turned out to be more of a challenge than expected. Rigid pricing models made it difficult for EDGE to bundle copiers and document management into the simple, combined lease payment their customers preferred. In addition, the lack of customer support from software vendors and the clunky implementation they offered often left EDGE scrambling to fill in the gaps. With its name built on accurate and timely support, EDGE needed a partner it could count on.

The Solution

What EDGE needed was a software partner who understood their business and shared their belief in providing personable, customer-centered support. They discovered that Digitech Systems offered leading technology in their ImageSilo® and PaperVision® brands coupled with the same people-centered approach. A partnership was an obvious win for EDGE and their clients, particularly in shared emphasis on customer service and simplified purchasing.

“Customer support for us is massive,” Matt explained. “We try to support our clients ourselves in all the technologies we offer. When we need help resolving an issue, we want our technology partners to be an extension of the service experience we offer, so our clients don’t feel like they are being pushed off to a third party. Digitech Systems is that outstanding service partner.”

He went on to add, “Digitech Systems offers legendary technical support on the back end paired with an excellent cost-to-value on the front end.” The PaperVision®.com cloud offering has been particularly easy-to-sell for EDGE, because they can roll the monthly per-user fees easily into the structure of the hardware lease agreement—streamlining purchasing for their clients. “If it’s a three-year copier lease, we include three years of PaperVision.com. If it’s a five-year lease, we include five years,” Matt shared. In this



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- Matt Park, Director of Application Sales, EDGE

way, customers purchase not only the hardware, but also the software/services they need to manage what happens with documents after they’re printed or scanned. “It’s a complete solution to their information challenges,” Matt concluded.

Recognized Benefits

Partnering with Digitech Systems has given EDGE three advantages in a crowded marketplace.

First, EDGE no longer has to offer the least expensive price to win deals.

When businesses buy hardware, they have so many suppliers to choose from they often decide simply on who has the lowest price. The sale often “turns into a race to the bottom,” said Matt. But for EDGE, pricing is no longer the deciding factor. “Thanks to our ability to pair hardware with software/services, we offer extra value with each contract.” EDGE is winning more opportunities as a result, contributing to 25% growth in the last 2 years.

Second, EDGE now helps customers solve business problems, increasing their value to the customer and leading to stronger relationships and future opportunities.

As Matt put it, “Most people know they have a paper problem, but they don’t know that there are solutions out there.” By helping clients rethink their approach to document management, “We’re earning net-new business.” Because they bundle the copier with the document organization and security software customers would otherwise need to source from another vendor, EDGE customers are not only simplifying their purchasing process

and business workflows, they’re also saving money.

Third, EDGE is delighted to help customers see significant, quick ROI.

When EDGE realized a recent copier client was printing 10,000 invoices a month and then scanning them, they knew the business didn’t just need a copier; they needed a plan for efficient information management. “We love to ask clients what they’re doing with documents after they’re scanned or printed,” explains Matt. “It opens up a problem-solving conversation we simply weren’t able to have before.”

With both hardware and software/services “We can improve process efficiency for our customers while also boosting information security and improving ROI.” This client is now processing these invoices with just two employees instead of the 3-5 needed before. “That third employee is now adding value elsewhere in the organization, and they’ve avoided hiring the two additional clerks they thought they needed. The combined EDGE hardware and PaperVision.com invoice processing solution led to virtually instant ROI.”

Conclusion

When businesses set out to buy technology, they’re usually looking to solve a business problem or achieve a goal. In order to do so, they almost always need a combination of hardware and software/cloud services. Thanks to the reseller relationship with Digitech Systems, EDGE Business Systems is positioned to be a one-stop-shop for their customers. They are truly a partner in their clients’ success.

