

PROFILE

NAME: Hagan Business Machines of Meadville, Inc.
LOCATION: Meadville, PA
FOUNDED: 1950
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CHALLENGE

Retain and build customer relationships in the document scanner market segment, by maintaining dealer sell/service agreement, emphasizing customers' business process optimization and strategic workflow analysis and planning.

SOLUTION

The Epson CapturePro partner program answers dealers' needs for excellent margins, upfront discounts, evaluation units, training, and marketing support. The program also delivers responsive, personalized service for dealers, all centered on high value, high-performance scanning solutions.

Building and Cultivating the Client Relationship

Hagan Business Machines Switches to Epson Document Scanners

As president of Hagan Business Machines of Meadville, Jay Verno's main objective is to support his customers. To do that well, he must have the full support of his equipment suppliers.

Jay explains that he had a multi-year relationship with a market leader in document scanners until their business service model changed. "They started shying away from allowing dealers to perform service, choosing to handle it internally instead. Our customers pushed back, not wanting to buy a product from us that we can't service for them."

"What was worse," adds Brent Gaidosh, sales manager of Hagan Business Machines, "was that our previous supplier began undercutting our efforts and calling on our best accounts. It created a bad environment for clients that were otherwise very happy."

"We signed up with Epson® because we know we can trust them," Verno says. "Now, my technical people tell me that Epson's setup and workflow is superior to what they've seen in others."

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—JAY Verno, PRESIDENT, HAGAN BUSINESS MACHINES OF MEADVILLE



Gaidosh agrees. "Going to Epson has been a very positive step. For years, our other supplier had the number one share of the scanner market, but I have no doubt that Epson will continue to gain market share in the scanner business."

Service at a Higher Level

Hagan Business Machines is one of the oldest and most respected independent resellers of copiers, printers and network solutions in western Pennsylvania.

Verno says offering document scanners is an important opportunity because, in the last few years, they have been moving away from one-time-sales to a managed services business model.

"When you sell copiers, there is a pre-conceived notion about expected results and support. But when looking at document scanners, it becomes more about business process optimization and workflow analysis. This is the direction we're moving in."

“Strategic technology planning is a service we offer, along with network design, monitoring, backup, and control,” Gaidosh adds. “Scanners are becoming increasingly important to companies’ workflow, and their integration can open the door to a wide range of services that we provide.”

Epson works hard to accommodate its dealers and strengthen their relationships with clients.

That shift made the changes with the previous supplier all the more stifling. “We stopped making scanners a priority,” Gaidosh explains. “But because of our increased relationship with Epson, we have added document workflow management back into our service offerings and expanded our business.”

Epson, according to Verno and Gaidosh, works hard to accommodate its dealers and strengthen their relationships with clients.

The Epson CapturePro partner program, for example, offers dealer/partners good margins, with an upfront discount of up to 25 percent. There’s a Sales Promotion Incentive Fund (SPIF) program of up to \$200 per unit and Epson partners qualify for evaluation units, training and marketing support. Best of all, a dealer can register opportunities for 10 or more units and once approved, can receive an additional 10 percent discount.

“My direct experience with Epson has been with our Sales Representative, Bill Gates,” Gaidosh adds. “He has gone above and beyond in walking us through the process, in helping us register our clients and making it easy for us.”

“He is always available. He returns my calls right away and gives me straight answers. That’s worth the world to me because I don’t have time to chase the correct answer. And, he’s such a nice guy.”

Hagan Business Machines has been selling Epson for over a year and Gaidosh says he has grown to respect and trust the

company. “I’ve been going to my largest clients and introducing them, one by one, to Epson.”

A Better, More Affordable Scanning Solution

Gaidosh says the Epson product is better than its competitors and a better value for at least two reasons:

First, every Epson document scanner has a three-year limited warranty versus one year or less for the other brand. Epson backs all of its commercial scanners with a next-day replacement policy within the warranty period, with free shipping both ways—whereas, with the other manufacturer, customers must ship a defective scanner to a service center and wait for it to be repaired.

Next, every Epson commercial document scanner comes with TWAIN and ISIS drivers, making them compatible with virtually all document management, financial, human resources, and medical software, including Dun & Bradstreet. The competition offers these drivers as well with some products, but Epson offers them with every model.

“On top of that, the Epson document scanners are so simple to use, my clients are just thrilled with them,” Gaidosh says. “If you’re not on the network and don’t have the right driver, scanning can be a cumbersome process. Many who have switched to Epson are thrilled with how much time they’re saving.” Gaidosh, in turn, is thrilled with the support he’s getting from Epson.

“If I wasn’t confident in Epson and the Epson product, I certainly wouldn’t take them to my larger customers and risk jeopardizing the relationship and business,” he adds.

“Epson is a big name, is committed to producing the very best products, and their reputation in the scanner market is growing at a fast pace. Still, I bring them in because I’m confident that I have a product and a service policy that is better for my clients.”

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