



THE WEEK IN IMAGING

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ELITE DEALER **Advanced Copy Technologies**

www.advancedcopy.com

October 2013

Headquarters: Cromwell, CT

President/Owner: Greg Gondek, President; Cindi Gondek, CFO, Principal

Year Founded: 1974

Number of Employees: 35

Primary Hardware Vendors: Ricoh, Kyocera, Riso, HP, Xerox, DocuClass, 3D Systems

Primary Solutions & Services Offerings: Document workflow solutions, Asset Management, MPS, 3D printing, Additive Manufacturing support.

Approximate/Average Yearly Revenues: \$5-10 Million

Biggest Sale/Win of the Past Year: Three different sales in equal size and revenue, adding up to a total of over 300 units, and 180 net new placements.

Advanced Copy Technologies takes pride in what they do and they're not exaggerating when they say that they've been the finest service provider in its marketplace for years. "We are always looking for ways to improve our support to every client," says President Greg Gondek. "The biggest compliment I hear almost every day is that 'you aren't just trying to sell me something but help make our organization work better, or smarter, or solve our problems.'"

Indeed, Advanced Copy Technologies places the highest value on its reputation for honesty and integrity and every employee upholds that philosophy. "We do the things that most companies forgot about a long time ago," states Gondek. "Our service response for all service calls averages less than three hours. We typically do between 60 to well over 100 courtesy calls per month. The cost of being overstaffed in our service department is well made up by our outstanding customer retention."

Business is doing well, particularly in emerging services and technology areas such as asset management analysis, which has created some valuable partnerships with new and existing clients, followed by document workflow, and 3D printer sales and support. All three areas are growing at an annualized rate well above 30 percent.

Advanced Copy Technologies is nearly finished with a complete rebranding initiative supporting its diversification with five divisions under the ACT Group. Each division has a marketing program and approach that all overlap to not only focus on their specific expertise, but to expand the awareness of the dealership's other capabilities. Those divisions include ACT Office Equipment, ACT 3D, ACT Asset Management, ACT Document Solutions, and ACT Customer Support.

"We are fortunate to have our own internal marketing specialist who can focus on the needs for each area," notes Gondek.

The recent launch of a new Website is further embellishing Advanced Copy Technologies' image as an Elite Dealer.

We are especially impressed at the way a dealership of this size is at the forefront of 3D printing. A series of educational seminars for 3D printing has been extremely popular with customers and prospects. "Our goal with 3D is to bring a level of expertise to our clients in additive manufacturing that they have not experienced before and we are exceeding our expectations," says Gondek. "Having a brilliant support team, including one of the top minds in engineering and physics to solve very diverse and difficult challenges for our clients is quickly earning us the reputation as the go to resource in 3D."

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Advanced Copy Technologies CONTINUED

Becoming experts in additive manufacturing is another notable accomplishment. The dealership began this journey two years ago knowing that it wanted to expand into a growing market. "We kept it a secret for over a year while we trained service and sales specialists, built the infrastructure to be better than anyone else in this area, and learned more than we ever knew existed in this vastly different arena," notes Gondek. "3D printing isn't like anything we presently do even though it requires the same efforts in sales and service. Taming, training and being able to win the race with the beast in the past year has to be one of our proudest accomplishments as an organization."

One hears this often in business, and that's how a company is one big family. That's not hyperbole at Advanced, it's the way the Gondek's run the operation. They also understand that family should come first. "We want every employee to enjoy their lives and know that work should be fun but their own families come first," emphasizes Gondek. "When clients visit us very frequently they mention the sense of pride all our employees have. That makes everything we do special as that's not something that we can preach or ask of our employees, but comes from the heart."

The rebranding and developing of specific divisions where each one has the highest levels of expertise in Advanced Copy Technologies' market remains the key to its success and are just a couple of reasons why the company has earned a second consecutive selection as an Elite Dealer.

Recognizing changes in the market also sets them apart. "The days are long gone where you can have everyone of your employees trying to be all things to all clients," notes Gondek. "There is a definite advantage when someone asks about document management software or 3D manufacturing and our software specialists or physics engineer works directly with them to solve their problems. We can compete against anyone and win and it has nothing to do with slick salesmanship and everything to do when people recognize expertise and honesty when they see it."