

## NovaCopy Finds Success Through Innovation

### NovaCopy

Memphis, Tenn.

Years in business: 6

No. of Employees: 70

Major product lines:

Panasonic, Konica

Minolta

Ask Darren Metz, president of Memphis, Tennessee-based NovaCopy, about what makes his company special, and he identifies an array of strengths, beginning with a well-educated, energetic sales force that understands the products it sells and is thoroughly trained in the copier sales process. "Our sales force is complimented by a knowledgeable base of technicians who hold numerous certifications in copier and fax products training in addition to A+ certification and Microsoft Certified Systems Engineer status," boasts Metz. NovaCopy's innovative marketing strategies and programs, a new document imaging product, and community relations activities also count among its strengths.

The 6-year-old company takes a consultative approach to selling its products and services. "Whereas the average dealership only seeks to offer customers the newest version of the same machine, we work to help a customer get the best solution for his needs," explains Metz. "We completely analyze how much the customer currently spends on copying, printing (in house and outsourced), and faxing. With that

information the customer gains a complete picture of his expenses. We show him how to get his copying, printing, and faxing done with newer equipment that typically costs less to own and operate than his current equipment."

Innovation is a hallmark at NovaCopy, particularly in its marketing efforts. To educate buyers and decision makers, NovaCopy produced an educational CD titled "Ten Things to Know BEFORE Buying a Copier."

Metz notes, "This interactive disc discusses important topics involving not only the latest copier features but questionable vendor tactics to be aware of as well." Viewers of the CD also receive a gift for registering with NovaCopy online. It's been successful, generating more than 100 leads in 60 days.

NovaCopy also recognizes the need to effectively and affordably manage documents. "That's why we built the document imaging system NovaFile," says Metz. "We built this solution to integrate with the copier's scanning function to help businesses leverage yet more power from their copier." The innovative system allows customers to archive and retrieve invoices, statements, and correspondence at a lower cost than storing paper files.

NovaCopy also offers remote diagnostic services and remote meter reads. Each service tech uses GPS technology to ensure

each customer receives a one-hour average service response rate.

With all its success, NovaCopy has had its share of challenges. "We've faced internal challenges related to growth and instituting formal processes for operations," explains Metz. "After winning a multi-million dollar deal in 2002 with a regional financial institution, we had to quickly grow our staff to accommodate the deliveries and service needs for our client."

Metz says that maintaining a consistently high level of service is a perennial goal and NovaCopy was determined to make this client as pleased as its hundreds of other customers. This meant adding 10 to 12 technicians in a short period of time, raising the department's personnel to 25, and ensuring their copier knowledge and technical skills were up to speed.

"By providing hands-on job training by seasoned technicians, formal manufacturer training classes, and online examinations, our new hires have performed exceedingly well," reports Metz. "While growth is always a great experience, it is equally a challenge because it means changing the ways in which one's business has traditionally operated."

By overcoming these challenges, Metz reports that NovaCopy remains poised for continued expansion in the Nashville market with specific southeastern cities targeted over the next six years.