

Inland Business Systems

TeamSourcing™ Technology for Cost-Effective Performance

To grow your business or even to remain competitive, you need the resources to create, shape, store and distribute information with more control, yet more flexibility. And today's business technology is changing at nearly warp speed.

So, today's Inland Business Systems is helping Capital Region businesses meet current challenges and prepare for tomorrow's opportunities with the entire family of digital office technology and technology-related services.

A New Name

Inland Business Machines, founded in 1977 as a copier sales and service company, is now Inland Business Systems, to more accurately reflect its new scope of activities. In the words of Inland Business Systems President John White, "Digital technology has brought *faster, better, cheaper*' equipment and, more importantly, it has brought connectivity."

Connectivity has made possible the convergence of previously separate technologies that are often supported by separate organizations: 1) copier/duplicator/fax, 2) printer, 3) computer, 4) software, and 5) networking.

Today, Inland Business Systems sells and supports the entire family of digital office technology, including

digital copiers and duplicators, high-speed laser printers, network-ready fax solutions and digital full-color imaging systems.

Moreover, Ron Ellis, founder of The MIS Department, a long-established comprehensive computer support services organization, recently has merged his company with Inland. The MIS Department's staff and key "partner firms" give Inland Business Systems a proven track record of successfully assisting clients with network design, installation and maintenance, systems development and enhancement, WWW page authoring, internet connectivity and hosting, hardware and software acquisition, training, and general computer support.



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—John White, President,
Inland Business Systems

Accountability

Research has shown that today's office technology buyers—whether office managers, purchasing agents or MIS people—are often confused and uncertain because technology continues to change so rapidly, and because they are vulnerable to the reliability of their support vendors.

When the "product" was images on paper, the vendor/client relationship of Inland and other similar companies took place in



singular steps, with a narrative sale followed by specifically focused service.

Today's businesses, however, are demanding a different "product;" it's a team effort focused on providing solutions with products and services that enhance productivity. "The vendor/client team at Inland is addressing the convergence of the various technologies, as well as the fears our clients have concerning service and support and in making investments that really pay off," said Mr. Ellis.

Simply stated, the new product must also involve one point, one source, of accountability. The Inland team has developed a highly choreographed effort which has been dubbed TeamSourcing™.

TeamSourcing™

TeamSourcing™ begins with better questions and more intense listening to understand your specific problems and objectives. It continues with effective system design, a highly consultative sales process, and integrated, well coordinated implementation. TeamSourcing™ completes the circle with the effective training, comprehensive support and ongoing technical services. From copiers to computers, TeamSourcing™ even addresses how to make future upgrading and expansion financially and operationally as painless as possible.

"When all is said and done, each client ultimately wants one thing from their office equipment and their office technology, productivity," stated Inland's President John White. "TeamSourcing™ is our exclusive answer."

TeamSourcing™ defines the Inland team. It means working in a coordinated manner with Capital Region business clients to help information flow easier, faster, with increased productivity and cost-effectiveness. "That's why we have continued and strengthened our 'No Surprises' guarantees," added Mr. White. "For our network and technology services clients we have 'No Surprises' guarantees to address project investment, software and training, in addition to our performance, service and upgrade guarantees."

Adapting to change has never been more difficult than it is today. So, it's more imperative than ever to develop a strong relationship with smart, reliable people who will help you keep your arms around the information and document solutions in your company. "Standing behind what we sell is our strongest business advantage," states Inland's vice president, William R. "Bill" Knudson.



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Of course, to conclude, John White added the line we've all memorized from his Inland radio commercials, "We're large, we're local, and we've been doing business the same way, the right way, for over 20 years."



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