



## The Hidden Value of Service.

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When someone mentions service, what comes to mind? Most value-added distributors (VADs) and resellers (VARs) think of the traditional break and fix situation, where a service representative is called to repair malfunctioning equipment.

What many VADs and VARs overlook, however, are the many hidden opportunities that lie in offering service as part of their business model.

### **Offering Service: Benefits to You and Your Customers.**

Just how can service benefit you? Most critical to the success of your business is, of course, revenue. Since service contracts increase the margin on each hardware sale, they can be a new source of revenue for resellers. Initial and renewal contracts, installation, and training can add to the revenue stream.

The power of outsourcing service means adding to your expertise and your revenue potential without the burden of hiring and training your own professionals. It also frees you from making investments in the complex infrastructure required for service, such as developing and maintaining systems for contract management,

parts inventories and distribution, and call escalation. You rely on the people, technology and processes of your service supplier, making it a convenient, yet potentially lucrative, extension to your business.

Selling service has clear advantages for resellers, but end-user benefits also abound. With an emphasis on preventive maintenance, service improves equipment efficiency, while increasing overall equipment uptime. A direct effect: a customer's total cost of operations is reduced and overall return on investment is increased – two more powerful selling points that any customer will appreciate.

Service extends your ability to interact with customers on a more frequent basis. That is important, since every customer interaction is a new opportunity to increase satisfaction and capture loyalty. Resellers can create easy upsell opportunities by integrating service with their product sales.

### **Common Challenges.**

While offering service has many benefits, it also presents many challenges and considerations:

**Geographic Reach.** You need to provide service in areas that mirror your customer base. If you



have customers overseas, you need a presence there too. Expanding your expertise and adding to staff can be costly if attempted on your own.

**Responsiveness.** Since downtime can happen anytime, service availability and response time are critical to your customer's bottom line. When your customers are calling for help, service must be available and reliable. You're suddenly open 24 hours per day, year-round.

**Consistency.** Whether it is a customer two hours away, or a client overseas, customers should be able to count on a high level of service — no matter the location.

**Knowledge Base.** Knowledge comes with experience, so getting up to technical speed may take some time. Moreover, you may be familiar with a wide variety of imaging products, but today's systems often integrate imaging equipment with advanced storage and network infrastructures, moving the learning curve a notch higher.

**Administration.** Who is tracking the calls, handling billing, and monitoring feedback? Providing service can mean more paperwork, more time, and more staff, not to mention significant infrastructure investments.

### **Why Build a Relationship With Kodak?**

Outsourcing to a provider like Kodak Service & Support removes the challenges of offering service. Here's why:

**Reputation and Stability.** Renowned for service excellence with more than 50 years of experience, Kodak is one of the most trusted brands

in the world. We have the financial stability to reinvest in people and technology. We are also committed to vendor neutrality, providing objective advice to meet each customer's specific needs.

Bottom line — from our long service history to our strong brand presence, a relationship with Kodak enhances relationships with your customers.

**Service Scope.** With locations in most major cities across the globe, Kodak is truly a global service organization. With 4,000 employees dedicated to service, Kodak Service & Support is one of the largest, most experienced teams in the industry. Customers on six continents depend on Kodak for its exceptional record of service expertise.

**Continuous Training.** Since it is common for customers' systems to be built with equipment and applications from several different manufacturers, cross-training becomes an important element of service providers. Through a combination of Web-based learning and hands-on "screwdriver" time, our highly skilled field engineers undergo ongoing, rigorous training on multiple products and systems to support customers worldwide.

We place such a high priority on training that we have one of the highest rates of A+-certified field engineers in the industry. Our team maintains industry certification in many different areas:

A+ (Basic Certification Hardware/OS)

MCP (Microsoft Certified Professional)

MCSE (Microsoft Certified Systems Engineer)

CDIA (Certified Document Imaging Architect)

CTT (Certified Technical Trainer)

CCNP (Cisco Certified Network Professional)

PMP (Project Management Professional/Project Management Institute)

CNX (Certified Network Expert)

Microsoft

Novell and more

**Infrastructure.** Our call and parts management systems were developed with service excellence in mind. Designed for minimum turnaround time and maximum productivity, our advanced computer systems automate call receipt and dispatch to ensure service calls are answered quickly and efficiently. A formal escalation process provides increasing levels of support until the problem is resolved. Commonly needed parts are stocked in strategic locations such as our field engineers' vehicles and at local depots, while other parts can be quickly tracked and shipped overnight. What's more, we handle all the details of contract administration, including billing, purchasing, pricing, and customer service histories.

**Help Desk Support.** Instead of spending time and money to develop resources, systems, and processes associated with a help desk, consider working with a service provider that can offer one on your behalf. Kodak delivers fast and accurate level one, two, and three support for hardware, software, and network problems, working in close coordination with manufacturers and Kodak technicians. This, combined with a high degree of flexibility and implementation/

analysis/reporting services, leads to maximum customer uptime and peace of mind.

**Depot Operations.** How do a service supplier's depot operations measure up against diagnostic capabilities, technical expertise, and the ability to create customized turnkey programs? With depots worldwide, Kodak provides a comprehensive line of services, including component repair, data recovery, refurbishment, logistics management, optical disk cleaning, and warehousing. Its attention to detail through tracking, record keeping, and training raises the bar for quality controls.

**Single Point of Contact.** A single point of contact for service is the best way to minimize the time you need to spend on administrative paperwork, while maximizing customer satisfaction. As a single-source service provider, Kodak's global network of people, infrastructure and knowledge lets your customers place just one call to keep their businesses running at peak performance.

**Marketing and Sales Support.** A service provider's marketing expertise can be a catalyst for driving product sales and service revenue. With that in mind, we have developed complete, co-marketing toolkits to help you leverage the Kodak Service & Support brand in your campaigns. Print advertising, sample letters, sell sheets, flyers, postcards and more can be customized with information about your company and products. These aid resellers in driving equipment service sales, enabling both product pull-through and additional revenue opportunities.

## Missed Opportunities in Utilizing Service.

At Kodak, service goes way beyond repairing equipment. We service over 1,000 models from 100 manufacturers, offering a full range of support programs that can be tailored to meet the specific needs of customers.

Our Enhancement Services include options such as installation, operator training and site verification. Through Kodak, you can offer a wide variety of services — from hardware and software training and installations to a total relocation of imaging networks — to help ensure customers are up and running quickly and efficiently.

Through System Services, Kodak supports equipment from a multitude of companies such as Panasonic, MaxOptix, DISC, Sony, Spectra Logic, Fujitsu, and Bell + Howell. With consultation and problem analysis, site accreditation, systems support and more, we customize solutions to supplement our allies' resources and meet their customers' requirements.

Through our Professional Services, we can design or optimize a network, provide consultation and assessment, and implement a solution on numerous storage and capture platforms and systems for your customers.

Of course, Kodak also offers multiple hardware maintenance services to provide convenience and peace of mind for resellers and customers. These include maintenance agreements with preferential response; built-in labor, parts, and travel charges; warranty enhancements,

## Vital Questions: What to Ask When Choosing a Service and Support Supplier

- Are service calls handled through a fast and efficient 24 x 7 computerized dispatch system?
- Will a field engineer call within minutes of the initial request for assistance?
- Is a local professional service management team available?
- Does the company have a rigid hiring process to ensure personnel quality?
- How much training do personnel undergo before servicing equipment? Is additional certification used to maintain and improve skills and knowledge?
- Do service personnel work as teams, backing up each other? Can several respond to multiple calls within a company?
- Does a call escalation process exist when additional support is needed? Does that support include specialists, a technical assistance hot line, service engineers, and service management?
- Are parts stocked locally to ensure the right part will be available when needed? Can parts that are not stocked locally be ordered for next-day delivery?
- Is a complete check of the entire equipment performed when service is delivered?
- Are preventive maintenance visits included with a maintenance agreement to help reduce unplanned downtime?
- Are professional and enhancement services available, such as digital conversion, system and network consulting, and operator training?
- Can service be provided on most major equipment manufacturer's products, offering a single point of contact?
- Are modifications installed, where appropriate, to increase serviceability, reliability, and safety?
- Does the supplier offer Web-based support for obtaining technical publications, training manuals, and checking service call status?
- Is the service provider a team player? Does it help build strong relationships between customers and the channel?
- Can standard or customized service programs be selected?
- Is service provided in all possible domestic and international regions?
- Is customer satisfaction measured and reacted to when necessary?

supplementing a manufacturer's base warranty with on-site labor and parts coverage; and telephone help desk support, whether complementing a VAR's own level one system or providing a completely outsourced solution. Clearly, service is no longer just about "break and fix" calls. It is providing a broad solution support for a VAR's customers. The result? Greater customer satisfaction, which in turn leads to increased loyalty and repeat business.

### **Ensuring that Customers Realize the Benefits of Service.**

Why would a customer consider a service plan? One of the best reasons — often unnoticed — is equipment uptime. Preventive maintenance via service can catch minor glitches before they become major problems. This optimizes the customer's equipment, lowers their lifetime cost of ownership, protects their budgets from unplanned expenses, and provides a higher return on investment. With equipment running at peak performance for maximum uptime, resellers and their customers can enjoy more peace of mind.

Today's imaging systems can be composed of equipment from several manufacturers, making multiple-manufacturer support a key factor to customers. Supporting a variety of brands means that field engineers must be equipped with vast technical knowledge — education that comes with years of experience. Customers equate service with responsiveness. Successful service providers have set procedures and practices at

#### **What Others Are Saying About Kodak Service & Support**

"The product knowledge of Kodak's field engineers is impressive. They provide quick turnaround, which greatly reduces downtime. Customers who have needed support really like Kodak."

*Jay Linhart, Owner, Matrix Imaging Products*

*Matrix Imaging Products, LLC is a Southern California-based provider of document imaging solutions. Matrix Imaging integrates "best of breed" scanners, imaging software, and storage devices into cost-effective information management solutions.*

"We rely on Kodak Service & Support as an extension of our service organization. The quality of their delivery team ensures that our customer's maintenance issues are quickly addressed and resolved."

*Doug Tóftner, National Service Sales Manager, Versitec*

*Versitec, headquartered in Columbus, Ohio, is the service division of Cranel, Inc., an information technology solutions company. Versitec provides information technology service and support to a variety of document imaging and data storage segments.*

"The brand name of Kodak and what it represents is very important to us. It is a very well-known brand and logo throughout the world. Kodak's global reach also was a key factor in selecting them for service. They have technicians well-blanketed throughout the U.S. and also worldwide. Kodak has extensive experience in building, delivering, and servicing mass storage devices. We've worked with Kodak for many years, and we trust them to do service."

*Frank Lee, Partner & Executive Vice President – Service, NewWave Technologies*

their foundation, which allow them to react on a timely and consistent basis.

Smart businesses place a high priority on brand equity and integrity. They know that resellers who align with a well-known brand have their customers' best interests at heart.

**Overlooked Factors in Choosing a Provider.**

**Flexibility.** The old adage, “one size fits all,” does not apply to the imaging industry.

Customers are diverse, and service programs should follow suit. Your service provider should have flexible programs that can be tailored to meet each of your customer’s requirements for reliable performance and maximum uptime.

**Staff Training.** Imaging equipment is constantly being enhanced. Not only should a provider’s field staff have a deep working knowledge of multiple systems, but also the ability to train your customers in basic service and productivity elements to further raise their satisfaction levels.

**Existing Relationships.** If you have an existing working relationship with a particular company, it makes sense to broaden and deepen your services with a proven and trusted supplier.

**For Additional Information.**

Many imaging systems incorporate Kodak equipment for efficiency and productivity. Companies that also rely on Kodak for their service needs get the best of both worlds. To learn more about Kodak Service & Support, visit <http://www.kodak.com/go/DIserviceandsupport>.

We're here for you.  
**Kodak Service & Support**



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