



KONICA MINOLTA

NATIONAL PHOTOCOPY CORPORATION

ForBiz Solutions News

What Hasn't Changed?

There is no doubt that our economic lives have undergone some radical changes and it is also true that there seems to be a great deal of confusion about what to do about it.

A few short years ago we were assured by top economists, for those of us who believed it, that "the central problem of depression-prevention has been solved, for all practical purposes" Those words came out of the mouth of Robert Lucas, winner of the Nobel Memorial Prize in

Economics in 2003 in an address to the American Economic Association.

Now it seems many of the economic assurances of the past have been replaced with blank expressions and many of us are filled with unanswered questions about the future of our businesses. Such questions might include: is there going to be continuing demand for our products and services; are we going to be able to be competitive with larger companies; will we be able to get

our price for our products and services? Are our products going to continue to be what our customers want or will they consider less expensive or short-term solutions? What can we expect in terms of growth? How much change will our markets undergo and will we be able to adapt? These are just a few of the concerns rolling around in the heads of business owners.

What hasn't changed is the reasons our businesses were viable to begin with. Busi

The Increasing Demand for Security

The increasing demand for security is being driven by a number of forces not the least of which is government regulations. Identity thief has also added to

the need for protection against information being captured and misused and calls for increased scrutiny of how we print, store, distribute and use information.

Konica Minolta has taken this demand seriously and provided some unique and very effective ways to secure your information to prevent it from

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Special points of interest:

- Find our newsletters on-line at www.forbizsolutions.com
- Keeping our businesses viable in 2009
- Generating new ideas may be essential to staying on top of changes in the economy
- Securing your information — some new approaches

The Increasing Demand for Security con't.

falling into the wrong hands or maybe just keeping it from going astray.”

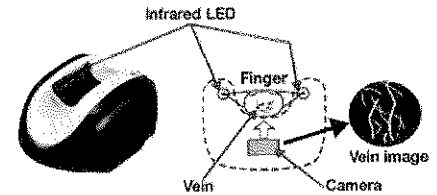
Since 2002 all of Konica Minoltas MFPs have earned ISO 15408 certification – the international standard for the design and reliable incorporation of security features.

Konica Minolta MFPs come standard with built-in solutions for protecting confidential information in documents. Hacking, viruses, and information leaks are very real threats to security and as MFPs evolve as networked information

stations, there is an increasing need for measures to prevent documents from being compromised. Konica Minolta has addressed this by including user authentication and department management, IP filtering to prevent unauthorized printing of documents from the network, and a data deletion function that erases document information from the hard disk after job completion or completely erases data from the hard drive before disposal.

Just how sophisticated these security measures are becoming is illustrated by the development and current availability of the new finger vein biometric recognition technology now on the Konica Minolta bizhub C550. This biometric device allows highly secure, simple, and quick user access. To operate the equipment users only need to hold their finger

over the device, identifying individuals by their vein patterns, which are very difficult to imitate, the device enables users to control access by the individual user and enables user management with a far greater security level. A user can also wait to initiate printing until he or she places



a finger over the recognition device on the MFP, thus preventing his/her printouts from being seen by others or taken away by mistake. At Konica Minolta products are engineered as a system and security certification is provided as a system rather than just on an option or specific function. 🖐

Where Do New Ideas Come From?

Thinking about what you could do differently or better to be more effective in the current economy?

Generating new ideas is not difficult, but you do need to come from a different place than simply more thinking. Thinking can be a trap and does not actually produce anything new. In fact, thinking often gets in the way of coming up with new ideas. Here's a hint. Great thinkers, inventors, artists, and writers talk a lot about the process of generating new ideas and they also talk about the futility of more thinking.

Invariably, the process of creating something new requires a break with the old way of thinking. That's why more thinking does not work. Most of these creative people talk about taking a break, sleeping on it, going for a walk, doing something completely different that distracts them from — you guessed it — more thinking. The truth is that when you create a space for something new it often instantly appears. When you are continuing to think there is no place for anything new. You are literally filling all of the space with your current

t h o u g h t s . One of the critical keys to creating new ideas is to open a space in your stream of thought for new ideas to emerge. How? Stop thinking. Difficult you say. Well, it can be, but remember that thinking is just a tool. We have amazing intelligence beyond thought, but it needs some room.

Last month we offered a *Stress Reduction Technique* that is great for completely relaxing and opening a space for new stuff. It is still available by either sending your e-mail address or giving us a call — we will be glad to send you

What Hasn't Changed?

nesses exist because people have needs. Granted those needs are in a constant state of flux, but then they always have been though the rate of change seems to be ever accelerating. So how is now different than before?

What still has value? The answer, I believe, is many of the same principles that have always had value in the market place. And their real value is that they are things we can do something about. For example, accurately identifying what customers want. Responding to customer interest with timely and relevant information and follow-up. Being a professional. Providing the highest possible level of support and service. Listening to what customers are saying and responding enthusiastically and appropriately.

There is only one reason a business exists and that is to meet the needs of some customer. Any area in which that product or service can be provided better, faster, easier, and more conveniently, while maintaining or improving the quality, is an opportunity to improve your viability.

That includes the small things. How long does a customer wait to have an order processed? How complicated or easy is the process of purchasing your products or services? How difficult is it to understand your instructions? How quickly do I know that you are going to address my concern? When will it likely be resolved? Is it clear what I am getting for

my dollar? Is your communication with your customers clear? Or is it too often a struggle leaving your customer with many unanswered questions?

We are creatures of habit and getting people to make improvements or even think about areas of the business that already seem to be working O.K. is challenging. But your customers and employees know what's not working for them. A happy employee makes happy customers — often it's that simple. Begin identifying what can be better and get everyone including your customers involved in making it better. Create rewards for your employees for making a more responsive, friendlier, more competent organization. Get them as involved as possible so they don't have the time to be concerned. Turn their anxiety into productive improvement. The prosperity of the business is in their best interest so show them how that plays out in the long-run. It is critical to be straight with your employees — you can't fake sincerity. If you do it turns into something quite strange. Be open, be clear, and please, be honest with them.

Share your goals and vision for your enterprise in language that can be appreciated by everyone. And share some of your concerns — believe me, they know you have them. Tell them what you believe needs to happen to keep the organization healthy and

are all trying to do the same thing you are — guarantee their survival in uncertain times. So help them and support them in any way you can. Get creative. And if you are struggling to come up with some new ideas read our article on page two of this newsletter, *Where Do New Ideas Come From?* Could something so simple really work? It has been and is being used by thousands of creative, innovative people every day so give it a month and besides producing some new ideas you will also be less stressed in the process.

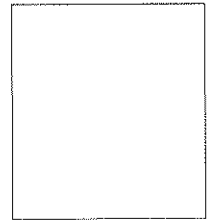
The current economic crisis has clearly shown us that we are very much connected. Use that knowledge to become a more viable organization.

It may cost a little more to be more effective with your customers and employees, but it will ensure that you are more often the choice and at a price that gives you a workable margin.

There is no doubt that there is going to be some uncharted territory and entanglements to explore and deal with in the coming months and possibly years. Being true to the principles of good business should go a long way in staying the course and surviving the storm a stronger more economically and socially viable



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A Little Bit About Us

Quote of the Month

National Photocopy Corporation is a locally owned and operated provider of high quality copier, printer, scanner, multifunctional devices and networking office products. We have been an authorized Konica Minolta dealer since 1972 and now have been chosen by Canon to carry the Canon copier, printer, and MFD line as well.

Our service department has seven full-time service technicians trained on our product lines as well as in networking applications. Our average technician has been with us for over seventeen years and some have been with us for over twenty years.

As a locally owned company we have come to understand and adapt to the local business climate and our customer's individual needs giving us a special perspective on customer service. When your entire staff works and lives in the community it serves you tend to feel a very special connection to

*Present-Moment Awareness
creates a gap not only in the stream
of mind but also in the past-future
continuum. Nothing truly new and
creative can come into this world
except through that gap, that clear
space of infinite possibility.*

— **Eckhart Tolle**