

When It Comes To Selling Copiers and Printers,
We're A Different Breed.



We Come From A Breed That's Loyal, Trustworthy And Focused On Bringing You The Best For Your Office Printing Needs.

A Breed Apart and A Skill For Finding You The Best Hardware Solutions.

Copier salesmen can seem like a pack of wolves out for your hide. Only wanting to sell you the biggest copier and not necessarily what's best for your situation.

Consider a different breed, the Circle. Like our mascot Coco, we are loyal, trustworthy, reliable, and eager to please. Moreover, we can offer you the copier and printer that best meets your office printing needs from any of the big name manufacturers. And since we are primarily a Managed Print Services company, we are on the same page as you are when it comes to saving money. As a matter of fact, we can slash your printing budget by as much as 40%. And, you'll also be happy to know that we don't bite the hand that feeds us.



KONICA MINOLTA

CANON RICOH TOSHIBA

The Circle is a Managed Print Services company in business since 1989. We serve all of Southern California and can provide you with laserjet and multifunction printers to full-sized, high-speed copiers. Moreover, we have all the parts and service to maintain them.

We Only Recommend What Can Deliver The Most Value.

We fix your ad hoc mess. A copier here. A printer there. An inkjet some place else. That's how most companies fulfill their office printing needs. One at a time, on an ad hoc basis. And not really knowing whether the choice is cost effective or productive. But it's not your fault. And here's one reason why.

The typical copier salesman visits you for only one purpose. And that is to sell you the biggest copier possible. He sees you when the contract needs to be signed. And then four or five years down the road when it is up for renewal. But what happens or doesn't happen in between those visits can be a great source for frustration.

At the Circle, we look at the big picture. What copier or combination of copiers and printers will best fit your office printing environment? To determine that, we carefully audit how you are utilizing your current printer fleet. If it turns out that a smaller multifunction printer can do the job or that some printer resources need to be shifted around, then that's what we will recommend. In between, we won't leave you high and dry. Or under water and drowning. Because the quality of our service is something we highly value.

When you are ready to do things differently but do things better, give us a call at 800-635-8558.



Doggone It. We Don't Want To Sell You The Biggest Copier And A Bunch Of Printers. Only What You Need. And Only Where You Need It.

Their Way.

One size fits all – Provide large copier in all environments regardless of actual use and end user needs.

Offer only one or two brands – Push the biggest units possible.

Sell features, feeds, and speeds – Say why your copier brand is better than all the others.

Lease and replace every four years – Ensure the client is always making lease payments.

Tyranny of the status quo – Replace existing devices with similar regardless of actual need or requirements.

Tie service agreement to a lease for 4-5 years.
Provide good service at the beginning and just before the lease expires or is renewed.

Put a lot of fine print into the support agreement.
Add escalation clauses so that the client pays more as the lease progresses.

Their primary business is to sell copier hardware and maximize the number of devices sold.

Sell brand new devices only – There's a monthly sales quota to meet.

Cost is anywhere from 2-5 times more.

The Circle Way.

1 Right size for the right job – Big copiers for big volume needs, smaller work group MFPs for end user convenience.

2 Offer five brands – Hewlett Packard, Konica-Minolta, Ricoh, Canon, and Toshiba.

3 More important is the quality of the service. Each brand has its strengths and weaknesses.

4 Own your copier for seven to 10 years. – Leasing is available but you own it at the end.

5 Needs and Usage Change – Deploy devices that match precisely end user requirements according to actual historical usage.

6 The hardware financing and the service agreement are separate transactions. We provide you with excellent service all the time.

7 Our support agreement has no fine print, no legalese and a 30-day out. Our purchase or lease agreements are simple: you own the equipment.

8 Our primary business is managed print service. We strive to minimize the number of devices and long term operating costs.

9 Mix new and nearly new devices. Deploy refurbished where appropriate and save 50-70%.

10 Cost is anywhere from 2-5 times less.

Rent. Purchase. Or Lease. Buy New. Or Nearly New.

Unlike most manufacturers who want to sell or lease you a brand new copier, we give you choices. In addition to a purchase or a lease, we also offer you the option of renting. What's more, at the end of a Circle lease, you will actually own your copier. And not have to pay a penny more to purchase it. To save you even more money, you have the choice of a nearly new unit. We guarantee that it is just as good as a trouble-free new unit but with just a few more miles on it.

We also offer five major copier brands from which to choose. And once we assess your office printing needs, we give you one solid recommendation. It is based on a thorough understanding of what copiers and printers are being used now. And how they are being used.

At the end of the day, you will have a copier and printer that fits your business model. And not the manufacturer's.

Give Your Copier These Special Software Treats.

Fleet Management Solutions

- Eliminate Print Servers
- Centralized Administration
- Cut Help Desk Calls
- Central Reporting on all Device Activity

Secure Printing

- Pull Printing
- HIPAA Compliance
- Card Swipe Authorization

Mobile Printing

- For tablets, smartphones, and laptops
- Print to any enabled printer on your network.
- No apps to install

Scan Anything To:

- Email
- Network Folder
- Sharepoint



A Few Final Words From Us.

What We Can Do For You

- Employ a mix of multi-function printers and copiers matched specifically to your end-user requirements.
- Utilize both new and nearly new units (as much as a 50% savings) according to circumstance and need.
- Offer the choice of no lease payments. All devices purchased outright.
- Swap the under-utilized devices for smaller lower cost units.
- Pay for only what you print. Get a service agreement with no minimum pages.

What We Also Offer

- HP Big Deal Prices. Save 20% or more on hardware costs.
- Complete line of printers and work group MFPs as well as 85 to 95 pages per minute copiers from Konica-Minolta.
- Full range of lease or purchase options.
- Free training and installation for a full range of functions and options that need to be configured and tested.

Managed Print Programs

- Circle 360 – A comprehensive printer fleet program based on a price per page solution.
- Circle TLC – A comprehensive program included in the price of a toner cartridge.
- Circle Basic – A flat monthly rate covering the essentials.

The Details

- No upfront costs. No long-term contracts. No fine print.
- Free monthly preventative maintenance.
- Fast 4-hour response.
- A one-source solution for all your printer and copier needs.

And Some Client Cost-Saving Case Studies.

Case Study One

A nationally recognized law school had various staggered leases for its copiers and multifunction devices. The Circle replaced these devices over the course of a year with a combination of HP and Konica-Minolta multifunction devices. Some new, some nearly new of either the same size or where appropriate smaller size. In addition, the Circle gave the option to purchase rather than lease. All of the devices were put on the flexible user friendly Circle360 fleet support plan. By right sizing the fleet according to actual client need and getting the client off the leasing treadmill, the client now enjoys a **total savings of \$100,000 per year.**

Case Study Two

A major outpatient medical services provider with 18 locations was leasing a total of 60 multifunction devices connected to a propriety PC with scan to email software. The client requested a competing quote from The Circle. Our service manager, Valentin Vas, beta tested with the client an HP Laserjet M525 and demonstrated that it could accomplish the same objective without the additional PC and software. (Note: every competing proposal did not even bother to question the need for the separate scan to email PC station that was requested by the client.) In addition, The Circle encouraged the client to buy the devices (\$1 buyout lease) rather than an FMV lease as they had done before. **Savings in year one: \$60,000. Savings every year thereafter: \$125,000.**



Throw Us A Bone.



Circle Inc.
2125 Wright Avenue, C12
La Verne, CA 91750
www.thecircledelivers.com
sales@thecircledelivers.com
800.635.8558
Fax: 800.359.3306

