

**FOR IMMEDIATE RELEASE**

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**SERVICE SOLUTIONS INTEGRATOR 2008 OFFERS SERVICE MANAGERS AND DEALER PRINCIPALS AN UNPRECEDENTED OPPORTUNITY**

*Breakthrough event during ITEX 2008 provides office equipment dealers with insights and tools for improving profitability and increasing customer satisfaction*

Las Vegas, Nevada -- (December 2007) – Office equipment dealers are invited to attend Service Solutions Integrator (SSI) 2008, at the Las Vegas Convention Center on Wednesday, February 20, 2008. The event runs from 8:00 a.m. to 5:00 p.m.

SSI 2008 is an education certification program designed for Service Managers and Dealer Principals. Attendees will be presented with tools and knowledge to improve gross margins and net income, improve customer satisfaction and SLA's while increasing profitability, eliminate manual processes with automated meter reading, reduce costly and redundant on-site service technician visits, increase first call effectiveness, make intelligent decisions with business-critical data, and develop marketplace differentiation by providing the highest quality parts and consumables at competitive prices.

Interested dealers can find more information, including registration materials, at <http://www.itexshow.com/ssi>. SSI 2008 is sponsored by MWA Intelligence Inc., Katun, BEI Services and BEIPros.

“SSI certification recognizes that the field service manager, operations head or even dealer principal has achieved the highest standard of performance for the service industry within the imaging marketplace,” said Michael T. Stramaglio, CEO and President of MWA Intelligence, Inc. “We are all extremely confident that participating dealers will experience tremendous returns based on their attendance in this cutting-edge program.”

Those who complete the SSI program will earn the designation of Master Field Service Dealer for their organization for meeting a broad spectrum of training requirements. At that point, the dealer possesses the ability and expertise to develop and implement a synergy of industry standard solutions, including software, hardware, parts and supplies for end-user applications. Certified Master Field Service Dealers will be able to utilize the SSI logo on all of their related marketing and prospecting tools.

“The ultimate goal of the Service Solutions Integrator is enhanced performance through stronger partnerships,” said Carlyle Singer, President and CEO, Katun Corp. “An SSI designation will enable dealers to achieve critical service benchmarks, allowing the organization to benefit not only financially but also from a productivity and performance perspective.”

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“The SSI program is a turnkey ‘how-to’ session that delivers a detailed step-by-step master plan that attendees can immediately incorporate into their existing business model,” said Wes McArtor, President, BEI Services. “Students will not simply learn about industry options, but will examine and understand how our integrated partner solutions can directly and positively benefit their bottom line.”

"Ultimately, every office equipment dealer wants to reduce expenses and improve profitability while still delivering the highest value to their customers," said Jerry Newberry, President, BEI Pros. "Service Solutions Integrator provides concrete tools and a comprehensive plan for doing just that. BEI Pros is excited to be part of this dynamic team of facilitators for this breakthrough event."

### **About MWAI Intelligence**

**MWA Intelligence** offers leading-edge technologies, world-class customer service and many years of expertise in the office equipment and utilities vertical markets. They deliver comprehensive solutions to companies in need of remote asset management and improved service standards. MWA has developed a platform-independent approach to asset, service and mobile workforce management that is flexible enough to accommodate each company's unique requirements and grow as your business model evolves. Visit [www.mwaintelligence.com](http://www.mwaintelligence.com) for more information.

### **About Katun Corporation**

Headquartered in Minneapolis, Katun Corporation is the world's leading supplier of OEM-compatible imaging supplies, photoreceptors, fuser rollers, parts and other select products and services for the office equipment industry. With over 28 years of expertise, the privately-held Katun now serves more than 19,000 customers in more than 170 countries. For more information, or to access the Katun Online Catalogue, visit Katun online at [www.katun.com](http://www.katun.com).

### **About BEI Services**

BEI Services has provided independent imaging dealers with an unbiased source of technician and machine performance benchmarking for 15 years. Their technician compensation program is the most widely used program of its kind. BEI's page-based sales compensation model will revolutionize how sales reps are paid. BEI currently monitors over 1.5 million imaging devices around the world and is the standard used by IKON, Ricoh, Canon, Toshiba and Sharp. Visit BEI services at [www.beiservices.com](http://www.beiservices.com) for more info.

### **About BEI Pros**

BEI PROS was developed to assist the dealer environment in drastically improving service gross profit and service operational efficiency. Jerry Newberry (**former VP of Service for Global Imaging Systems**) performs an on-site assessment of all service areas to identify the exact causes of lower-than-benchmark performance in GP and overall service productivity. Once the assessment is performed, Mr. Newberry develops detailed action plans to address all areas identified and stays connected to your company throughout the consulting term to ensure the execution and desired results are achieved. For more information on this service including detailed information on the actual assessment, please contact Jerry Newberry at [jerry.newberry@beipros.com](mailto:jerry.newberry@beipros.com) or 1-813-713-3592

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