



# ReThink Print

By Patrick Flesch, President and CEO of GFC



Office technology is continually evolving to provide greater value for organizations of all shapes and sizes. Here's how your business can take advantage of some new ideas designed to increase productivity, enhance processes and save both money and materials. Let's take a look at what the Gordon Flesch Company (GFC) is doing to ReThink Print!

## THE EVOLVING WORLD OF MANAGED PRINT: A HYBRID WORK APPROACH

With the growing trend of hybrid workplaces, we've had an increase in requests for office technology equipment and software designed to go wherever your workday takes you.

**Follow Me Printing** has been an excellent solution that we've recommended to customers who are looking to reduce paper waste and increase print security. This technology allows an organization to segment their printing fleet among their users. It has also been an impactful solution for customers with users who frequently travel to multiple branch locations.



## PRINT SECURITY: A LAYERED APPROACH

A layered security approach is the best defense against print security risks. We recommend that your organizational security strategy include secure hardware settings, regular software security updates and an expert MPS partner to manage your print fleet.

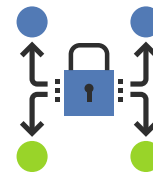
GFC also provides strategic customer guidance through our **GFC Security Council**, whose purpose is to:



Create print security awareness



Foster greater security collaboration with device manufacturers



And keep customers informed of print security choices and software updates

GFC has made it a priority to create greater transparency in addressing vulnerabilities and potential device security risks. We feel that this transparency is crucial to strengthen long-term relationships with our clients and vendors.

## ADVANCEMENTS IN LARGE FORMAT PRINTING

Canon® recently debuted a trio of printers added to their imagePROGRAF series, with the following new features:



Newly developed LUCIA PRO II pigment ink, designed for improved image quality and resistance to fading due to light exposure



A gamut expansion of darker colors



New ink formulation with better resistance to abrasion-caused scratches on glossy and semi-glossy media



Newly designed ink sensing system to monitor and optimize ink landing position

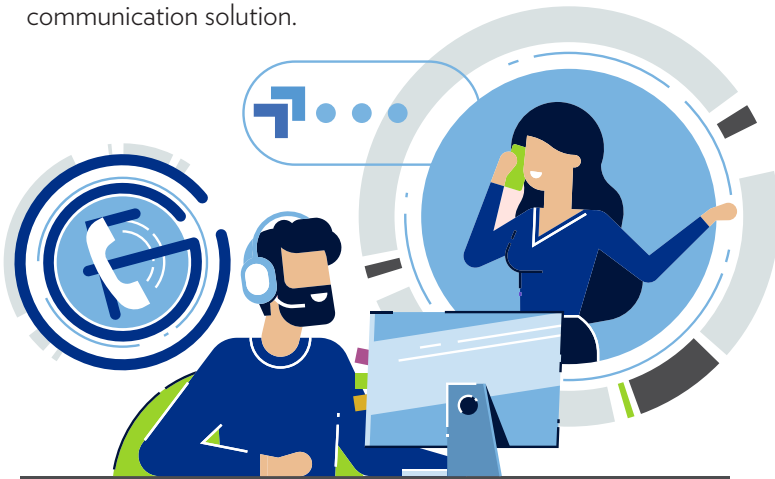


Intelligent media handling to automatically detect paper type, width and estimated remaining amount of paper

**Thinking about upgrading your large format printer? Contact your GFC Account Executive. We'd love to discuss what this new technology could do for your business.**

## DIGITAL TRANSFORMATION

Digital transformation has been a buzzworthy phrase in the business world. Over the past year, **Elevate, our Managed Voice Unified-Communication-as-a-Service (UCaaS) solution**, has allowed customers to consolidate all communications within their business – telephone, email, chat, video, etc. – into one simple platform. We've had a great initial response in this area and look forward to introducing more SMBs to this game-changing communication solution.



## AI AND OFFICE TECHNOLOGY



Artificial Intelligence (AI) has been a game changer in many industries. Here's what we've seen and where we envision AI is headed within the office technology industry.

### AUTOMATION

Formerly manual tasks, such as ordering a replacement toner cartridge can now be automated. For example, just-in-time toner delivery added to your Managed Print Services (MPS) contract can use AI to estimate when your toner will run out and send a message to your MPS provider when a new cartridge will soon be needed.



### DATA ANALYSIS

An organization's data is often its most valuable asset. With the help of specialized software, AI can analyze the large amounts of data generated by office technology devices. This analysis will show who, when and how each device in a print fleet is used.



### PERSONALIZED EXPERIENCES

A regular review of the trends produced by this analysis will offer insight into potential gaps or opportunities to adjust your print fleet for optimal performance. Many of our customers have had great success with this tactic – improving productivity and saving money!



## THE BOTTOM LINE

Change is constant. Enlisting the help of an expert office technology partner can assist your business to streamline processes and reach higher goals. Contact the Gordon Flesch Company to transform your needs into your office technology of tomorrow.

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