

Bon Voyage Rickie Nelson

We're saying farewell to one of our most valuable technicians here at Kelly Office Solutions. Our technician Rickie Nelson has been with us for forty-eight years. He has always been a knowledgeable technician and a wonderful asset to our team. We wish him the best in his retirement and hope he will stop by to visit us from time-to-time. If you have some kind words or a fun story about Rickie, please feel free to send those into our email, and we would be happy to share them with him. Thank you so much for all of your hard work over the years, and we hope you enjoy every minute of your retirement. You will be greatly missed!



Why SMBs Are Turning to the Cloud

Small- to medium-sized businesses (SMBs) are embracing the cloud to improve the way they operate and to gain a competitive edge. SMBs are turning to the cloud for a number of reasons, including:

Lower costs – The cloud will save SMBs money by eliminating the need for costly physical storage, IT maintenance, software licenses, and upgrade fees. These responsibilities fall upon your cloud vendor and are included in your monthly fee.

Improved security – Cloud technology gives SMBs access to stronger data security measures than they have the time, skills, experience, or resources to implement on their own.

Increased scalability – Your business might be small today, but with any luck, you will experience growth in the future. Cloud solutions are scalable, enabling you to easily and affordably accommodate additional employees, locations, etc.

Greater collaboration – Few businesses these days have their entire staff working exclusively from the same location and never away from their desks. With your workflow hosted in the cloud, your staff has the ability to work remotely without any limitations.

The Fundamentals of Good Leadership

Vision: A good leader must create a common vision, then clearly communicate it to their team and inspire them with it. Motivating employees to buy in to an idea is key to achieving it.

Communication: The ability to clearly and effectively advance information and ideas throughout their organization in an inspirational and persuasive manner will be found in every good leader's tool belt. This includes writing, speaking, and listening. (Yes, listening.)

Trust: Good leaders trust their staffs and employees trust good leaders. Hire good people and let them do their jobs, avoiding micromanagement, while inspiring trust from them through character and competence.

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Why Corporate Recycling Programs Are Business-friendly

Corporate sustainability is growing in popularity, as companies are increasingly aware of the impact their businesses have on the environment. One simple way to improve your company's commitment to the environment is through a corporate recycling program. Implementing a recycling initiative is a greener way for your company to operate, benefiting both your bottom line as well as the environment. Here are a few of the perks you can expect to realize from participating in a recycling program.

Save money – Businesses are always looking for ways to contain costs, and a recycling program is an easy place to start. Simply reducing the amount of waste you produce will lower your waste removal and landfill costs. To really experience significant savings, combine recycling with a concerted effort to print less, implement duplex printing whenever applicable, and utilize energy-efficient office equipment. You'll save money by using less paper, ink or toner cartridges, and electricity.

Boost your reputation – Statistics show people care about the environment and prefer to do business with eco-friendly companies. According to a report by Shelton Group, 66 percent of consumers said they would pay more for a product if it came from a sustainable brand. Business leaders are well aware of the positive impact environmental stewardship has on their company, with more than 90 percent of CEOs saying sustainability is fundamental for success. Companies demonstrating a commitment to the environment generally outperform those that don't. A recycling program is a surefire way of improving your company's reputation among clients and prospects, as well as prospective employees.

Increase employee morale – Employee engagement is a popular buzzword these days, as smart employers know an engaged employee is a more productive one. Most employees want to work for companies committed to the environment. This is especially true of millennials—the largest generation in the workforce—the vast majority of whom believe a company's sustainability is important. Simply knowing they work for a socially responsible employer will help improve your employees' engagement. Happier employees are also less likely to leave, reducing turnover rates.

Is your business ready to do its part by becoming more sustainable? Contact us today to learn more about implementing a corporate recycling program in your workplace.



Based in Winston-Salem, North Carolina, Kelly Office Solutions is locally owned and operated, and has been servicing the Triad since 1947. Kelly Office Solutions is proud to offer a wide selection of copiers, printers, digital duplicators, fax machines, and multi-use systems. With three of the most reputable digital imaging companies backing us — Savin, Canon, and Konica Minolta — we can evaluate your needs and provide the solution that fits. Whether you are looking for a small black & white copier, or a full-scale networked color multi-use system, our sales team can show you how to get the most out of your digital imaging investment.



Call us today for a free consultation:
1-800-34-KELLY
www.kellyofficesolutions.com

Lunch & Learn in Charlotte!

We will be having a Lunch & Learn at our Charlotte Office location on April 9th, from 11:00-3:00. The machines will be up and running from Ricoh, Canon, Riso, and Duplo. There will be food, prizes, and some outstanding features to see from these machines.

If you haven't had the opportunity yet to contact your sales representative, please do so as soon as possible. You don't want to miss out on this opportunity to see these machines in action. Our Charlotte office address is listed below along with the number. We hope to see you there!

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The Paperless Office: What Is It and Is It Attainable?

In theory, the paperless office is one free of paper documents, a workplace that instead relies on electronic forms and automated business processes. These alternatives to paper documents are facilitated through the use of technology—such as computers, scanners, document management software, servers, electronic workflows, and cloud computing—which combine to create a digital environment in which our information is created, stored, and managed.

While the technology is available to facilitate the paperless office and realizing one does offer value to a business, is it realistic? Statistics say some organizations claim to have completely quit paper. However, in reality, at this point in time a "paper-less" or "paper-light" office is a more likely scenario for the average company. Completely abandoning paper documents is a huge leap, a monumental transformation for a species that remains exceedingly comfortable with paper. Not to mention, working with information on an old-fashioned piece of paper still has its benefits.

As we await the arrival of the truly paperless office, is your business looking to go paper-less or paper-light? We offer hardware and software solutions to help you decrease your reliance on paper, while automating business processes and more effectively managing your information.



How to Deal with Difficult Clients

While any business worth its salt strives to meet their clients' expectations, there are those clients whose demands are unreasonable, making them impossible to meet. Here are some tips to help you coexist with difficult clients.

Manage their expectations – Be sure to understand your client's expectations when the project begins, and agree upon a clear, realistic deadline before any work is started. Contracts should contain the exact scope of work to eliminate any issues down the line.

Stand your ground – Set boundaries with difficult clients and do not get pushed beyond them. Whether it is speaking up at the first sign of rude behavior, reminding clients what was included in the scope of work, or informing them of your office hours, stand your ground.

Keep your cool – Sinking to a boorish or hostile client's level won't accomplish anything—other than exacerbating the situation. Keep a level head and always remain respectful. If that doesn't work...

Cut your losses – While no business wants to lose clients, sometimes it's the lesser of two evils. Some clients just aren't worth the headache. Eliminating the toxicity they bring to your staff and workplace will benefit you in the long run.

Is Your Printer Putting You at Risk?

Despite the high cost of a cyberattack, many organizations continue to ignore a major security vulnerability that can pose a serious threat to their data: their printers. Modern printers have evolved into powerful solutions that can have a tremendous impact on workflows by automating manual tasks. These smart devices are essentially networked computers that serve as file servers in many workplaces. Like any other networked device, your printers must be protected against unauthorized access to keep your sensitive data out of the wrong hands. However, printers are commonly overlooked when it comes to security. According to a survey by Spiceworks, 43 percent of companies ignore printers in their endpoint security approach.

While your office printer poses a security threat that should not be ignored, there's no need to disconnect these venerable and valuable devices. Like any other risk, those presented by modern printers can be mitigated through awareness and diligence. Your printers can be secured through a number of security measures, such as firewalls, disk encryption, Secure Sockets Layers (SSLs), firmware updates, and regular patch management. Replacing older printers with newer models will also help protect your data, as these devices typically come equipped with embedded security features to help mitigate risks.



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