



Customer: Dex Imaging
Website: www.deximaging.com
Customer Size: 25 operations, 720 employees
Country or Region: United States
Industry: Office equipment sales and service

Customer Profile

Dex Imaging is one of the largest independent dealers of office equipment in the country, selling and servicing copiers, scanners, and printers across the Southeast United States.

Software and Services

- Windows 8
- Microsoft Office

Hardware

- Microsoft Surface Pro 3

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Office equipment provider transforms sales with Surface Pro 3 devices

“In my 30 years in the business, the Surface Pro 3 is the absolute best tool we’ve given our salespeople. It’s extremely powerful, easy to use, and is having tremendous impact.”

Cary Frisenda, Regional VP of Sales, Dex Imaging

Headquartered in Tampa, Florida, Dex Imaging is one of the country’s largest independent dealers of office imaging equipment. Last year, it deployed Microsoft Surface Pro 3 devices and a custom Windows 8 app to its entire sales staff, enabling VPN accessibility from anywhere and reducing sales cycles from 20-plus days to less than a week. To add to sales team’s productivity gains, the company plans to equip service reps with Surface devices.

Constantly at the office

For Tammie Brewer, working from the road wasn’t as convenient as it could be. As Director of Sales at DEX Imaging, she found herself constantly returning to her office in between customer appointments to work on her PC. “I could access my iPad from the road, but could just view attachments to my email. I couldn’t work on a proposal or make any document changes,” says Brewer. “If the customer wanted to change something, I had to return to the office to get it done.”

They need to be out of the office and on location with customers to observe and

analyze local needs. However, once a consultation or sales presentation is over, they must return to their office to create proposals, amend presentations, or write up contracts on a PC. “I never carried a laptop with me. They were just too big with everything else I had to carry around,” says Brewer. “The iPad just didn’t get me anywhere.”

Windows-based flexibility

In 2014, Dex Imaging set out to upgrade its sales associates’ tools. “Since we sell the latest technology, our customers expect us to be cutting edge,” says Dan Doyle Jr., CEO at Dex Imaging. “So, we wanted to

equip our people with the latest and greatest in technology.”

Chief Information Officer Patrick Adesso investigated all types of devices, looking for suitable battery life, durability, and VPN connectivity for sales reps who often complete deals standing next to a copier. Once he saw the Microsoft Surface Pro 3, he knew that he’d found the perfect solution. “Any company that truly does their homework will see that Surface is the right device for them.”

Integrating the Surface Pro 3 with an IT infrastructure that already ran on Microsoft technology saved Dex Imaging time and money—no need to hire or train on a new platform.

“We were already a Windows shop,” explains Adesso. “Our reps rely on the Microsoft Office suite. They use Outlook calendars and Word and Excel to work on proposals. When Surface Pro 3 came out, we realized it was a perfect fit for both performance and scalability.”

Sleek, timesaving device

Dex Imaging also forecasted that the polished appearance of the Surface Pro 3 devices would enhance its reputation as a technology leader. “When our sales reps walk in with a Surface device, the customer is kind of wowed,” says Doyle. “It leads customers to believe, ‘OK, these guys understand technology. They’re using it. They know what I need.’”

The company also suspected that it could make huge efficiency gains by putting a powerful Windows-based device in the field. Since field sales need to be out in front of the customer, “the more mobile they can be, the more face time they can get,” says Doyle. So, the Dex Imaging IT department set out to streamline processes and drastically reduce sales cycles. “We used in-house resources to develop custom Windows 8 apps for a device that promised

to be extremely user-friendly, with plenty of space and processing power,” says Adesso. And because the Surface is a Windows-based device, Adesso’s team was able to easily include VPN connectivity to the corporate network.

Efficiency from anywhere

By transforming its sales process from a paper-based workflow into a digital process, Dex Imaging moved closer to its goal of reducing sales cycle time and improving customer satisfaction rates. The company replaced its antiquated, paper documentation process by incorporating a custom Windows 8 app with the Surface Pro 3 devices, which were provided to all 170 sales reps. The Surface devices, along with the new application and VPN connection to the corporate network, gives Dex Imaging salespeople access to everything they need from the road.

Outfitted with her Surface Pro 3, Tammie Brewer no longer has to run back to the office between customer meetings. Now, she can simply access documents, alter contracts, and collect digital signatures while out meeting with customers.

Tablet and laptop in one

Dex Imaging reports that sales reps are surprised by how well the devices perform. “They expect the equivalent of an at-home tablet and discover that the Surface Pro 3 is truly a laptop in the form of a tablet,” says Adesso. Very lightweight and easy to use, the Surface Pro 3 offers the capabilities of a laptop with the convenience of a tablet.

“The Surface Pro 3 is extremely powerful, easy to use, and is having tremendous impact,” adds Cary Frisenda, Regional VP of Sales at Dex Imaging. “In my 30 years in the business, the Surface Pro 3 is the absolute best tool we’ve given our salespeople.”

With each new Surface device, Dex also provided a pen, typing cover, monitor, and docking station. The accessories were all very well received. Brewer says, “The pen is great. I collect signatures and take notes to easily share over the Internet. I used to have Post-it notes all over my car and not be able to find what I wanted when I needed it. Now, I save everything to Microsoft OneNote.” The firm is getting rid of paper on the whole, because the devices provide staff the ability to communicate, collaborate, and problem solve online.

Time savings up to 70 percent

Huge efficiency gains were made by enabling sales reps to stay in the field selling, instead of spending their valuable time in the office doing paperwork. Before, sales staff could spend more than two hours completing paperwork for a large deal. Now it takes as little as 15 minutes with the Surface Pro 3. Using the Surface pen, customers can sign contracts digitally in the field. Orders are delivered instantly to Dex Imaging, and are often shipped before the sales rep has even left a customer site. The prior process took 28 days from signed contract to received product. Now with the Surface Pro 3, the sales cycle has been reduced to less than one week.

“It’s a huge timesaver,” says Brewer. “I’ve reclaimed a lot of my time during the day and on weekends, too.” Because of sales team’s huge efficiency and productivity gains, Dex plans to transform its service department by deploying Surface Pro 3 devices to all its mobile service personnel. “The service technicians currently use laptops that are a bit clunky and don’t have all the apps and bells and whistles of the Surface devices,” says CEO Dan Doyle. “They’re as excited as we are to get their hands on the new tools.”