



Lanier Kicks Off REvolutionary Thinking

At the ALLIANCE 2008 Conference, increased emphasis was placed on shifting the document management industry away from hardware and break/fix service revenue and profit and focusing more on a professional services model. To expand market share and strengthen its vision, Lanier developed the Real Enhanced Value (REV) concept.

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This first issue of the New Year comes at a time of great change within the overall business environment and within the Lanier organization itself. You will read about the "bold moves" that our organization has recently made to help ensure the long-term health and growth of the Lanier dealer network. In addition, we review some key takeaway principles that were imparted at the last Alliance meeting in Las Vegas.

The successful business and sales strategies of some of our dealers are prominently featured. These stories represent great people from great companies. We are proud of their growth and achievements.

