



**\$7,000**

savings per year (projected)  
for one longtime customer

**400%**

growth in scanning  
service orders

**\$100,000**

additional recurring  
revenue per year  
(projected)



# Historic Office Equipment Dealer Moves to Forefront of Digital Era

The nation's fifth-oldest office equipment dealer sees a future in offering the newest office technology. Waltz Business Solutions was founded in 1892 by Frank Waltz to sell and repair adding machines and typewriters to newly arriving businesses in downtown Cincinnati, OH.

Today, Waltz remains family owned, by the Jehn family, who bought the company in 1961, and customers who visit will find the latest in multifunction printer-scanning devices and a "solutions division" that offers scanning services and, more recently, cloud information management products and services.

## Business Goal:

Based in the Cincinnati suburb of Crestview Hills, KY, Waltz now serves the greater Cincinnati metro area (population of 1.7 million as of 2020), northern Kentucky and eastern Indiana. As has been the case since its founding, the company's goal is helping customers by providing the latest in office tools.



"The future of Waltz Business Solutions is predicated on changing with the current trends of technology," Waltz President Jerry Jehn says. "Starting as a typewriter shop in downtown Cincinnati, we advanced through the first wave of fax machines and copiers to the digitally connected devices of today. The conversion of paper documents to digital is one of the three pillars of our company and we plan to expand and continue our 'scanning as a service' into the foreseeable future.

## Case Study Facts:

### Challenge:

Expand into digital products and services; identify new sources of recurring revenue to offset weakening demand for traditional print products and services

### Solution:

Offer PaperVision®.com, ImageSilo® and other information management products and services as part of the Digitech Systems reseller and dealer partner program

### Results:

Successfully expanded customer base and increased recurring revenue by meeting customers' changing office technology needs

By converting to a digital format, companies are reclaiming square footage and recouping fees previously dedicated to document storage. Here at Waltz, we are ready and willing to help with that conversion.”

## The Digitech Systems Solution

Waltz offers customers the PaperVision®.com, ImageSilo® and PaperVision® Enterprise product suites that enable organizations of any size to securely organize, store, manage and access information from anywhere. PaperVision.com and ImageSilo are cloud systems. PaperVision Enterprise is an on-premise system.

## Business Value to Waltz Business Solutions

The company’s information management services is in its early phase but the outlook is promising, company leaders say. Aaron Barnett, manager of the digital conversion division, says the optimism stems in part from the success and flexibility of Digitech Systems’ reseller program. The program offers multiple entrypoints to the growing cloud information management services market. And, importantly for office equipment dealers, it provides a new source of recurring revenue to offset a decline in traditional print copier services.

The company forecasts an additional

\$75,000 to \$100,000 a year in annual revenue within 3 to 5 years.

“We see the benefit of offering ImageSilo and PaperVision.com to our clients through both our scanning bureau and our internal clients. This will help to build recurring revenue that will offset declining copier clicks,” Barnett says. “Whether we lose a client to a competitor or they’re just not printing as much, we must figure out different ways to stay ahead of that curve and be profitable across the board. And recurring revenue in services is pivotal—mission critical, in my opinion,” Barnett says.

Waltz conducted a detailed search before choosing Digitech Systems as a partner, Barnett says. After learning of the success of other Digitech Systems resellers, Waltz’ executives signed up. “I think they heard those numbers and were like, ‘Wow,’ “ Barnett said.

The 2020 launch of PaperVision.com was welcomed as a way to offer more options. With its per-user, tiered-services pricing and ample data storage, PaperVision.com is a good fit for organizations implementing their first system or downsizing from more feature-heavy versions, Barnett says. With PaperVision.com, “I’m only going to sell you what you need. You can grow at your pace. And the amount of storage per user is attractive,” Barnett says.



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**-Jerry Jehn, President, Waltz Business Solutions**

Partnering with a single technology provider offering multiple ways to meet customers’ information management needs – including providing them their own system -- also appealed to Waltz. The new scanning services are popular (orders have jumped 400% to 200,000-250,000 documents a month since the COVID-19 pandemic and shift to Work from Anywhere) but Waltz sees a future where more customers will also want information management systems of their own. Barnett says he thinks of that future each time he sees a customer bring in a truckload of boxes for scanning. “We’re looking to create solution-based scanning services from day forward. If we don’t, not only do we miss an opportunity but we really don’t help that client because in another three years they’ll have another 50 or 60 boxes they don’t have space for.” Three of the first PaperVision.com licenses sold by Waltz were purchased by customers of its scanning services, he notes. Meanwhile, talks are ongoing with another client – a nonprofit food bank in Cincinnati -- on switching. “They can’t continue to increase costs. It doesn’t make any sense for them,” he says. “PaperVision.com will give them more storage than they’ll ever need and they’ll save \$6,000 to \$7,000 a year.” Waltz’ flexibility has been one of the keys to its success dating back to the age of the adding machine. Matt Jehn, vice president, cites a “long history of a loyal client base who appreciates value vs. price.”

## Conclusion

For Waltz Business Solutions, the chance to generate recurring revenue while meeting customers’ evolving needs is the way forward in the competitive office technology market. “We do an excellent job in our world but—like every other copier dealer—we’re going against declining print clicks, right? We see cloud solutions, scanning services and recurring revenue to be very important,” Barnett says.

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