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WHAT'S**INSIDE**

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A message from Chris Fullarton, Sr. Vice President–Imaging

Emery O. Johnson built this organization on this principle: do the right things and the right things will happen. When I look out across our entire organization, I see great people accomplishing amazing things. Now in our 65th year, we've seen many changes to our business, while our commitment to excellence continually expands. Over time we're honored we've become an indispensable technology partner to our clients, while supporting our communities and providing an extraordinary workplace culture. Our founding father would be proud.

What makes EO Johnson a great place to work and a great business partner is agility. We adapt to the changes our clients face, and strive to be a reliable, indispensable partner. Our commitment to communities where we live and work is second to none. And our extraordinary workplace culture is revered by both employees and clients. I'm extremely proud of our organization's accomplishments over the years and our inherent ability to deliver on Emery O. Johnson's vision.

As your business has changed, so has ours. From copiers to printers, we know business technologies are crucial to your operations. More, we're proud to help organizations improve efficiency, streamline processes and enhance workflows. In this newsletter, we highlight timely industry topics on many client roadmaps. From our label and mobile computing offering, and understanding security risks of copiers and printers not set up properly, to the daunting prospect of digitizing paper documents. Rest assured, our experts will help you through the process and show how a SOC 2 Certified digital scanning provider can give you peace of mind. Our team will also walk you through our consulting services, including the keys to successful change management and why it's crucial to partner with an organization that gets it.

We're excited to celebrate 65 years with you: our clients, our communities and our amazing team. Thank you for your business and the trust you have instilled in EO Johnson Business Technologies—we wouldn't be here without you.

Christopher Fullarton

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BUSINESS TECHNOLOGIES

How Managed Print Services Boost ROI for Thermal Printers

Zebra Printers and other thermal printer solutions are better with MPS

By **Steve Cain**, Managed Print Services Director

Having managed print services can have a positive effect on your thermal printer's performance and supply needs in many ways. Any leader knows that keeping tabs on your thermal printers and supplies is time-consuming, and internal support departments usually take action only once workflows have been disrupted. In most cases, work comes to a screeching halt for a prolonged period of time while IT helpdesk tickets or purchase requests are queued and processed. However, enlisting the help of a Managed Print Services (MPS) provider will enable you to mitigate the issues related to thermal printers that are often overlooked. Here's how.

1. **Your MPS provider is always monitoring and maintaining your Zebra printer or other thermal printers, even when you and your team can't.** An MPS provider will have real-time, remote visibility into the thermal printers that are distributed throughout your facilities and often the ability to receive alerts about printer utilization and supplies consumption. These actionable insights will enable either your team or theirs to respond immediately and, in most cases, proactively. We can push out a security update, change a setting, launch diagnostic processes, or automatically order supplies. As a result, your printer configuration becomes consistent, secu-

rity becomes airtight, supply availability is never a question. Imagine almost effortlessly maximizing the efficiency of your thermal printer fleet. An MPS provider can help anticipate and prevent thermal printer-related problems, thus reducing your workload.

2. **Your MPS partner works to reduce what you spend on thermal printing.** Having a partner who is actively working toward reducing your thermal print and other printing spend, rather than constantly pushing you to spend more on hardware and supplies is invaluable. Experts estimate 50% of businesses don't know what they're spending collectively on thermal printing. An MPS solution provider gives you visibility into your thermal printer and supply utilization, so it becomes easy to predict the costs of your printing solutions, particularly as you start to scale your printing applications or expand your device fleet.

3. **Your MPS provider may be able to sell the hardware you need and service your thermal printers.** As a provider of Zebra printers and a Managed Print Services provider, we can help our clients with all of their thermal printer technology needs, including hardware for your device. And with more

than 70 technicians in Minnesota, Wisconsin, and Iowa, we can service your Zebra printers as well, at your location or wherever you need us. Having a partner who can provide these benefits is valuable to the productivity and efficiency of your business.

An MPS provider can also help you maintain the right mix and volume of printing supplies at each site with minimal intervention required. In short, MPS has the ability to help stabilize thermal printing supply levels, which can significantly reduce work stops or reversions to manual workflow processes due to label, ribbon, or wristband out-of-stocks. And as you know, any of these issues can result in fulfillment delays, the mislabeling of shelves or specimens, and other costly mistakes. MPS also helps to reduce wasteful procurement spending from overstocking supplies and keeps you from incurring expedited fulfillment fees due to rush orders when inventory is fully depleted.

Similarly, an MPS provider can help you avoid overspending on obsolete or unnecessary thermal printers. They can analyze performance data to help you right-size your fleet and determine the best physical location for each printer across your facilities, based on actual versus presumed utilization. MPS experts, like ours, can also alert you when a device is approaching the end of service and help you select the appropriate replacement solution in a timely and cost-efficient manner. The results are obvious: you avoid application downtime, bypass unexpected maintenance costs and eliminate unnecessary IT support demands due to an underperforming printer.

Reducing costs of thermal printing with MPS

You can significantly reduce the hard costs associated with hardware, supplies, and thermal printer solution maintenance. More importantly, you can reveal and reduce the hidden print-related costs:

- IT helpdesk and support burden
- Time-consuming procurement and administration
- Fragmented purchase decision-making and high device variety can make it challenging to select the right hardware and supplies for your printing application
- Productivity disruptions and operational inefficiency
- Environmental sustainability

Your thermal printing-related budget will become more predictable, your procurement process more streamlined and your devices more manageable. Your employees will also be able to move through their workflows uninterrupted thanks to the increased reliability and consistent availability of your Zebra printer or other thermal printing solution.

Zebra Printers

Print Confident. Print Secure. Print Zebra

ZQ630 RFID Mobile Printer

Premium performance mobile RFID printing. Anywhere. Anytime. Boost productivity with the ZQ630 RFID's fast, high-quality printing and state-of-the-art features. Color display, easy navigation, instant wake over Wi-Fi or Bluetooth, industry leading battery capacity and technology, and now RFID-all packed into one lightweight, durable mobile printer.

ZT610 Industrial Printer

The ZT610 combine rugged durability and exceptional performance on a user-friendly, future-ready platform. This next-generation workhorses are designed to help you navigate the rapidly evolving business technology landscape. This industrial printer has you covered today—and for years to come.

ZD621 4-Inch Desktop Printer

You need a premium, quality printer that's built to perform flawlessly—day in and day out. Rely on Zebra's ZD621 desktop printers, advancing the proven and popular GX Series printers. Unmatched security that's contantly evolving to safeguard your sensitive data and shield you from cyberattacks.

ZT400 Series Industrial Printers

Drive productivity with the ZT400 Series. Constructed with an all-metal frame and bi-fold door, these printers are durable and allow easy access. The 4.3-inch full-color display with intuitive interface makes them easy to use and show color-coded printer status alerts. Available in three print resolutions and two print widths.

ZD510-HC Wristband Printing Solution

This thermal printer has easy-to-load cartridges containing the only antimicrobial-coated wristbands on the market—Zebra's Z-Band® wristbands. Your IT department will find these printers easy to integrate, manage, and secure.

Copy and Print Security in a Dangerous Digital World

Dan Mengel, Advanced Hardware Applications

"Are my printers and copiers secure?" It's a question we get often. And for good reason. Increasingly, copy and print security are essential to protecting your business. Luckily, the right business technologies and managed service providers can ensure you have the highest level of protection from attack.

Think it can't happen to you? Think again. In August 2020, the technical team at Cybernews.com hacked 28,000 printers. Luckily their intent was only to print out a manual on securing printers at each device. The methods used to perform such an attack are surprisingly simple and available to anyone with an internet connection. While the Cybernews.com team's motive to spread awareness of printer vulnerabilities was admirable, those with insecure printers might not find such luck with the next hackers.

Understanding how bad guys set up attacks
Individuals and even organizations often ask, "Why would anyone attack me? Or my small business? Or our school?" assuming they are too rural, too small, or don't have valuable information for hackers. The unfortunate truth is hackers are very savvy and armed with cutting-edge tools. These tools are automated, specialized, and can perform a mind-boggling amount of functions across many connections concurrently.

Often the attack doesn't start with a targeted individual, business, school, or municipality, instead, it starts by scanning for easy access. In other words, your vulnerable print device is the target because it's vulnerable in the first place. Once a hacker has found a vulnerability, they can use this as an entry point into your entire network. DDOS attacks, botnets, spyware, ransomware, and a host of other attacks are now available at the hackers' discretion. That's why printer security is so vitally important.

"But doesn't our firewall protect us?"
While it's true the importance of a firewall can not be overstated, the shocking truth is, hackers are attacking from within more than ever before. IoT (Internet of Things) and social engineering attacks continue to skyrocket in 2022 with no signs of slowing down. Unlike PCs, there is no anti-virus software for most IoT devices, including copiers and printers, making them particularly vulnerable.

What does that mean for you? Hackers can use a single device to leapfrog onto a network allowing them to add malware, pull sensitive data, cause disruptions, and even take down a network.

How can our copiers and printers be secured against potential threats?
Attackers are most often targeting insecure (and unused) protocols, insecure device admin passwords, and outdated firmware vulnerabilities. The most impact you'll find in protecting your network will come by taking three important, basic steps:

- **Close Unused Ports and Protocols:** Telnet and FTP are examples of highly targeted and insecure protocols whose ports (23, 20/21) should be closed.
- **Update Admin Passwords:** Many manufacturer default passwords are insecure and need to be updated before connecting to your network.
- **Update Firmware:** Hackers are reading through CVE reports and scanning for vulnerable firmware versions to exploit. The best way to protect yourself from this while keeping device functionality current is to continually update device firmware.

While completing these three basic steps will protect you from most attacks, additional print security considerations should be taken into account. These security measures below will help to give you and your organization additional peace of mind:

- **Explore Authentication For Secure Printing And Scanning:** This will help to ensure only the person who prints a document is receiving it and gives you an audit trail of anyone accessing a device.
- **Consider Turning Off USB Connections:** USB sticks and Flash drives can contain malware and viruses; this extra functionality is often not worth the risk.
- **Avoid Analog Faxing:** An exploit in faxing dubbed "Faxploit" showed this risk of analog faxing and how fax protocols can be exploited. Cloud faxing helps to protect against this risk and unauthenticated fax users.

Depending on the compliance standards of your industry, corporate security policy, and sensitivity of data, there can be many factors to take into consideration. You may also want to consider SNMP community strings, printer certificates issued by a CA, specialized printer security software, and other protections to ensure your valuable data and network access are fully protected. Bottom line: print security is everybody's business. To discuss the specific security needs for your print devices and keep your network secure, contact an EO Johnson representative today for a free consultation.

How Can I Make Bulk Document Scanning Affordable for My Business?

Jerry Rozek, Scanning Operations Manager

Most business leaders are aware that hiring a company to scan documents to digital format provides numerous benefits. Information is backed up, secured, and can be retrieved and shared more efficiently. Space once occupied by records can now be reallocated for other use. Transitioning from paper to digital requires a financial investment of applying internal resources or working with an outsourced service provider like EO Johnson Business Technologies to complete the work. Records are a vital part of every business, but in most cases, they do not generate revenue. They only generate cost. Identifying a path to reduce cost is critical to planning a successful scanning initiative.

There are two primary factors that influence scanning cost when you consider companies that scan documents: volume and time. Here are four steps businesses can take to minimize the impact of these factors.

1. **Establish a retention schedule to determine what to scan:** A retention schedule (or policy) is a key part of the lifecycle of a record. It describes how long a business needs to keep a piece of information. Establishing and applying a schedule helps to identify records that may or may not need to be scanned, reducing the overall volume.

2. **Let activity level dictate the level of detail:** There are multiple ways in which paper records can be scanned, and each combination of options requires a different amount of time and cost. Start by asking yourself "How detailed does the finished product need to be?" The answer may lie in a second question: "How often do I look at these records?"

3. **Apply resources and automation wherever possible:** When working with companies that scan documents, or an outsourced scanning partner like EO Johnson, the best way for a customer to save significant cost is to apply resources to the project. Document prep which includes pulling staples, repairing pages, and taping down small items prior to scanning can be a very time-intensive process. It requires good old-fashioned "elbow grease." Using internal staff to complete this portion of the work provides massive savings compared to outsourcing it. It is safe to say that just prepping documents for scanning can be anywhere from 30-50% of the entire outsourced cost. Additionally, customers who prep their own records can also purge any non-essential pages, which further reduces the volume of a scanning project.

Document Indexing is the process of associating or tagging information with a digital document allowing it to be easily found and retrieved later. Often times this information already resides within another core business system. For example, most businesses have a list of all of their current and past employees. By using that list or database, barcode sheets can be created and inserted as the first page of a document. This eliminates the time and cost of performing manual hand key data entry.

4. **Consider spreading cost over a longer period of time:** Sometimes the volume of records to scan and the time required to do it can have a significant total price tag. Having that cost hit a business all at one time can prohibit moving forward with a project. Spreading cost out over a longer period of time helps to minimize the financial impact. A $20,000 scanning project spread out over a three-year period equates to just over $550 per month. Following the same logic, a long-term strategy also helps to minimize the strain on required resources that a customer applies to save cost.

A $20,000 scanning project spread out over a three-year period equates to just over $550 per month.

We can help scan your documents

Understanding the benefits of going paperless and digitizing your documents with bulk document scanning is easy. But, knowing exactly how and where to start may seem challenging. A paperless initiative has to make sense for your business both organizationally and financially. EO Johnson can help by providing the information you need to make sound business decisions. Our approach is "hands-on." We not only review the types of documents you have but learn about how those documents are created and used in your organization. With this, we can develop a bulk scan service solution that not only addresses your specific needs but also makes the transition to a paperless office seamless for you and your staff.

Contact us to learn more about how we can help you digitize your documents affordably. Call 844-365-4968 or go online and request more information at eojohnson.com.

Change Management: The Keys to Successful Organizational Change

Jeff Balacek, Assistant Solutions Manager

Change is the very nature of business. And if we resist change, we become a victim of it. That's why smart business leaders know it's essential to leverage change management, to ensure your organization makes the most of the opportunities presented by change. Having a change management consulting partner or process improvement consulting firm can make change management seamless and help your organization move forward with a shared vision.

So what are the key strategies for companies to utilize when change is imminent? Here are the keys to change management, from the business consulting experts at EO Johnson Business Technologies.

Strategies for successful change management
Managing project change or organizational change is no easy task. It helps to have an understanding of successful strategies for change management to ensure smooth implementation. Developing a plan with a clear change scope that includes identifying roadblocks to success, a communications approach, and pinpointing stakeholders and key audiences is a good start. Here are the steps we recommend for change management success.

1. **First, prepare**
   Proper change management can only occur when you have prepared stakeholders for the upcoming change. That includes educating employees about why the change is necessary and beneficial. Skip this step and you are likely to find employee engagement will drop and resistance to change can stymie your efforts. But staff who feel included in the process and who have an understanding and appreciation for the need for change will be a greater source of assistance when change is implemented.

2. **Develop your plan**
   When key players are ready to embrace the upcoming shifts, it's time to develop a plan for making it happen. This plan should include your organizational goals that the change will support, as well as what success looks like and how it will be measured. You should also assign tasks and responsibilities to stakeholders, and clearly define the project scope. And of course, take care to identify barriers to success that might occur.

3. **Ready, set, change**
   It's time to make it happen. Move forward with the steps you have painstakingly plotted out, being sure to support employees as they move toward the organizational goals. Communication is essential throughout the entire process as it will help staff maintain focus on the goals and strategies in place.

4. **Don't look back**
   For changes to remain in place, the company culture must embrace them, or you risk going back to the previous way of doing things. It's especially important to be aware of this risk when implementing changes to process, company culture, or strategic approaches, to ensure they become a part of the company ecosystem for good.

5. **Track successes and opportunities for improvement**
   Not every change that is implemented will be a success. As with any major initiative, it's important to take time to analyze the success of the initiative and glean insights that you can use in future change management opportunities.

Again, a change management consulting partner or project management consulting expert can help you every step of the way, so that your change management efforts have a greater chance of success.

Change management consulting, process improvement consulting, and more
When it's time to improve your business's processes and performance, you don't have to go it alone. At EO Johnson Business Technologies, we have a team of experts who can help you work smarter, not harder. From gaining an outside perspective to determining priorities and optimizing project management, we can help make Your Business. Better.

Check out our website for a full spectrum of change management, process improvement and overall business consulting services to improve your company's processes and performance today. Or, contact us to get started.

eojohnson.com/digital-consulting
844-365-4968

Cyberattack Crisis Response

Guidelines and Best Practices for Business

When your business becomes a victim of cybercrime such as hacking, phishing or other security incidents, taking action is essential. But knowing exactly what actions to take, and what to prioritize can be challenging, especially when dealing with potential customer fallout, public relations crises or many uncertainties related to the scope of damage done to the organization. Like any crisis, a security incident should be part of your business contingency plan, which should include company procedures, employees and their responsibilities related to the incident, and a comprehensive communication plan to limit lasting damage to your organization's brand and restore confidence among clients and the public.

Having the right network security professionals on your side before, during and after a security incident or cybercrime is key. And because the best time to plan for a security incident is before it happens, the experts at Locknet Managed IT have assembled this cyberattack crisis response guide to help you minimize damage to your organization and return to normal operations as swiftly as possible.

1. Start Planning

Every organization should have an incident response plan and a plan for disaster recovery. These should be tested often in simulation, with plans updated to reflect lessons learned during those simulations. Having the right personnel in the right roles is key.

- Incident Response Plans should include a list of staff and their roles related to the incident, as well as the responsibilities that fall under those roles. Incident response should also include strategies for protecting your organization's information assets.
- Disaster recovery plans should center on business continuity, including minimizing downtime for your organization and fast recovery of its critical systems.

2. Identify Priorities

A business impact analysis can help your team clearly identify priorities when it comes to your company's assets, data, and systems. This can help you better focus on what's truly critical in your organization from a services and information standpoint, and enables you to identify contingency needs. Examining how the cyberattack will affect stakeholders including clients is a key component of this step, as is determining how long an outage can be permitted. This also empowers your staff to strategize the appropriate steps to recovery.

3. Communicate

Work with strategic communicators to develop a communications plan. The communications strategy should aim to eliminate lack of clarity in the organization's communications process and create unified messaging so that stakeholders receive the information they need when they need it. This communications strategy, depending on the scope of the security incident, may include a media relations component as well as employee and leadership communications. Messaging should include information about the course of action the organization is taking to address the incident.

Learn more, go to locknetmanagedit.com

Check Signers: Optimize for High Volume, Redundant Transactions

Any organization that wrangles with a huge volume of recurring transactions knows the toll it takes. Check signers, or electronic check signing and an automated approval process can optimize your business so staff can focus on other priorities. The latest technologies can allow for timely transactions, by significantly improving the efficiency of your approval workflow which includes check signatures. This amounts to more than time savings. Many companies realize substantial monetary savings, as well. More on that later—but first, how can you know if this solution is a fit for your business? Let's explore.

Is electronic check signing right for you?
At EO Johnson Business Technologies, we're proud to provide several solutions for better managing the high volume of recurring transactions your business or organization handles. With these tools, you can sign checks using a digital signature with a tracked approval process.

"It also gives the flexibility to allow them to change their pre-printed forms and check stock without having to order new forms as the software can modify the output as they need," explains Dan Rickert, Director of Solution Sales for EO Johnson Business Technologies.

Who is this technology right for? "It works really well for non-profits or those that are governed by boards. Also, any organization that wants to have an approval step in the process of sending signed checks out," Rickert says.

Benefits of electronic check signing
Check signers, or electronic check signing technologies, have many benefits. Among them, you can cut down on preprinted check stock and forms. They allow for an audit trail of the signed checks process. And in addition to increased efficiencies and freeing up staff for other tasks, your organization will experience a return on investment based on the volume of printing.

Automated check signatures are an attractive option for many organizations, and there are numerous options when it comes time to select the tech that's right for you. It's easy to use and quick to install. And for those concerned about the limits of their server infrastructure, the experts at EO Johnson Business Technologies have got you covered. "We can offer a network appliance that provides this all, self-contained," says Rickert.

This technology works really well for non-profits or those that are governed by boards

Ready for an automated approval process and electronic check signing?
When you're ready to stop paying for preprinted forms and check stock, and rein in the security on the check printing process, it's time to consider the check signer technology on the market today. There are several options available on the market today; the trick is finding the right one that meets the unique needs of your organization. The experts at EO Johnson Business Technologies are here to help.

Contact us to take advantage of the new efficiencies of an automated approval process. Call 844-365-4968 or go to eojohnson.com and request more information.

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