

# LINCOLNWOOD

## SCHOOL DISTRICT 74

MORGAN STURM & AL FLORES

**GenesisONE**

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# OVERVIEW

- 1) About GenesisONE
- 2) Lincolnwood SD74 - Current Environment
- 3) About Kyocera
- 4) Proposed Machines Overview
- 5) Pricing Overview



An aerial photograph of the Chicago skyline at dusk. The Willis Tower is the central focus, with its spire reaching into a dark, cloudy sky. The city's dense collection of skyscrapers and buildings is visible, with some lights beginning to glow. In the foreground, a multi-lane highway runs horizontally across the frame, and a body of water is visible on the right side. The overall color palette is dark and moody, with shades of blue and grey.

# 1. GenesisONE

# GenesisONE:

GenesisONE is a Managed Print Services and Document Management Provider. We sell printers, copiers, MFPs, software solutions, service, and supplies to most industries nationwide. Our goal is to bring forward-looking, high-value solutions to our customers. We are interested in long-term relationships and doing what is in the best interest of our clients. Therefore, we are focused on balancing equipment to end-user needs and are flexible on billing if usage falls below estimated minimums. We have been in business for over 31 years and have had the same ownership since our founding. This consistency is the foundation for our excellent service and values.

GenesisONE is an independent dealer, meaning that we offer many different brands. We are manufacturer agnostic and can match your needs to the strengths of the manufacturer that best fits those needs. We are fully sales and service authorized on the entire product lines of Brother, Canon, HP, Kyocera, Xerox, and Zebra brands. In addition, we have partnerships with many other hardware and software providers in our industry.

brother®

Canon

 KYOCERA

xerox 

 ZEBRA

PaperCut<sup>MF</sup>

PrinterLogic

upland FileBound

 uniFLOW  
online

 hp

 NUANCE

 iManage

 eCopy®

## OUR TEAM



**MORGAN STURM**

Account Executive  
[msturm@mygenesis1.com](mailto:msturm@mygenesis1.com)



**AL FLORES**

Sales Branch Manager  
[aflores@mygenesis1.com](mailto:aflores@mygenesis1.com)



**JAY BELLMAN**

VP of Sales  
[jbellman@mygenesis1.com](mailto:jbellman@mygenesis1.com)



**JACKIE LEHMANN**

Director of Software Solutions  
[jlehmann@mygenesis1.com](mailto:jlehmann@mygenesis1.com)

## ADDITIONAL TEAM INFORMATION:

GenesisOne	Kurt Nelson	Director of Service	knelson@mygenesis1.com
GenesisOne	Neramid Keo	Solutions Architect	nkeo@mygenesis1.com
Kyocera	Tom Kappel	Area Sales Manager	tom.kappel@da.kyocera.com
Kyocera	Brian Branscom	Business Solution Consultant	brian.branscom@da.kyocera.com



# OUR SERVICE:



## 1. TECHNICIANS

- Achieved over 600 certifications
- Average tenure of 9 years at Genesis
- Have a total of over 180 years of combined experience working on printers and copiers
- Receive regular training on new and existing machines – both online and at manufacturers' facilities

## 2. PROACTIVE SERVICE MONITORING

- Our remote service monitoring technology provides alerts directly to Genesis about equipment issues even before our customers are aware of any problems
- Preventative replacements of maintenance items are routinely provided so as to keep your fleet up and running smoothly

## 3. SERVICE TERRITORIES

- Technicians are assigned to geographic territories to provide speedy response times and to allow them to understand our customers' machines, environments, and processes
- Our national technician partners are fully vetted to ensure that they will provide top quality service across the country

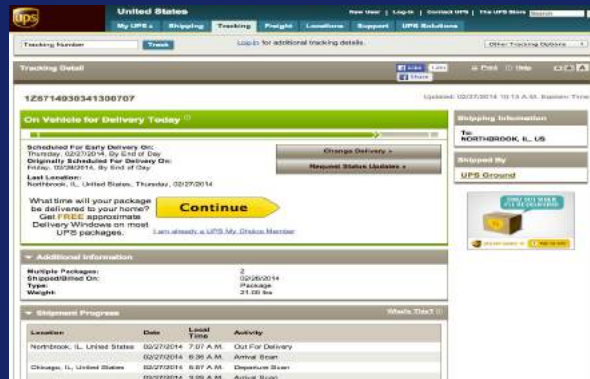
# AUTO TONER REPLENISHMENT:

Genesis monitors all networked devices daily to automatically ship toner cartridges without you having to get involved.

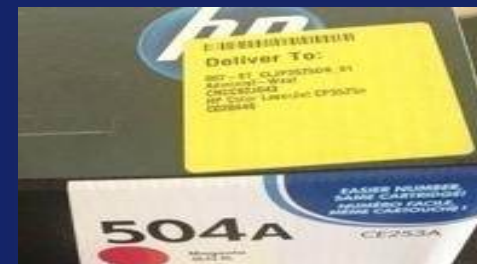
My Printer Manager

Consumables				
Part Name	OEM #	Level Remaining	Last Read of Level Remaining	Estimated Replenishment Date
Black Toner/Ink/Wax	02-21-3914	25.00%	2/24/2014 4:29:25 PM	5/13/2014
Maintenance Kit		90.00%	2/24/2014 4:29:25 PM	Limited Usage
Recent Shipments				
Shipped	Part Name	Shipping Order #	Quantity	TrackingNum
2/26/2014	Black Toner/Ink/Wax	15509986	1	UPS:1Z6714930341300707
				<a href="#">Request Replacement</a>

Website provides a link to UPS Tracking



Toner cartridges will arrive with a **YELLOW** label, which includes information such as printer model, serial number, and a unique location description





# QUARTERLY BUSINESS REVIEWS:

On a quarterly basis, Genesis will review the analyses derived from the device usage reports, service reports, and supply order reports to provide your business with a snapshot of your environment.

Genesis will provide cost reduction ideas through process improvement strategies, new technology recommendations, and / or new programs that become available. We will also provide a roadmap of new technology and equipment as it is released, so as to keep you informed on new opportunities.



An aerial, dark-toned photograph of the Chicago skyline. The Willis Tower is the most prominent building, standing tall in the center. Other skyscrapers are visible on either side, and a body of water is seen in the lower right corner. The overall mood is somber and professional.

2.

# **CURRENT PRINT ENVIRONMENT**

**Lincolnwood School District 74**

# CURRENT ENVIRONMENT

Lincolnwood School District 74:

- Location - Lincolnwood, Illinois

Key Functionality:

- Serves as a highly rated public education institution for grades PK-8

Current Fleet:

- (x6) Konica-Minolta 958
  - Booklet finishers - with tri-fold capability, hole punch, card readers, high cap tray
- (x5) Konica-Minolta 458e
  - Staple (regular) finishers, hole punch, card readers, high cap tray
  - Booklet finisher, hole punch, card readers, high cap tray
- (x1) Konica-Minolta C458e
  - Inner finisher, hole punch enabled, card reader, fax unit, high cap
- (x1) Konica-Minolta C558
  - Inner finisher, hole punch enabled, card reader, fax unit, high cap

Specialty printing: report cards, brochures, Board of Education booklets

Has anything changed?



# CHALLENGES

## 1) Lease Expiration

- Lease expires during school year, January 2023. Seamless transition to new machines is imperative.

## 2) High Volume Color Printing

## 3) Wireless connection needed on 45ppm machine in Lower Level Mail Room and 45 ppm machine in Second Floor Teacher's Lounge.

## 4) Color MFP in Todd Hall front office “typically runs well but sometimes slows down and overheats because everyone prints on it”.

- Must ensure machine is able to handle volume in this area



Did we miss anything?

For the challenges and environment listed above,

 **KYOCERA** MFP's are the best fit.

These machines are known for ***Three Tier Pricing*** and we've had great success implementing them into environments with a need for reliable high color volume, like yours.

Here are a few reasons why they're great...





2.

# ABOUT KYOCERA



# KYOCERA'S ARE A GREAT FIT FOR EDUCATIONAL INSTITUTIONS BECAUSE THEY ARE RELIABLE AND BUILT TO LAST.

Our customer's typically refer to their  
Kyocera's as "**workhorses**".

Its going to be incredibly important for you  
to have resources, such as Board of  
Education booklets and class materials,  
when you need them. Therefore, we chose a  
brand we know you can trust for the **uptime**  
you need.



# THREE TIER PRICING:

★ Three Tier Pricing breaks down color costs based on how much color is on the page.

- This means you don't have to overpay for an entire color page when printing only a small portion in color. We see this being beneficial in your booklets and class materials.

[ 1 ]

## **SIMPLE COLOR** (Low Coverage)

A company logo on monochrome correspondence.



[ 2 ]

## **BUSINESS COLOR** (Medium Coverage)

A report that contains charts and graphs with text.



[ 3 ]

## **CREATIVE COLOR** (High Coverage)

Color rich collateral such as brochures and presentations.



# REFERENCES:



Triangle Packaging is a Vertical Form Fill Seal machinery plant. They have been a customer of ours for over 8 years and have told us time and time again how much they love their Kyocera machines.

Like you, they have high color volumes and they use three tier pricing to keep their color click charges manageable. They were in need of a durable machine and their Kyocera MFP's have stood the test of time in their dusty and chaotic warehouse.

**Reach out to Jim Gio, Director  
of MIS at Triangle Packaging  
for any further questions!**

**Jim Gio  
(773)836-3462  
[jgio@trianglepackage.com](mailto:jgio@trianglepackage.com)**

# REFERENCES:

We also work with many schools in the area, including Fenwick High School, DePaul College Prep, and New Trier High School.

Please reach out if you'd like to speak to other educational institutions like yourself regarding our service and business and I would be happy to connect you!



An aerial photograph of the Chicago skyline at dusk or dawn. The Willis Tower is the most prominent building, standing tall in the center. Other skyscrapers are visible around it, and the city extends to the horizon. The sky is a deep blue with some clouds. The water of Lake Michigan is visible in the lower right corner.

**4.**

**OUR  
PROPOSAL**

# TASKALFA 4054ci:



## **\*To replace:**

- 1) BizHub C458 - Rutledge Office
- 2) BizHub C458 - Lincoln Hall Office (Reception)
- 3) BizHub C458 - Todd Hall Office (Reception)

Capabilities	Print, Copy, Scan
Print Speed	40 PPM B/W and Color
Scan Speed	Up to 274 ipm duplex
Document Feeder	320 Sheet Dual-Scan Duplex Automatic Document Feeder
Paper Capacity	Tray 1 - 500 sheets Tray 2 - 250 sheets Tray 3 & 4 - 1,500 sheets each
Finishing Capability	500 Sheet Inner Finisher with Hole Punch *Fax Enabled





# TASKALFA 5054ci:



## **\*To replace:**

4) BizHub C558 - District Office Reception

Capabilities	Print, Copy, Scan
Print Speed	50 PPM B/W and Color
Scan Speed	Up to 274 ipm duplex
Document Feeder	320 Sheet Dual-Scan Duplex Automatic Document Feeder
Paper Capacity	Tray 1 - 500 sheets Tray 2 - 250 sheets Tray 3 & 4 - 1,500 sheets each
Finishing Capability	500 Sheet Inner Finisher with Hole Punch *Fax Enabled

# TASKALFA 4004i: BOOKLET MAKER



## \*To replace:

5) BizHub 458e - District Office Lower Mail Room

Capabilities	Print, Copy, Scan
Print Speed	40 PPM B/W
Scan Speed	Up to 274 ipm duplex
Document Feeder	320 Sheet Dual-Scan Duplex Automatic Document Feeder
Paper Capacity	Tray 1 - 500 sheets Tray 2 - 250 sheets Tray 3 & 4 - 1,500 sheets each
Finishing Capability	4000 Sheet Booklet and Tri-Fold Finisher with Hole Punch



\* Please Note: Booklet Finisher Tray not pictured here

# TASKALFA 4004i: STAPLE FINISHER



## **\*To replace:**

- 6) BizHub 458e - District Office 2nd Floor Tech Loft
- 7) BizHub 458e - Lincoln Hall Teacher's Lounge  
2nd Floor

Capabilities	Print, Copy, Scan
Print Speed	40 PPM B/W
Scan Speed	Up to 274 ipm duplex
Document Feeder	320 Sheet Dual-Scan Duplex Automatic Document Feeder
Paper Capacity	Tray 1 - 500 sheets Tray 2 - 250 sheets Tray 3 & 4 - 1,500 sheets each
Finishing Capability	4000 Sheet Finisher with Hole Punch

# TASKALFA 9003i:



## \*To replace:

- 8) BizHub 958e - Rutledge Hall 2nd Floor Room 20
- 9) BizHub 958e - Rutledge Hall Teacher Lounge
- 10) BizHub 958e - Lincoln Hall Office Mail Room
- 11) BizHub 958e - Lincoln Hall 3rd Floor Storage
- 12) BizHub 958e - Todd Hall Storage Copy Room
- 13) BizHub 958e - Todd Hall Office Work Room

Capabilities	Print, Copy, Scan
Print Speed	90 PPM B/W
Scan Speed	Up to 220 ipm duplex
Document Feeder	320 Sheet Dual-Scan Duplex Automatic Document Feeder
Paper Capacity	Tray 1 - 500 sheets Tray 2 - 250 sheets Tray 3 & 4 - 1,500 sheets each
Finishing Capability	4000 Sheet Booklet and Tri-Fold Finisher with Hole Punch



An aerial photograph of a city skyline, likely Chicago, featuring the Willis Tower as the central focal point. The image is overlaid with a dark blue, semi-transparent filter. The text '4.' is positioned in the upper center, and 'PRICING OVERVIEW' is centered below it in a large, bold, white font.

4.

# **PRICING OVERVIEW**

# Lincolnwood I Proposal



## LEASE PRICING

QTY	Equipment
3	<b>TASKalfa 4054ci</b>
3	500 Sheet Internal Finisher
3	Punch Unit
3	Fax System
3	Dual Scan Document Feeder
3	Dual 1500 Sheet Paper Tray
3	Card Reader
1	<b>TASKalfa 5054ci</b>
1	500 Sheet Internal Finisher
1	Punch Unit
1	Fax System
1	Dual Scan Document Feeder
1	Dual 1500 Sheet Paper Tray
1	Card Reader

QTY	Equipment
2	<b>TASKalfa 4004i</b>
2	4000 Sheet Staple Finisher
2	Punch Unit
2	Dual Scan Document Feeder
2	Dual 1500 Sheet Paper Tray
2	Card Reader
1	<b>TASKalfa 4004i</b>
1	4000 Sheet Finisher
1	Booklet Maker & Tri-Fold Unit
1	Punch Unit
1	Dual Scan Document Feeder
1	Dual 1500 Sheet Paper Tray
1	Card Reader

QTY	Equipment
6	<b>TASKalfa 9003i</b>
6	4000 Sheet Internal Finisher
6	Booklet Make & Tri-Fold Unit
6	Punch Unit
6	Dual Scan Document Feeder
6	Dual 1500 Sheet Paper Tray
6	Card Reader

Total Monthly Lease Cost:

**\$2,610.59**



# Lincolnwood I Proposal



## SERVICE PRICING

Service Price for all 13 MFD's		
Monthly B/W Volume		B/W Cost Per Page
167,000		\$0.0049
Monthly Color Volume		B/W Cost Per Page
Tier 1	18,750	\$0.015
Tier 2	3,125	\$0.035
Tier 3	3,125	\$0.049

Total Monthly Maintenance Cost:

**\$1,362.05**

# TOTAL MONTHLY COST

## Lincolnwood I Proposal



### LEASE PRICING

QTY	Equipment
3	<b>TASKalfa 4054ci</b>
3	500 Sheet Internal Finisher
3	Punch Unit
3	Fax System
3	Dual Scan Document Feeder
3	Dual 1500 Sheet Paper Tray
3	Card Reader
1	<b>TASKalfa 5054ci</b>
1	500 Sheet Internal Finisher
1	Punch Unit
1	Fax System
1	Dual Scan Document Feeder
1	Dual 1500 Sheet Paper Tray
1	Card Reader

QTY	Equipment
2	<b>TASKalfa 4004i</b>
2	4000 Sheet Staple Finisher
2	Punch Unit
2	Dual Scan Document Feeder
2	Dual 1500 Sheet Paper Tray
2	Card Reader
1	<b>TASKalfa 4004i</b>
1	4000 Sheet Finisher
1	Booklet Maker & Tri-Fold Unit
1	Punch Unit
1	Dual Scan Document Feeder
1	Dual 1500 Sheet Paper Tray
1	Card Reader

QTY	Equipment
6	<b>TASKalfa 9003i</b>
6	4000 Sheet Internal Finisher
6	Booklet Make & Tri-Fold Unit
6	Punch Unit
6	Dual Scan Document Feeder
6	Dual 1500 Sheet Paper Tray
6	Card Reader

### SERVICE PRICING

Service Price for all 13 MFD's		
Monthly B/W Volume		B/W Cost Per Page
167,000		\$0.0049
Monthly Color Volume		B/W Cost Per Page
Tier 1	18,750	\$0.015
Tier 2	3,125	\$0.035
Tier 3	3,125	\$0.049

Total Monthly Lease Cost:  
\$2,610.59

Total Monthly Maintenance Cost:  
\$1,362.05

Total Monthly Cost:  
**\$3,972.64**

# PLEASE NOTE THE FOLLOWING:

## 1. The pricing listed above includes the following:

- Delivery, installation, and full product training at all sites by Genesis Technologies.
- Administrator training and end user training on all software and hardware solutions at all sites by Genesis Technologies.
- Tax Exemption. (Please note that, with this particular lease, you will need to file for tax exemption, which, should you continue to pursue us as a vendor, we would walk you through.)
- Each machine is equipped with Card Readers for your teachers (especially summer school teachers that need temporary access).
- Each machine comes with the ability to Wirelessly Connect. For machines the two 40ppm machines in the District Office Lower Level Mail Room and Lincoln Hall 2nd Floor Teacher's Lounge, we can set up this connection.

## 2. The pricing listed above DOES NOT includes the following:

- Does not include a PaperCut MF license. If you wish for us to provide a quote on PaperCut MF, two things will need to happen. You will need to explicitly write an email to Morgan Sturm at GenesisONE, asking for GenesisONE to quote PaperCut to you. This will allow our Solutions team to look at your current license to determine next steps. We will then set up a meeting with our Solutions team, Jordan Stephen, and George Hu to discover your exact needs and provide a solution.
- We estimate this cost to be around \$400-\$800 a month in addition to the monthly lease rate stated above. (Please note that this cost could be less, but we we want to make sure we are setting a realistic expectation moving forward.)

As a closing, our company, genesisONE, wants to thank you so much for your consideration. Should you have any questions, please feel free to reach out to me, Morgan Sturm, via phone (847-897-7239) or email ([msturm@mygenesis1.com](mailto:msturm@mygenesis1.com)) at any point in time!

It has been a pleasure working with you this past month and I am appreciative for it! I look forward to hearing back from you soon.

