



Chicago Office Technology Group

Chicago Office Technology Group Announces Elite Partnership with HP

Addition of HP products and solutions support increased demand for managed print services program

BOLINGBROOK, ILLINOIS – April 1, 2010 – Chicago Office Technology Group (COTG) has announced a strategic partnership with Hewlett-Packard (HP) that allows COTG to market HP's LaserJet product line to customers. This partnership expands COTG's overall 2010 product line-up while also strengthening the managed print services (MPS) business.

COTG's primary focus with the alliance is to further the growth of their managed print services business. An increased initiative with the managed print services business will streamline COTG's approach to the market and ensure customers receive the most comprehensive suite of customizable solutions integrated with a complete portfolio of intelligent devices – including products from both HP and Xerox.

"There is no other company in the Chicago market with this level of focus on managed print services," says Tony Benassi, Director of MPS at Chicago Office Technology Group. "This is becoming increasingly important as the market focuses more on uncovering the total cost of ownership." Benassi also says the partnership with HP is significant because it opens up COTG's product portfolio, bringing the preferred printer provider alongside Xerox's line of award-winning multifunction products.

Photizo Group, an analyst and consulting firm that covers the managed print services market, estimates that the MPS market is worth over \$25 billion globally (2009), with one out of every two or three devices being a part of an MPS contract.

"COTG recognizes that managed print services is a key growth area," says Terry Dixon, President at COTG. "We brought managed print services to the Chicago market over a decade ago and have been growing this division 20 – 30% per year and have captured over 30,000 devices on contract."

COTG will offer HP hardware, supplies and service to all customers, not just those utilizing the *FlexPrint* COTG™ Managed Print Services program.

About Managed Print Services

Via a simple, five-step process, the *FlexPrint* COTG™ methodology gives you a clear and accurate picture of the true cost of printing including:

- A thorough audit of existing equipment, current volumes and associated costs
- Key print areas and hubs
- Hidden and indirect costs
- Environmental impact
- Opportunities to improve print management efficiency

Ultimately, we will provide a revised print strategy, incorporating the latest technology, with balanced deployment, print rationalization, print optimization, lower operating costs and improved office efficiency.

About Chicago Office Technology Group

We are Chicago's largest technology and services company specializing in workflow solutions and office systems. From document management to collaborative communication tools and multifunction systems, we provide the broadest portfolio of technology and services for companies of any size and in any industry. We focus on document-driven companies and industries - from healthcare organizations, manufacturing companies and legal firms to school districts and financial service institutions - spanning all types and sizes. To bring comprehensive solutions to the market, we partner with world-class innovators and value-added suppliers.

We operate with branch offices in Chicago, Itasca, Tinley Park and Bolingbrook, Illinois as well as Minneapolis, Minnesota.

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