

YOUR PRINT EXPERIENCE


**ImageNow**  
 by Mahar


Industry Focus: Printing


Size: 15

Location(s): 3

PAETEC Solution:

 Business Continuity

 Communications

 Financing

 Web Site: [www.imagenowbymahar.com](http://www.imagenowbymahar.com)

## PAETEC Takes Printing Company into 21<sup>st</sup> Century

“We can upgrade our system whenever we want, add in more services when we need, and pricing is bundled right into monthly payment, which makes things easy for budget purposes.”

**Al Mahar**
*President*
*ImageNow by Mahar*

### About ImageNow

With several locations across up-state New York, ImageNow by Mahar is a printing and distribution company, specializing in branding and print applications. It offers services from creative development through production, including digital and offset printing, and outsourcing of promotional products. With over forty years in the printing business, ImageNow prides itself on being able to solve any print or design needs. “If a product has color, we can implement a design from start to finish,” said Al Mahar, company president.

### The Challenge

Knowing the printing, design, and distribution business, however, wasn’t enough to keep ImageNow up-to-date on its business communications. And when the time came to move its headquarters into a new building, ImageNow knew it was going to need some help to make sure its telecom solution was as ready to take on the next phase of business as it was.

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**Al Mahar**

*President*

*ImageNow by Mahar*

Al Mahar was quick to recognize the impact that updating his company’s communications systems would have on his business. “Our previous system was very old,” said Mahar. “At the same time, we needed to expand to handle an increasing flow of orders. Our requirements were a complete modernization of the phone system, because we were looking to embrace the new technology of the 21<sup>st</sup> Century.”

ImageNow’s existing system was a standard PBX and voicemail setup, but it wasn’t living up to Mahar’s needs or expectations. “It was just so basic, we couldn’t do anything,” said Mahar. “We had maxed out the number of phones we could add, and we had no ability to upgrade anything.”

Mahar knew one thing for sure: he was going to need help making the right choice for a new phone system. “We chose a new building and had to start from scratch,” said Mahar. “And because we don’t have a communications expert on staff, we had to trust an outside communications partner. We did a little research in some telephony magazines and realized we have a world leader for phone systems right in our backyard, so we contacted our local PAETEC representative and they reacted immediately and came out to see us.”

Having the newest technology wasn’t going to be enough for Mahar, however. He was certain that he wanted to have a more supportive relationship with his telecom provider as well. “We had no experience with our previous carrier,” said Mahar. “Honestly, we would get a bill in the mail, pay it, and move on. There really wasn’t a relationship at all. This lack of contact affected our business because it kept us from moving forward with technology.”

Mahar’s preliminary research on PAETEC confirmed that it was a company he would be comfortable working with. “PAETEC has a fantastic record of corporate ethics, and reputation in our local community, which is important to me as we grow our company,” said Mahar. “We just needed a reliable source and partner for our communications needs and with PAETEC there was a mutual trust from the beginning.”

### The Solution

One of the first considerations in moving forward was coordinating the timeline of construction of ImageNow’s new headquarters with that of the telecom switchover. “The PAETEC representative was excellent,” said Mahar. “She provided brochures, pictures, and detail sheets as she described my options. She also made suggestions. We built a timeline from start up to completion, which was vital due to all the new construction for our project and our move. All parties had to be on the same page.”

## PAETEC TAKES PRINTING COMPANY INTO 21<sup>ST</sup> CENTURY

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**Al Mahar**

*President*

*ImageNow by Mahar*

Mahar also appreciated how customizable the PAETEC solution was. “Our first meeting with the PAETEC representative involved her listening to what we needed, to how our business ran, and making recommendations based on that,” said Mahar. “I never felt like she was trying to sell us something generic, or something we didn’t need.”

With the relationship firmly in place and the timeline set, it was time to select the technology itself. Despite all of the other considerations, this one was based solely on the product and what it could deliver – Mahar knew VoIP was the only option for him. With 30 phones in multiple offices, he can now communicate easily and – most importantly for him – immediately with his entire staff. “I can make an intercom call or leave a message in another office by just pressing a button,” said Mahar. “I love that.”

Mahar sees ImageNow’s new phone system as a great combination of technology and service, and all with an eye on his bottom line. “VoIP is the future, so why buy yesterday’s technology?” said Mahar. “We can upgrade our system whenever we want, add in more services when we need, and - thanks to PAETEC’s IP Simple offering - the pricing is bundled right into our monthly payment, which makes things easy for budget purposes. There were no upfront costs or surprises, so we knew the numbers heading into the project.”

If he had to pick the most immediate change with the new system, Mahar notes it would be speed. “Quite simply, the new products and services we get with PAETEC have made us faster in responding to our customers,” said Mahar. “They’ve given us faster Internet with no downtime and faster phone service without dropped calls.”



**Al Mahar**

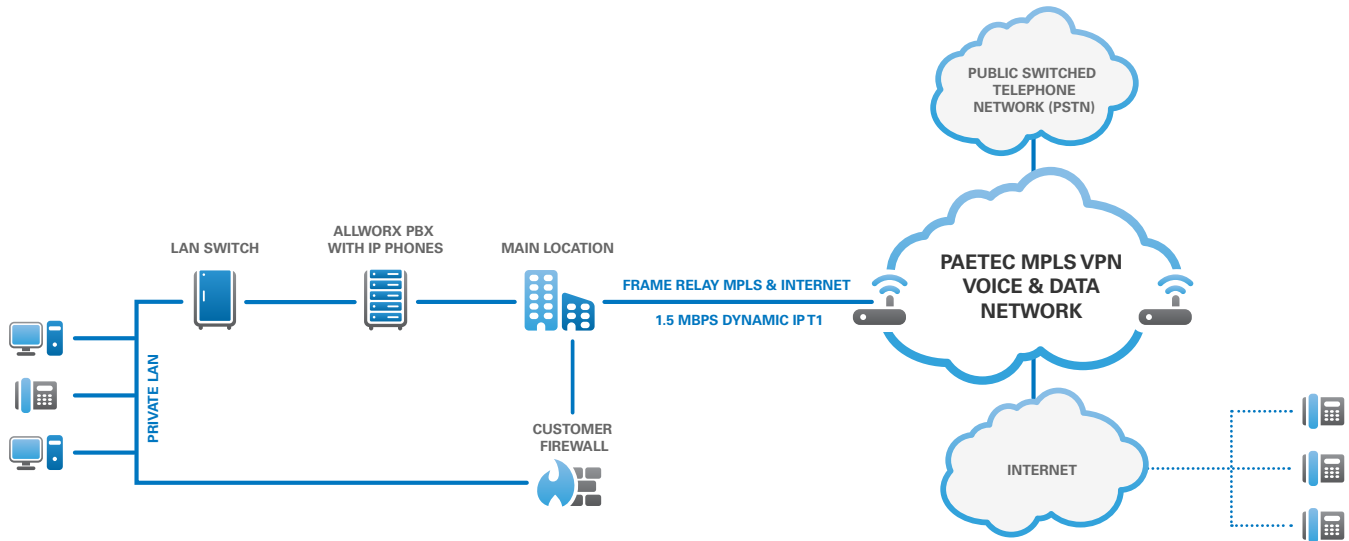
*President*

*ImageNow by Mahar*

### The Benefit

The benefits of ImageNow’s new PAETEC phone system have reached beyond just ease of use. Mahar notes that his new system has also helped to keep ImageNow competitive in the marketplace as well. “Our customers want instantaneous response to their printing needs, and many times, things have to happen immediately,” said Mahar. “With PAETEC, we have become faster with Internet orders, upgraded to modern VoIP phones, and decreased our loss of sales. I am confident that our systems are up to the highest levels out there.”

# PAETEC TAKES PRINTING COMPANY INTO 21<sup>ST</sup> CENTURY



Mahar also notes one of the more subtle benefits of his new PAETEC system: the clarity of the calls and the impression that makes on his customers. "The clarity of the new phones is amazing," said Mahar. "If your phones sound tinny, or weak, people may perceive that other parts of your company might be weak as well. Perception really matters."

And while the new technology is driving the increased satisfaction in the overall telephone and Internet experience, Mahar hasn't overlooked his original desire to also build a

better relationship with his new telecom provider. "Being a small business, we do not have technical experience on staff," said Mahar. "In fact, many of us here are not technical whatsoever. We measure success and failure by the bottom line. Since we joined with PAETEC, our bottom line has jumped. Some of that is our new space, and some of that is technology. It all needs to work together, but we rely on PAETEC for the tech part. We measure our business by the amount of wins we get from our customers, and lately, we have been winning."

## Solution Personalized for ImageNow by Mahar:

### Business Continuity Solutions

- Dynamic IP
- Ethernet Local Loop

### Communications Solutions

- Toll-Free

### Financing Solutions

- IP Simple

## About PAETEC

PAETEC (NASDAQ GS: PAET) is personalizing communications for business-class customers across the United States. We offer a comprehensive suite of data, voice, and IP services, as well as enterprise communications management software, network security solutions, CPE, and managed services.

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