



In October 2006, the U.S. population hit 300 million.

# Remarkable

Out of 1.5 million high school seniors who took the 2006 SAT,  
only 238 achieved a perfect score.<sup>1</sup>

# Quite Remarkable

Only six Nobel Prizes are awarded annually, out of about  
1,000 nominations submitted for each prize.<sup>2</sup>

# Extremely Remarkable

In 2006, only four companies were identified by their customers as World Class Sales Organizations in HR Chally's World Class Sales Benchmark 2006 study. Since 1993, only 21 companies have been so honored, out of more than 7,000 considered. This year, the Global Imaging Systems family of companies was one of the four.

# Beyond Remarkable

# Customer Focused

How did Global Imaging Systems (Nasdaq: GISX) achieve performance that's not only beyond remarkable but that won the H.R. Chally 2006 Customer Selected World Class Sales Excellence Award – one of only 21 companies to do so since 1993? Three words: RELENTLESS CUSTOMER FOCUS.

At Global, we believe deeply in empowering our local management to act like entrepreneurs, focused on their area's middle market customers. Our companies have a reputation for the highest level of customer service in every market they serve, continually developing new ways to improve service, searching for innovation, and sharing best practices with other GISX companies across the country.

Our success is not the result of the number of cold calls our people have made, nor the number of demonstrations they have conducted. It is the direct result of the passion that our people bring to their work ... locally ... every day. This passion and drive to exceed expectations is why we have been able to differentiate ourselves through superior customer service and why we have joined such world class companies as IBM, DuPont and others as winners of this award.



# Four Core Philosophies

Global Imaging Systems sells, supplies and services office product solutions used in office environments every day. With over 4,200 employees working at over 130 offices across the U.S., we focus on the middle market, primarily organizations with 10 to 1,000 employees. Although our revenues exceed \$1 billion a year and we have been in business for over a decade, most of our customers would not recognize our corporate name. They would, however, recognize the name of their local GISX company. It is that local company and those salespeople our customers have identified as world class. Why? Our four core philosophies are part of the answer:

## ONE

◆ **DECENTRALIZED BUSINESS MODEL** ◆ Our philosophy is that “every decision that touches the customer or touches our employees is made at the local level.” The majority of the 130+ operations under the GISX umbrella are local businesses that have spent many years creating an identity, becoming an integral part of their community, giving back to local nonprofit organizations, and building a reputation for customer service. Our decentralized business model allows our employees to remain agile in meeting both customer and community challenges, resulting in greater productivity and more effective customer care.

## TWO

◆ **MEANINGFUL BENCHMARK PROCESS** ◆ A benchmark model designed by our founders is the cornerstone of structure that frames our performance in growth, profitability, staffing, productivity, service standards and asset management. Each operation develops and executes its own business plan standards from this benchmark model to meet its specific objectives. This allows the individual entities to monitor themselves, compete with themselves, and compare themselves to their sister organizations throughout the U.S.

## THREE

◆ **SHARING OF BEST PRACTICES** ◆ Our sharing of best practices gives us the ability to rapidly respond to difficult sales issues. To further encourage collaboration, we provide employee development opportunities that include a Global Leadership Institute, Management Leadership Classes, and Regional and National Meetings to address the needs of every level of personnel. This consistent platform of development requires a significant investment, but we believe it is a key component of customer service.

## FOUR

◆ **DISCIPLINED ACQUISITION STRATEGY** ◆ Our mission is not to be the biggest in the industry but the best. Consequently, we make acquisitions that “make sense” and do not overwhelm our support staff. We buy businesses that have great customer service, strong ethics and great employees, and that are contingent to our core operations or large enough and qualified enough to operate as core companies for GISX in new geographic areas. Our disciplined acquisition strategy keeps us all surrounded by the best of the best.

At Global Imaging Systems, we believe World Class Customer Service begins with the sales rep and the sales process. From headquarters to sales teams to customers, our processes ensure that our internal sales support leads to great external customer support.



# The HR Chally Group: Rigorous Testing Standards

More than 2,500 clients globally have used The HR Chally Group to evaluate and identify the strategies and personnel they need to create the most effective sales, marketing and organizational structures. Working from the largest database of salespeople, managers, sales forces and business customers, Chally continually identifies and updates the specific skills, competencies and benchmark functions critical to achieve world class status.

HR Chally states that, when it comes to sales, they do not take the term "world class" lightly. And their rigorous testing process proves that. Since 1993, HR Chally has interviewed 80,000 business decision-makers across a broad industry spectrum to identify the critical sales practices of exceptional sales forces as measured by the customers they serve. Because of the stringent standards they use, the sales forces they have identified as being "world class" are an elite group of 21, including such prestigious organizations as IBM, John Deere, DuPont, Exxon, and now the Global Imaging Systems family of companies.

“This is exciting for Chicago Office Technology Group and the entire Global Imaging sales organization. Chicago Office Technology Group’s sales team helped win this award, which validates our consistent focus on understanding our customers through training and sales force development. To be a part of one of only four companies nationally recognized is an achievement that all of our employees take pride in.”



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**CRITERIA FOR  
CHALLY'S WORLD CLASS  
SALES BENCHMARK  
2006 STUDY**

- ◆ Using the American Big Business Directory as a resource, Chally interviewed over 2,440 decision-makers from an even distribution of large and small companies across industry, geographic and position classifications.
- ◆ These companies rated 4,330 salespeople on 15 criteria.
- ◆ Statistical Package for Social Sciences Data Entry Module was utilized for data input.
- ◆ Several quality checks, univariate analysis and interpretation of data steps followed.
- ◆ Only four companies achieved average rankings between "very good" and "excellent" on a five-point scale for overall effectiveness and across all customers who purchased from them.
- ◆ These four companies (Applied Industrial Technologies, Corporate Express, Global Imaging Systems and Insight Enterprises, Inc.) became only the 18th, 19th, 20th and 21st companies to be recognized as World Class Sales Organizations over 14 years out of 7,200 sales forces rated, 210,000 salespeople rated and 80,000 customers interviewed.



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“This award validates our consistent focus on understanding our customers’ criteria and expectation levels through training and sales force development. It is one thing to differentiate ourselves from our competitors by providing superior sales and customer service, but quite another to have our customers confirm that we are accomplishing this goal.”

– Michael Shea,

Global Imaging Systems President and COO