



CROWLEY

2018 is nearly at the halfway point; is that possible? We trust that your year is gathering speed and look forward to working with you on your deal registrations. Below you'll find information both new and repeated that can help in your sales efforts.

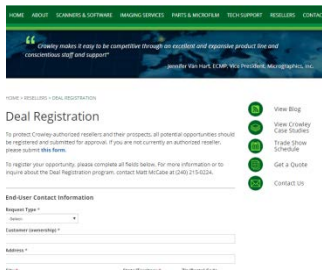
Contact your channel manager today with questions, for details or just to check in. As always, we appreciate your efforts and look forward to working with you to increase your bottom line.

[Matt McCabe](#), North/South Americas

[Duncan Moule](#), EAMER

[Yong Cho](#), Pacific Rim & Australia

AFTER THE FORM: POST-SUBMISSION ACTIVITIES FOR HIGHER SALES



Once you've submitted a deal registration form and the deal has been approved, the job is not done and the sale is not made (as you are well aware).

We encourage you to work with your channel manager to help determine the pain points your

prospect faces and how they can best be met by one of the scanners in your Crowley reseller toolbox. As we have an active sales staff in the U.S. and abroad, we're often faced with the same questions, challenges and pushback that you face.

How do we best convert the challenge to a sale? It depends on the issue. Price? We can work with you when needed. Features? We're adding new features all the time and, as a manufacturer of most of the products in our reseller line, can respond to market needs more ably than other scanner lines. Competition? Just because a prospect says a competing product can deliver doesn't mean that it can. We have decades of going head-to-head with other industry brands and have a lot of ammunition to help you close the sale.

The catch? We can only help if the line of communication is open. Put us to work and ask questions, come to visit, schedule a web demo, bring us to a trade show...the possibilities – and the doors – are wide open. Get to know your channel manager and take advantage of the best tool you have at your disposal – Crowley's expertise and market knowledge!

PORTFOLIO: ARE YOU CARRYING THE FULL LINE?

Or are you missing opportunities?

Take a quick look at the available scanners for resale/distribution below. If you're interested in a particular scanner or service that you don't currently represent, please contact your channel manager.

Crowley-manufactured (all resellers):

- [Crowley ODS](#) overhead document scanner
- [C400](#) aperture card scanner (aka MACH1 ACS)
- [IMAGEhost](#) microfilm hosting service
- [MACH 7380HDX](#) microfilm reference archive scanners
- [UScan+ Universal Film series](#) scanners

Channel products (U.S. only):

- [Avision](#) desktop scanners
- [InoTec 400 series](#) production document scanners
- [Zeutschel zeta](#) book copy system

Additionally, you can receive cash for referrals on non-channel products simply by registering a deal as a referral. If approved, you will work with a Crowley sales representative, make an introduction and act as liaison if needed. Crowley will lead the sales cycle; once the sale is closed and the invoice paid, your fee will be distributed. For a complete list of Crowley scanners, visit our [equipment pages](#).

SCANNER RETIREMENTS: USCAN+, MACH7380

Updates bring sales opportunities



The UScan+ line of reader-printers is transitioning to an all-18MP line, which means that the 10MP UScan+ will be phased out with the last one sold. There are currently just over 50 units in stock, so if you have prospects who are not as interested in the bells and whistles as they are with a good scanner at a great price, now is the time to move

these out. Great opportunity for a bulk sale (and don't forget the income from technical service contracts)!



Likewise, the MACH7380 will no longer be offered with a 10MP camera. The series has updated to 7380 HDX and all carry the 18MP sensor. Unlike the UScan+, there are no shelf items available as all in stock have been upgraded. Click [here](#) for the updated sell sheet.

TECHNICAL BULLETINS: ARE YOU UP TO DATE?

Capitalize on past sales

Since our last newsletter, the following technical bulletins outlining software updates, new features and corrections have been released. If you haven't received them, please contact [Cheri Baker](#) and she'll make sure you've got a copy. Several of these bulletins discuss next generation software upgrades, which are chargeable and can become an income stream for scanners in the field.

- #569 MACH7380 HDX 3.2.0
- #570 7700- and 8800-series PC Controllers
- #571 MACH1 ACS 4.1.0
- #572 C400 4.1.0
- #573 UScan UF-Series 3.1.0 +HD Models
- #574 UScan UF-Series 3.1.0 +Models
- #575 8800-Series 3.3.0
- #576 Virtual ScanStation 3.3.0

**Updates in software/software update pricing are underway and will be announced by month end. Please consult with your channel manager if you have questions prior.*

CHANGE THE MARKET MINDSET: IMAGEHOST HELPS

As much as we love the UScan+ UF-Series and are enjoying watching the line take hold in a wide variety of verticals, it's always nice to be the one shaking things up in the industry (in a good way). That's just what we're doing with IMAGEhost.



The best way to beat the competition is to change the minds of what prospects think they need. Do they need a reader-printer (if so, you have one!)...or do they really need headache-free image hosting for their microfilm and microfiche collections?

An affordable, easy to install and operate software platform, IMAGEhost presents you with a wide variety of options to sell:

- Crowley/You scan; client hosts
- Crowley/You scan; Crowley hosts
- Client scans; Crowley hosts

- Client scans; client hosts
- ...and any number of other combinations!

In short, any **microfilm** or **microfiche** collection scanned on either a Melk MACH-Series product using Quantum software or a Wicks & Wilson 8800- or 7700-series scanner using VSS 3.3 can be hosted on IMAGEhost. Once the images are online – in their original format – clients can access them from ANY internet-connected device. It couldn't be easier or more cost-effective.

We're working on reseller pricing now and should have it to you shortly. Don't miss this chance to change the face of digital access and collect an ongoing commission versus a single sale.

Click here to watch the [intro video](#) and talk to your Channel Manager to find out more details or for an online demo.

ACCESSORIZE! EXTRA INCOME AWAITS



We recently got an email from the owner of Zeutschel *zeta* who was having some issues with triggering the scanner due to the sensitive nature of the material they were scanning, which had to be held on

both sides to ensure image quality. They wondered if a foot pedal was an option for the *zeta*.

The answer is a resounding yes and draws our attention to a larger point...do you know which accessories and software options are available for the scanners you offer?

Make sure you do and make sure you use the accessory list as an opportunity to reach out to past customers. Accessories are more often sold after the fact than at the point of original sale; it's not until a client puts the scanner to use that the "I wish" lists start to form. Circle back and see what your clients are wishing...you might already have the solution!



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