Richard Gulley & David Gulley, Brothers and Co-Owners.

Firm Makes Life Easier For Its Valued Customers

Standard Business Systems provides simple solutions, friendly touch

IN THE COMPLEX and evolving world of technology, Standard Business Systems strives to make things simple for its customers.

Since opening its doors during the last days of the typewriter age in 1989, Standard Business Systems has offered state-of-the-art business equipment and streamlined solutions to companies trying to keep pace in a fast-moving world.

"The business machine industry changes every year with new technology and equipment," CEO Richard Gulley said. "We just have to stay ahead of it."

The Arkansas-based company has grown into one of the top suppliers of digital copiers, document hardware and software solutions, all backed by a service team whose priorities are rapid response and customer satisfaction.

"We build partnerships with clients, and we don't just treat them like customers," Gulley said.

Standard Business Systems has come a long way since it began as a buyer and seller of rebuilt analog copiers. It anticipated the landmark switch to digital technology and now stands as one of the most respected companies of its kind, with clients that include Arkansas's largest health care facility, the

State of Arkansas, the University of Arkansas system and many prominent local businesses.

"We become a partner with businesses," Gulley said. "We become not only a hardware/software supplier, but a partner."

Personal Touch

With Richard and his brother, David Gulley, as co-owners, Standard Business Systems does not break off relations with a customer after a sale and is proud to be an Arkansas-based, local partner.

Year-round contact and a personal touch that even include a box of fresh-baked cookies should a problem-solving visit be needed are hallmarks of Standard Business Systems' commitment to service and customer relations.

"We've been able to maintain the lowest cost to our clients while maintaining a high level of service," Richard Gulley said. "We place a piece of equipment in a client's office and that's not the last time we see them, they become part of the [Standard Business Systems] family."

Saving Customers Money

Partnered with Toshiba, Xerox, Lexmark and Fujitsu, Standard Business Systems is able to offer a full

portfolio of document management hardware and its modular systems can be configured to print, copy, scan and fax.

One of Standard Business Systems' biggest challenges, Richard Gulley said, has been to steer companies away from costly, inkjet and some laser printers and toward the more efficient, multifaceted — and ultimately cost effective — multifunction devices.

"The ink costs more per ounce than Chanel No. 5," Gulley said. "We're talking like 40-something cents per page."

Likewise Standard Business Systems' solutions are designed to streamline offices that spend a great deal of their time and revenues managing documents.

Standard Business Systems lowers overhead, reduces risk and improves competitive advantage with its customized document solutions. Standard Business Systems offers ways to create a paperless filing system, scan documents to email, send and receive faxes via PC, replace pre-printed forms with eForms and replace green bar business reports.

Most important, Richard Gulley said, this is done in a secure manner without data loss. ●