



A Unique Partnership Opportunity for





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TAB 1

TotalPrint USA
5100 W Cypress St
Tampa, FL 33607
Dan.Gayton@TotalPrintUSA.com
727-741-5157
8/29/24

Lori Vogel, CPPB
Procurement Manager
City of Clearwater
100 S Myrtle Ave
Clearwater, FL 33756

Dear Lori,

We are pleased to submit our proposal for Citywide Printer and Copier Services as requested by the City of Clearwater. We have thoroughly reviewed the scope of work and have a comprehensive understanding of the tasks involved. Specifically, we understand that the project requires HP equipment, municipality experience, and a service plan that provides SLA's that meet and exceed expectations.

We are committed to delivering these services within the specified starting in October of 2024 ensuring that all milestones and deadlines are met with the highest level of quality and professionalism. Our team is fully prepared to allocate the necessary resources to achieve the project's objectives efficiently and effectively.

For this project, the key contacts from our team will be:

- Daniel Gayton, Account manager – My primary role is overseeing enterprise municipalities in Tampa Bay region. My experience aligns with City of Clearwater's goals.
- Bruce Rushton, Project Manager - Lead individual responsible for technical implementation, change orders, escalation, and ongoing project development
- Steve Lastic, Sr. Engineer - Quality Assurance Specialist ensuring project meets all requirements. Also lead network specialist
- Brian Harris, Director of TPUSA – Oversees all managed print services for TPUSA and has experience at City of Clearwater.

Should you require any further information or wish to discuss our proposal in more detail, please do not hesitate to contact us. We look forward to the opportunity to collaborate on this important project.

Thank you for your consideration.

Sincerely,



Daniel Gayton
Enterprise Managed Print Executive
Dan.Gayton@totalprintusa.com
727-741-5157
TotalPrint USA



TAB 2

– Qualifications and Experience. The following information should be included:

- a. A statement of qualifications, abilities, experience and expertise in providing the requested services.
- b. A description of what qualifies your company, financial and otherwise, to provide the City with these services for the required period of time, provide the number of current employees, the company's years of experience, provide necessary resources and show a history of demonstrated competence.
- c. An assessment of the proposer's abilities to meet and satisfy the needs of the City, taking into consideration the requested services, additional services and/or expertise offered that exceed the requirements, or the vendor's inability to meet some of the requirements of the specifications.

Qualifications and Experience

a. Statement of Qualifications, Abilities, Experience, and Expertise

We feel very confident that our response will address every aspect of the RFP. The solution we are sharing includes a like for like machine replacement, an optimized fleet replacement with the requested manufacturer and our lead HP. We welcome the opportunity to uncover more details about City of Clearwater's print environment and provide alternative solutions as needed. We are positive that our solution will result in significant improvements to existing processes, as well as provide opportunities to improve service coverage.

It is our sincere hope to engage, as part of this partnership, in an ongoing dialogue that encompasses not only what is included in the RFP but also the challenges that come with new and exciting innovations. Again, we are grateful and excited for the opportunity to present our response, which we believe will deliver the maximum value available in our industry.

b. Company Qualifications

Company Overview:

DEX Imaging was formed on February 14, 2002, but we come from a 45-year heritage of selling and servicing office equipment. TotalPrint USA was formed in 2015 to focus on true managed print services. While TPUSA is a bit newer to the market share than some of our competitors, our expertise is not. In 1977, Dan Doyle Sr. founded Danka Business Systems, a single storefront office imaging dealership in Tampa, Florida. Over a 21-year span as Danka's Founder and CEO, Dan Doyle Sr. grew the business from a start-up into the world's largest office equipment and service organization with 750+ offices in 35 countries and annual revenues exceeding \$3.5 billion. Today, with over 1600+ employees spread across the United States, we specialize in providing innovative technology that integrates into how you do business. From IT to Facilities Management and specialized print management software, we put together all of these elements to create a complete document management solution that keeps costs low and day-to-day operations flowing smoothly.

About Us

The uniqueness of TPUSA is in our structure as a fully contained Managed Print organization, acting as your technology provider/developer, manufacturer and service entity to handle all aspects of your



imaging environment. TPUSA's experience in all elements of the required solution, gained while serving similar size & scope environments, uniquely positions us to be the preeminent imaging partner required to operate in this rapidly evolving business climate. Through proper analysis and planning, we improve productivity as it relates to documents, often at a reduced expense. Our approach remains focused on desired outcomes rather than adherence to long-established practices.

Company Values & Culture

TPUSA is a value-driven company that is committed to providing excellent customer service and innovative solutions. DEX Imaging is a certified B Corporation, which means we meet rigorous standards of social and environmental performance, accountability, and transparency. Our core values are customer focus, excellence, integrity, teamwork, and innovation. These values are reflected in the business practices, which include offering a wide range of products and services, investing in research and development, having a strong commitment to customer satisfaction, and donating 1/3 of all profits to local charities and organizations.

Total Staff

Number of Full Time Employees: DEX Imaging has 1,638 full time employees around the United States.
Number of Full Time Employees in Pinellas County: DEX Imaging has 55 employees in Pinellas County.
Number of Part Time Employees: DEX Imaging has 25 part time employees around the United States.
Number of Contractors: DEX Imaging has 128 contractors around the United States.

Geographic Specific Information

TPUSA is headquartered in Tampa, FL and currently has more than 40 locations nationwide including St. Petersburg/Clearwater.

Financial Stability:

Growth and Expansion

DEX Imaging/TPUSA expanded its service model, partnering with key OEM brands. Starting at \$8 million in revenue in 2002, DEX reached \$245 million by 2018. Geographic expansion to North Carolina, Texas, and Tennessee, along with organic growth and acquisitions, fueled this growth.

Strategic Acquisitions

From 2019 to 2023 DEX Imaging has acquired 14 companies, expanding its branch footprint to include the Mountain region. Notable acquisitions included Office Systems of Texas, KMBS locations, CopyNet, BMC in Knoxville, and others. Demonstrating our commitment to expanding our service footprint throughout the United States, DEX has prioritized strategic acquisitions nationwide.

Past Mergers

DEX Imaging was acquired in 2019 by Staples, Inc. However, in April 2024, Doyle family purchased DEX Imaging from Staples. So, currently DEX Imaging is an independent company again, not owned by a parent company.



Company Strengths

TPUSA's strengths as a company include an extensive national footprint that allows us to effectively serve a diverse customer base across the United States, advanced technology that keeps us at the forefront of industry innovation, and a team of highly experienced professionals who bring a wealth of expertise. Additionally, our competitive pricing ensures customers receive excellent value, and our commitment to exceptional customer service fosters high levels of satisfaction and loyalty. These strengths have driven our growth, making TPUSA the nation's largest independent office equipment dealer.

c. Assessment of Abilities

Ability to Meet Needs:

TPUSA is fully equipped to meet the City's needs, as outlined in the request for services. Our team's deep expertise, combined with our commitment to innovation, allows us to exceed expectations in areas such as service SLA's, implementation/installation, and ongoing support. We are prepared to go beyond the baseline requirements by offering additional services such as help desk support, 9+ on-call local technicians, and a dedicated account manager that ensure long-term success for the City. The City of Clearwater is positioned perfectly to receive the best service an organization could ask for.

Exceeding Requirements:

In addition to meeting the specified requirements, we can also provide additional support for large format devices, additional accounting software, production devices, and print shop. Furthermore, when you work with TPUSA, you have a Sr. Engineer embedded on our team to walk through any tricky print situations. These services will enhance the overall value of our proposal and provide the City with a superior service experience.

d. References- A minimum of three (3) references, preferably from other government agencies within the State of Florida, for which similar services have been provided within the past five (5) years are required. Include the name of the entity, contact person's name and title, phone numbers, e-mail addresses, mailing addresses, type of services and dates services were provided.

References

1. Hillsborough County Board of County Commissioners

Contact Person: Axel Clauberg, CIO

Phone Number: (813) 895-0020

Email Address: ClaubergA@hcfl.gov

Mailing Address: 601 E. Kennedy Blvd., Tampa, FL 33602

Type of Services Provided: Managed Print services, accounting software implementations, Hyland Onbase integration, print shop services, and scanning services.

Dates of Service: November 2021 - December 2028

2. City of Largo

Contact Person: Justin Meetoo, IT Customer Service Manager



Phone Number: (352) 283-1654

Email Address: jmeetoo@Largo.com

Mailing Address: 201 Highland Ave Largo FL 33770

Type of Services Provided: Managed Print services, large format services, scanning services, and print shop services.

Dates of Service: June 2019 - August 2026

3. Hillsborough County Property Appraiser

Contact Person: Frank Guida

Phone Number: (813) 526-0513

Email Address: GuidaF@HCPAFL.org

Type of Services Provided: HP Managed Print Services, large format printing, and Printerlogic accounting software.

Dates of Service: Jan 2022 - Jan 2027

Other Notable Clearwater accounts: Frenchy's Restaurants, Lincare National

These references provide a snapshot of our experience and ability to deliver high-quality services to government entities within the State of Florida. We encourage you to contact them to learn more about our work and our commitment to excellence.



TAB 3

- Responsiveness of Service Calls. Clearly define the program offered and your method to include the following elements:
 - a. Service level commitment.
 - b. Response time for call-out services should include the option for same-day services.
 - c. Points of escalation for resolving servicing issues.

SERVICE

Service Guarantees

Because service is a driving force behind our organization, we only sell “Best in Class” imaging products and content management solutions. Our warehouses are fully stocked with current- model parts & supplies. We have outstanding relationships with our manufacturers who ensure additional support (if necessary). We offer a Lifetime Performance Guarantee on all products and services. As long as your equipment is maintained and serviced under a TPUSA Agreement, we guarantee it.

At TPUSA, we like to get it right the first time. The minute we receive a service call from a client, we immediately assign one of our trained engineers to handle their job. We are able to exceed our clients' expectations because of our localized, automated, inventory replenishment system. Once we receive a service call, it is reviewed and screened by our dispatch team and assigned to the proper technician. The technician will respond to the service request within 4 hours to give an ETA. Technicians are then dispatched to arrive within the contracted SLA to assess the service issue. The point of contact will be updated with the repair details and a follow-up appointment time will be scheduled if required. Every DEX branch has a fully stocked service warehouse with parts and supplies available to facilitate its local client base. Unlike many of our competitors who only have regional service warehouses, DEX is able to guarantee service within four hours of the initial service call and we have **exceeded that in City of Clearwaters market operating at an unheard of 2.8-hour average response time.**

From our sales staff to our IT engineers and technicians, all TPUSA employees have a comprehensive knowledge of “how things work” so that we are accurately consulting and servicing our clients to the very best of our ability.

All TPUSA Systems Engineers and Field Technicians are Manufacturer-Trained, not only on the specific makes and models that we are licensed to sell, but also on product lines we do not sell, so that we are able to provide a Total Service Solution as one vendor to our clients who have existing equipment from previous vendors.

TPUSA’s service department has a 99.98% approval rating, due in large part to the exclusive “Customer Care Program” we have implemented. Though each DEX branch has autonomy with regard to dispatching its service staff and maintaining its inventory replenishment system, the company as a whole has stringent standards that all sales representatives and service engineers must meet before they can be a part of the DEX Customer Service Team. Dependable service is paramount to any business’ success, and we take that matter very seriously.



If our engineers are unable to fix any service problem on the first service call, we still have a solution for them that will beat anybody else in the business. It's called our Loaner Protection Program, and what that means is that TPUSA will provide the client with a loaner equipment of equal or greater value to the equipment they have under contract, installed at their facility, free of charge, until their original equipment has been fixed.

Additional service solutions, such as providing hot swap machines or after-hours service, can also be arranged. TPUSA will provide device replacements and hot swaps for mission critical areas that require the highest level of uptime. These devices will be replaced on the fly resulting in an overall uptime of 99.9%.

SLA Description

TPUSA prioritizes minimizing downtime and exceeding client expectations. Our streamlined service process ensures a prompt response and efficient resolution to your needs.

Rapid Response:

Once we receive a service call, it is reviewed and screened by our dispatch team and assigned to the proper technician. The technician will respond to the service request within 1 hour to give an ETA.

Guaranteed Service Within 4 Hours:

We guarantee on-site service within 4 hours of your initial call. Not only do we meet this standard, but we consistently surpass it, boasting an industry-leading average response time of 2.8 hours across all markets. This means we get your equipment back up and running even faster, minimizing your downtime.

Efficient Resolution:

Our dedicated support team is committed to resolving your service issue as quickly as possible. We work diligently to address the problem within the 4-hour SLA timeframe. We understand the importance of minimizing downtime, and our goal is to restore your operational functionality swiftly and efficiently.

Service Resolution Time

At TPUSA we prioritize prompt and efficient resolution of any issues encountered by our clients. Our commitment entails ensuring that from the moment end users reach out to us, we work diligently to address and resolve the issue within our four hour SLA. We recognize the importance of minimizing downtime and swiftly restoring operational functionality. Thus, our dedicated team of support professionals endeavors to exceed these service level commitments and provide seamless assistance to our valued customers.

Fleet Uptime Guarantee

TPUSA maintains an average fleet uptime percentage of 99.2%. This is determined by evaluating factors such as the quantity of service calls, average response time, and average repair time, which are then compared against the total number of devices in the fleet, work hours, and the reporting period to calculate uptime hours. Uptime is assessed on a quarterly basis during our Executive Business Reviews, conducted by the account manager and support team.

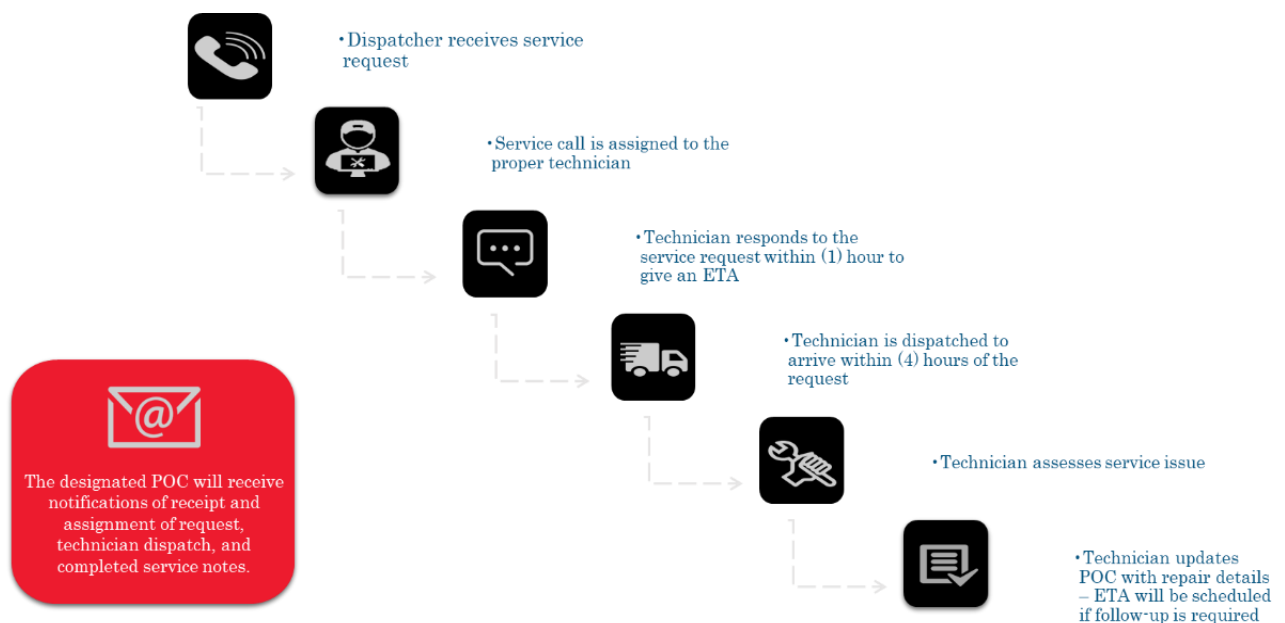


Supply Chain

At TPUSA, we prioritize maintaining a resilient supply chain to ensure uninterrupted service delivery to our clients. We proactively identify and assess risks, diversify our supplier base, and cultivate strong supplier relationships for collaborative contingency planning. Our inventory optimization strategies and investment in supply chain visibility technologies enable us to detect and mitigate disruptions swiftly. Through proactive scenario planning and continuous monitoring, we remain agile in adapting to evolving risks. This steadfast commitment to resilience ensures that we uphold our promise of delivering reliable service, even in challenging circumstances.

Service Request Procedure

There are two methods available to our customers to view their service request status. Our E-Info portal allows the user to place and view service calls and also contains information regarding the progress and completion of each call. The customer can also enroll in an email update service that sends updates to the designated email as the status changes for each service call.



Performance Guarantee

Our “Performance Guarantee” provides exceptional service for the life of your device. If our engineers are unable to fix your service problem on the initial service call, our solution will exceed our competitor’s options through our Loaner Protection Program. The Loaner Protection Program will provide our clients with loaner equipment that is of equal or greater value to the equipment already on contract; we will install this equipment at your facility, completely free of charge, until the original equipment is repaired.

If a unit is not performing up to manufacturer specifications/expectations and we are unable to repair the unit, it will be replaced at no charge.



Scheduled Maintenance

At TPUSA, we present an array of maintenance solutions designed to effectively oversee and cater to your fleet's operational needs. TPUSA has established partnerships with an array of distinguished software vendors, aimed at providing our clientele with a robust service alert system. We are keen to gain a deeper understanding of CoC's existing maintenance schedule, as well as any challenges encountered and desired enhancements. Through collaborative efforts with CoC, our intention is to formulate a tailor-made maintenance regimen that precisely aligns with your requirements.

TPUSA offers a comprehensive approach to provide and support maintenance management to its clients. This approach involves managing an asset from the time it is acquired through to its disposal or replacement. Preventive maintenance shall be performed as needed to ensure optimal operation of equipment.

Our Services

Our services at TPUSA differentiate from our competitors through our innovative and flexible solutions, coupled with industry-leading service guarantees. We offer a range of workflow solutions tailored to efficiently manage print fleets, with programs including traditional purchasing, leasing, and equipment rentals. Our Platinum program provides a customizable system, allowing for adjustments throughout the agreement term without the need for third-party approvals. This eliminates costly coterminous leases and ensures a simplified experience with one point of contact for service, supplies, and billing. Additionally, our robust service commitment sets us apart, with a 99.98% approval rating attributed to our System of Service. Furthermore, our Lifetime Performance Guarantee ensures continuous support for equipment under our maintenance agreements. With features like preconfigured devices, fleet management tools, and on-site end-user training, we deliver comprehensive solutions that prioritize client satisfaction and operational efficiency.

Services interruptions have been exceedingly rare over the past few years, primarily due to the rigorous backup plans we have diligently put in place. Our proactive approach to risk management and contingency planning has allowed us to swiftly address any potential disruptions before they escalate, ensuring uninterrupted service delivery to our clients. We continuously monitor and evaluate our systems to identify and mitigate risks, safeguarding the reliability and continuity of our services. As a result, our clients can have confidence in the stability of our operations.

KPI's

Upon the closure of each service call, TPUSA sends out an automatic survey to the end user to measure customer satisfaction. The survey contains questions used to assess the responsiveness, promptness, scheduling, communication, and cleanliness, which we have deemed essential in providing seamless and satisfactory service to our customers. The survey measures performance on a 10-point scale where any score that is seven or lower results in immediate follow up or escalation. Our surveys are customizable to assure that the data we are collecting is germane to the specific environment we are evaluating.

Customer Satisfaction

At TPUSA, we prioritize customer satisfaction and promptly address any dissatisfaction with our service level agreements (SLAs). We actively monitor feedback through surveys and direct communication, swiftly resolving issues with our dedicated customer support team. Additionally, we regularly review and



refine our SLAs to ensure alignment with customer expectations. Our goal is to provide exceptional service that exceeds expectations, maintaining high levels of customer satisfaction through continuous improvement and attentive customer support.

Customer Complaints & Service Issues

We prioritize prompt and effective resolution of customer complaints and service issues. Upon receiving a complaint or report of a service issue, our dedicated customer support team swiftly investigates the matter to understand the root cause and severity of the issue. We maintain open lines of communication with the customer throughout the process, providing regular updates on the status of their complaint or service request.

Once the issue has been identified, we take decisive action to address it, whether it requires technical troubleshooting, replacement of equipment, or process improvements. Our goal is to resolve the issue to the customer's satisfaction as quickly as possible, minimizing any disruption to their operations.

Furthermore, we view customer complaints and service issues as valuable feedback opportunities. We analyze trends and patterns in reported issues to identify areas for improvement in our products, services, and processes. By continuously learning from customer feedback and proactively addressing issues, we strive to enhance the overall customer experience and strengthen our relationships with our valued clients.

Helpdesk

TPUSA offers First Level Triage for all units via the Help Desk to ensure quick fixes for all end user related issues to achieve maximum device uptime. Replicated environments in the Help Desk imitate the client environment to quickly and easily solve workflow issues. If our Service Engineers cannot solve the issue remotely, we will escalate it to a service technician and have someone dispatched immediately.

The TPUSA Helpdesk was created to enhance the overall satisfaction of our customers and is staffed by our experienced technicians and system engineers. Through state-of-the-art technology, service requests are quickly routed to the correct queue for fast, remote, phone support. To ensure the customer has their questions or issues resolved quickly, our Helpdesk has the ability to troubleshoot via telephone, remote support through their computer, and/or via the client's camera on their cell phone using an App called "Remote Lens". If the issue cannot be repaired remotely, the information gathered by the Helpdesk will assist in drastically reducing troubleshooting time on-site and allow the technician to resolve the issue quickly. As of March 2019, our Helpdesk answered an average of 5,000 calls per month with an 82-85% closure rate. That means 8 out of 10 calls will be resolved over the phone or remotely without having to send an actual technician to the client's site.

Escalation Path For Resolution

The account executive, Dan Gayton, will serve as the primary point of contact, interfacing with the customer on a day-to-day basis. He will handle all daily communications with the customer and escalate relevant matters to the appropriate parties within TPUSA as needed. Additionally, the account executive will proactively work to identify and resolve potential issues before they arise.



TPUSA will designate a dedicated team to ensure that any and all issues that may arise during the course of this project are resolved promptly and effectively. Each of these personnel will be informed of the ongoing processes set in place by CoC to curtail and resolve issues before they arise. CoC's dedicated resource team will be comprised of our implementation, service compliance, account management, and customer service teams. The members of this team will assist in providing CoC with a transparent path to escalation involving all appropriate parties. Upon contract inception, information regarding the dedicated personnel will be distributed to CoC along with the appropriate path of escalation.

The path of escalation is outlined below:

- Dan Gayton – Account Executive – First email
- Bruce Rushton – Project Mgr/ Escalation Specialist – First email
- Steve Lastic – Technical Engineer – Escalation if technical
- Brian Harris – TPUSA Director
- Paul Natale – COO
- Dan Doyle Jr. – CEO & President

d. Terms for annual review of service offerings.

Terms for annual review of service offerings are negotiated. Since we are self-financed, we can be flexible in our offering.



TAB 4

- Business Location and Response Time.
 - a. Current list of operating locations with addresses.
 - b. Locations of warehouses stocked with inventory for service calls.
 - c. Response time for maintenance and necessary repairs.
 - d. Timeframe for the delivery of new and/or replacement equipment.

Local Service and Delivery Center;
11205 Blue Heron Blvd., St. Petersburg, FL 33716

TPUSA Headquarter's including 2 warehouses;
5100 West Cypress Street, Tampa, Florida 33607

4-hour response guaranteed SLA for CoC. 1-2 week window for new equipment delivery depending on availability. This can be expedited in an emergency scenario.

TAB 5

- Pricing. The cost portion of the proposal should encompass all expenses associated with fulfilling the contract requirements for the Information Technology Department (i.e., equipment, ink, toner, regular maintenance, call-out services, etc.). At a minimum, include the following:
 - a. The monthly lease cost for items listed in Exhibit A_Equipment and Volume List.
 - b. The monthly per-click charge for printers. RESPONSE ELEMENTS Citywide Printer and Copier Services 21 RFP #56-24

- Please refer to addendum including product guide and excel spreadsheet

TAB 6

- Additional Information. Vendors should clearly provide the following terms and conditions:
 - a. Provide specific terms and criteria for equipment replacement.
 - Please see Performance Guarantee on pg 11. In most cases, we implement true managed print services. In this scenario, equipment is replaced if it stops working as intended, requires too much attention, or is deemed a lemon. We offer a very flexible replacement strategy. Equipment replacement can vary depending on contract negotiations.
 - b. Terms for end of service separation to include buy out options.
 - Our true managed print allows us to be flexible in terms of buyout options. Since we are self financed and own the equipment we place, you can receive a buyout at any time based on FMV.
 - c. Terms for equipment removal.
 - Equipment removal can be accomplished by TPUSA and is determined per device and/or pickup. That said, we can determine rates prior to contractual period.
 - d. Include if type of equipment is ENERGYSTAR certified. All equipment is energy star certified.



TAB 7

- Attached. Other Forms. The following forms should be completed and signed:

- a. Exceptions/Additional Materials/Addenda form
- b. Vendor Information form Attached
- c. Vendor Certification of Proposal form
- d. Scrutinized Companies form(s) as required Attached
- e. E-Verify Eligibility form
- f. Copies of licenses and/or certifications if requested
- g. W-9 Form. Include a current W-9 form (<http://www.irs.gov/pub/irs-pdf/fw9.pdf>)

[Response\Tab 7 Response.pdf](#)