



Q&A with the President of Digitex

Hugh Porter talks about Digitex's growth, products and future plans

www.digitex.ca

When and why was Digitex launched?

Digitex was founded in 1997 in Red Deer by Rob Barden and Chris Brown, they set out to build a company that focused on service first and sales second.

Our technological needs were very different in 1997. Can you tell us a little about how things have changed over the years for Digitex?

Technology is constantly changing. The brands we carry are from industry leading manufacturers who spend billions on research and development and offer products that are leading edge. The services side is all us and we pride ourselves on staying on top of the technology so our technicians can do their job to the best of their ability and fix things right the first time. To do this properly, we provide constant training, 'just-in-time' car stock replenishment and a strong support staff that dispatches accurate information on the nature of each call. Our growth since 1997 is sometimes hard to believe and was impossible to predict. Technology shifts definitely force change, but the growth and expansion forced us to keep a close eye on our service model. It is one thing to offer great service in one location, but to offer that same great service across several locations has become something we are very proud of.

Part of servicing our customers is understanding the software and solutions available in the market, and our account managers understand these solutions and how they can affect or benefit our customers. They spend 90 percent of their time consulting and 10 percent selling, which was the opposite 18 years ago.

Are Clients surprised by how many functions and uses are in the multifunctional devices and how these products can be used as a valuable administration resource?

Yes! There are more features on an MFP (copier) these days than there are on most cars! We try to customize their product to their needs and workflow and train their key users on how to use the features they need. We have a team of CSR's and IT installers that are solely focused on the customer experience. If set up and demonstrated properly that big photocopier everyone loves to hate can become a real asset to your business.



Hugh Porter

What do you personally find rewarding about Digitex?

I love the opportunity to build relationships with our customers, suppliers and employees. We have some awesome people working for and with this company and it's inspiring to be around so many people that care.

How is Digitex active in the community?

We support as many local charities as we can. We nominate an employee of the month every month and along with their monetary reward, we match the donation to a local charity of choice. We offer a free copier to all registered non-profit organizations that ask. Additionally, we support the Ronald McDonald House, breast cancer research, the Salvation Army and the United Way.

What is next for Digitex?

Our industry is constantly evolving and focus has shifted to managed services and software that allow businesses to work more efficiently. We have an IT team that is focused on our software offering and we are always looking for ways to offer more services to our loyal customer base.

I would like to continue to grow Digitex across this great province and expand our footprint. One thing that is an absolute must when we look at acquisitions is that they must also offer the best service available in their region and have a strong track record for doing so.

Our industry is very competitive. To offer a higher level of service you need to be responsive and quick...this all needs to be done with a 'live' friendly voice answering your call, not a call center in another country or an automated message centre.

If you could tell your clients one thing, what would it be?

Alberta is very loyal to local Alberta Business. I'd tell them I appreciate their business.