

PROFILE

NAME: Hayats LLC
LOCATION: Stafford, VA
FOUNDED: 2012
WEBSITE: hayatspro.com

CHALLENGE

Help a successful office equipment reseller expand its paperless document scanning solutions for its customers and jump-start growth.

SOLUTION

Provide a collaborative partnership program with significant financial, service and marketing advantages, and a full range of proven scanning solutions at prices that support this client's thriving business.

Capturing Profits with Epson

Virginia-Based IT Integration Firm Grows Its Business With Epson Document Scanners

What does it take to start up a successful office equipment reseller and IT integration firm? Luck, hard work, and the ability to recognize opportunity when it comes along, says Fahim Hayat, co-founder of Hayats LLC in Stafford, Virginia.

“We had a great opportunity because the businesspeople here have the means and desire to invest in technology, and they were asking for advice on how and where to best invest.”

Hayat and his partner Abdullah Abdi have done remarkably well since founding the company in 2012. However, they admit that it's a tough business and a supportive supplier can make a huge difference.

“Since partnering with Epson 18 months ago, sales of Epson document scanners have grown to more than 10 percent of gross revenues and even more in net profits,” Hayat continued.

Starts and Stops

Although Hayats LLC has grown quickly, the partners started with a different business model and did not fully realize how to optimize sales and profits.

“For our first two years, we concentrated on selling online,” Hayat explains. While selling online helped them launch their business and establish vendor relationships, margins were low and growth was difficult for Hayats.



It wasn't until 2014 that Hayats began to focus on local businesses with a few key applications: collaboration, mobility, networking, printing, and scanning. They were able to jump-start their growth, helping to fuel a massive hiring initiative that took them from four employees to more than 20 employees in 2019.

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—FAHIM HAYAT, CO-FOUNDER OF HAYATS LLC

Going Paperless

During this period, Hayat and Abdi began to see paperless document solutions as a key opportunity for their clients for at least three reasons:

1. It is convenient to access digital files, whether personnel records, contracts, purchase orders, or other documents. Now anyone with proper credentials can obtain a file in seconds.
2. There are savings in storage costs, with no need to devote hundreds or thousands of square feet to physical storage.
3. Security is greatly enhanced. With paper files, it can be difficult to control who sees what, but a good document management system limits access to those with the proper credentials. Paper files are subject to physical threats as well, including fire and flood, while it's easy to back up digital records to multiple locations.

Yet there are two major challenges to going paperless. The first is the backlog of old files. Many organizations have rooms full of filing cabinets and can see the digitization of these files as a major obstacle to going paperless. The second is an ongoing need to produce certain kinds of documents on paper, such as contracts and delivery receipts, and have them signed by hand. Though an ongoing process, there is a simple way to capture these documents and add them to a digital system.

Realizing this, Hayat and Abdi took on a leading supplier of document scanners, but the relationship did not turn out to be as beneficial as they had hoped.

"There was demand for their products, but we were unhappy with the way they managed their partner programs," Hayat says. "We decided to discontinue selling their products."

The folks at Tech Data, a trusted distributor, suggested they look at Epson. "We tested Epson products with a handful of our high-end clients, and those tests went really well. Also Bill, our Epson rep, was a pleasure to work with."

With the new relationship in place, he adds, "We really started to focus on selling scanning."

"When we need to bring in special software or connect the scanner to a network, Epson makes that very easy."

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The Epson Advantage

Hayat sees three important advantages to Epson document scanners.

1. Epson commercial document scanners are backed by a three-year limited warranty that includes next-day delivery of a replacement unit¹, should a scanner need service. The other manufacturer offered only a one-year warranty and the client had to ship a defective scanner to a service center and wait for it to be repaired.
2. Epson commercial document scanners include Epson Document Capture Pro software, which streamlines the processes of scanning and managing documents. With Document Capture Pro, users scan to searchable PDF files that include full-color photographic images of each page of the document, plus searchable text. It can even save the document automatically, using the headline on the first page as its name.
3. Select Epson commercial document scanners come equipped with TWAIN and ISIS drivers, making it possible to use it with virtually any document management software, including financial, human resources, medical applications, and more.

"When we need to bring in special software or connect the scanner to a network, Epson makes that very easy," says Hayat.

Now Hayats was able to sell even the most basic Epson document scanners to their most demanding clients. For example, the Epson DS-530 can scan up to 50 documents at a time at 35 pages per minute², including stacks of business cards, and sheets up to 8.5"x 36", scanning both sides in full color in one pass. It will even handle thick envelopes, folded documents and torn pages using its automatic feeder, things that many other scanners cannot do.

Other Epson models are even faster, up to 85 pages per minute², and can handle larger originals, and many have flatbed capabilities for books, artwork or historical documents.

"Most often we can sell a comparable Epson scanner for \$100-\$120 less than a competing brand, and that makes a big difference in closing the sale," Hayat says.

"Still, it's the backend support that they provide our customers, especially the next-day replacement, which is crucial."

Capture Pro Partner Program

In addition to its strong customer support, Epson offers a number of financial benefits which Hayat says are crucial in making their paperless offerings profitable.

1. Margins offer an upfront discount of up to 25 percent.
2. Volume incentive rebates can provide extra profit potential for the dealer.
3. There's a sales SPIFF program of up to \$200 per unit, helping the company to reward and motivate its sales force.
4. The dealer can enhance margins and protect its larger clients by registering its deals, a huge advantage when competing with big-box discounters and online sellers.
5. Epson also provides outstanding marketing support, including a web portal with advertising materials and evaluation units for new clients*.

"Epson always works with us, and they find creative ways to help us when we identify an opportunity," Hayat says. "Bill comes out to train our people and works with them one-on-one to help close sales."

"It's that personal approach that really sets Epson apart. We don't have to worry when we sell Epson product to an important client. I have less stress, and we make money."

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¹ For more information, go to www.epson.com/3yearsscannerwarranty. Subject to limited warranty terms and conditions. Expedited shipping not available in all areas. Road Service orders must be in by 3 p.m. Eastern Time for Next-Business-Day delivery.

² Based on letter-sized scans at 300 dpi in Black-and-White, Grayscale or Color Mode.

* Applies only to one (1) unit of DS-320, DS-530, DS-770, DS-780N or DS-870 document scanner per organization. Free scanner offer is valid only for organizations with more than 500 employees that have NOT previously purchased one of the eligible products. 30-day eval program offer is valid only for organizations that have NOT previously purchased one of the eligible products. Epson reserves the right to verify customer information and determine eligibility. Offer cannot be combined with any other offers or discounts. Resellers are not eligible. Not for resale or use outside of US or Canada. Offer is valid in the U.S. and Canada to qualifying domestic organizations only until December 31, 2019.