

# Bishop Business Equipment poised for recovery with facility, tech changes

by Michelle Leach

Bishop Business Equipment, with locations in Omaha and Lincoln, may be approaching 60 years in business, but in just a matter of two years the company has ramped up its office service and solutions, such as electronic content management; introduced new technologies, like network virtualization; and modified its sales structure for simplified and more efficient processes, like invoicing and statements — not to mention several brick and mortar changes, including improvements to existing offices and a completely new one.

“I participate in seminars and conferences that allow me to stay current with the new things that are coming down the line,” said President Dave Bishop, noting his involvement with industry and dealer groups. “We’re constantly looking at new products and services that are available, as well as what the customers’ receptivity is to products.”

After deliberation, Bishop decided recently it was time for the Omaha-based business to deploy its network virtualization and hosted services.

Characterizing it as a strong growth area with lots of potential, Bishop described virtualization as the ability to run multiple virtual servers on one computer server.

“Because you have a bigger hardware box, with more capability and more horsepower, you can run multiple software servers on that one box,” he said. “The reason that’s an advantage is because operating systems have the ability to adjust their resources to the needs of those particular software services.”



**President Dave Bishop in remodeled Omaha space ... Industry group involvement helps business equipment, office solutions provider identify, roll out new network management offerings.**

If one of the servers needs more processing power, for example, this set-up can deliver on more RAM and memory space.

“The server hardware is adjusting the resources to the greatest point of need,” he said. “And it’s a much more efficient system operationally, in addition to the fact that it’s using less power and electrical resources, cooling resources because you’re only running one box instead of 10.”

This efficiency comes, in addition, to savings on costs associated with multiple units and heightened processing capabilities.

Though in 2009 Bishop noted the sale and service of equipment — like printers and copiers — contributed to about 70 percent of its revenues, he said there has definitely been a move toward consulting and support solutions and services, like electronic content management software and computer man-

aged offerings.

This comes as prices have deteriorated industrywide — a boon for customers but a squeeze for businesses.

The company’s sales approach has changed, in that there is now one point of contact that can put the client in touch with various vendors for, among others, printer and toner cartridges and software.

“There is the ability to bundle and purchase through the same office with one contact point,” Bishop said, referencing the ability to accommodate a variety of services in a simplified and more efficient manner (also streamlining statements and invoices.)

Bishop said the business, which has consistently received the Toshiba ProMaster award as a top servicing dealer location, recently purchased a Toshiba branch in Omaha.

“We merged their client base with ours,” he said.

As a certified service center for both printer and copier manufacturers, Bishop said technicians can go to a location and accommodate a broad range of supplies’ and services’ needs without replacing all their existing equipment; an advantage as Toshiba has partnered with Lexmark and HP, enabling all these units to be included in the company’s service package.

In Omaha, the company has renovated and updated its location at 4125 S. 94th St., and he also referred to its Lincoln office at 5253 R St. as being “current.”

Certainly, the Des Moines-area office at 4172 NW Urbandale Drive is current; it had a technical presence in the market in May 2009 and officially opened the office in August.