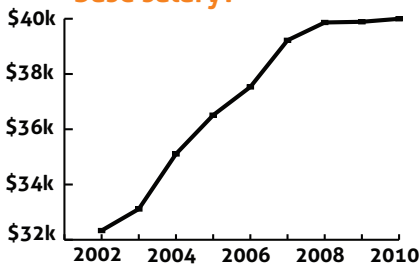


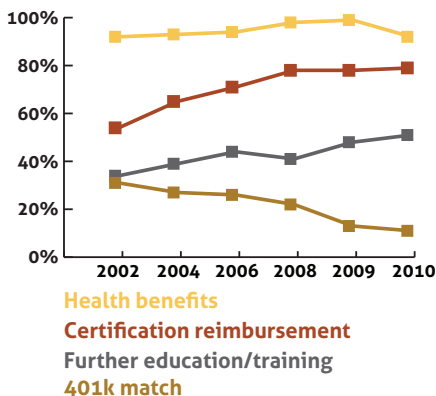
2010 Service Technician salary survey

DESPITE WORST ECONOMIC SITUATION IN SEVENTY YEARS, COPIER TECHNICIANS REMAIN IN DEMAND

What is your annual base salary?



Percentage of respondents who received non-cash rewards



With the national unemployment rate at nearly 10 percent, the past year has been difficult for many industries, companies, families, and individuals. Though the copier biz has hardly been immune to the worst recession in 70 years, it hasn't fared too badly, either. Consider this: while employment recruiters in other industries have complained of receiving hundreds and sometimes thousands of resumes for every open position they advertise, Copier Careers—a recruiting firm dedicated exclusively to serving the document imaging industry—has noticed no significant increase in the number of resumes received.

"We haven't really seen an uptick in unemployed or displaced people within the industry," says Paul Schwartz, president of Copier Careers. "Dealers have so much time and training invested in their techs. Even if they stopped bringing on new staff, unless they were in a really dire situation they simply weren't going to lay off someone who had eight or twelve years of training."

The 2010 Salary Survey

For the past decade, Copier Careers has been surveying copier service technicians, service managers, and sales managers to determine how

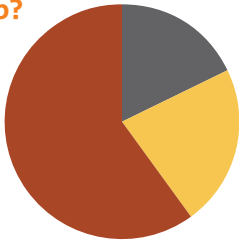
well they're compensated, how happy they are with their career choices, and how sufficiently their employers are meeting their needs. The 2010 Copier Careers Service Technician Salary Survey reflects the responses of 3,964 service techs who took our online survey between March 1, 2009 and March 1, 2010. Eighty-seven percent of the respondents were male, with an average age of 37 years. Three-fourths of them work either for an independent dealer with one location or a regional dealer with multiple locations. And boy, do they work! With an average of 52 hours on the job each week (plus another 4.3 on call), they're devoting more time than ever to their employers. You'd think that longer hours would mean better pay, but since the recession began pay raises have all but disappeared. This year's average? \$39,998, an increase of only \$800 since 2007.

A Tenuous Satisfaction

Last year's big story was this: between 2008 and 2009, the percentage of techs who said they were either satisfied or very satisfied with their compensation rose 31 points, from 24 percent to 55 percent. At that time, any steady source of income was looking mighty good to

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Are you currently looking for a different job?



Yes, actively (18%)
Yes, somewhat (22%)
No (60%)

If you're looking for a new job, why are you looking?

	2010 rank
I'm seeking less stress	1
I want more job stability	2
I want higher compensation	3
I want to move to a different area	4
Personal/family needs	5

Which job-related issues are most important to you?

	2010 rank	2002 rank
Job stability	1	12
Base pay	2	1
Benefits	3	5
Financial stability of company	4	26
Having the tools and support to do my job well	5	3

a lot of people. This year's satisfaction level held steady at 56 percent, but recent comments on the Copier Careers website suggest that contentment is beginning to give way to frustration. "With the economic situation we're in, I have not seen a raise in two years," said one senior tech. "You have to wonder if employers are using the poor economy as an excuse to avoid giving raises."

Back to Basics

Over the past few years, we've noticed a change in the things that techs say matter most to them. While factors like base pay and benefits always rank in the top five, they've now been joined at the top by two factors that were barely worth mentioning ten years ago: job stability and the financial stability of employers. Whereas in 2002 techs were concerned that their opinions were valued and that they were given opportunities to increase their skills, in 2010 they're much more worried that their jobs will continue to exist and their paychecks will continue to clear.

This year also saw a marked decrease in the percentage of techs whose employers offer healthcare benefits. While in 2009, 99 percent of respondents were still receiving employer-provided health insurance, this year that number has decreased to 92 percent. Between rising insurance costs and shrinking operating budgets, a growing group of independent dealers just can't afford to cover their employees anymore. As one web commentator told us, "I never thought that healthcare was a perk, but our dealership shifted the entire premium to the employees. It's a 10 percent pay cut for me to cover my family. Welcome to the new economy."

Education Pays

In addition to health insurance, many dealers also did away with car allowances and 401(k) match programs this year. But there was one "perk" that proved indispensable: education and training. Even as other benefits have eroded over the past decade, dealerships have grown more willing to reimburse their techs for certifications and foot the bill for training programs. Why? Because they can't afford not to, especially now as many of them are implementing their first Managed Print Service programs. This year's acquisition of Ikon by Ricoh also boosted the need for education, as Canon began authorizing new dealers, whose techs were required to quickly get up to speed on a new product line.

Future Outlook

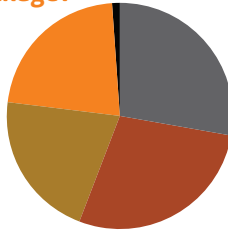
Although 56 percent of this year's respondents said they're satisfied with their compensation, 40 percent say they're looking for a position with a different employer. With hiring still sluggish, they may not be changing jobs as soon as they hope. Nevertheless, new opportunities are emerging every day for technicians whose skills are in demand. According to Schwartz, some copier dealerships have even begun offering modest signing bonuses for techs with certain skills, a practice that is almost unheard of outside our industry right now. The road to recovery will undoubtedly be a long one, but Schwartz is optimistic about the near-term prospects for copier techs: "I think over the next year hiring is going to be very robust in this industry."

Up next: special online-only section, featuring a full page of additional graphs and commentary.

Satisfaction

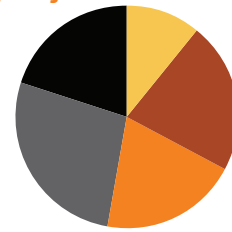
Since the recession began, technicians have reported growing levels of satisfaction with their jobs in general as well as with their compensation packages.

How satisfied are you with your compensation package?



Very satisfied (28%)
Satisfied (28%)
Neutral (21%)
Dissatisfied (22%)
Very dissatisfied (1%)

How satisfied are you with all aspects of your job?

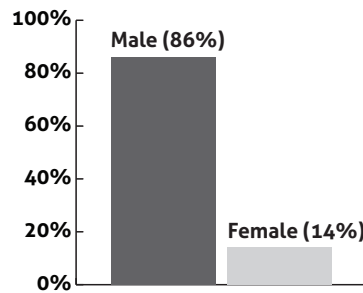


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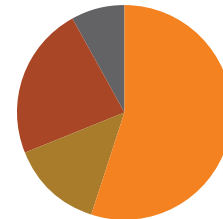
Demographics

Although more women have become copier technicians in recent years, the field is still dominated by men. About half of all copier techs have had some post-high school education.

What is your gender?



What is your highest level of education?

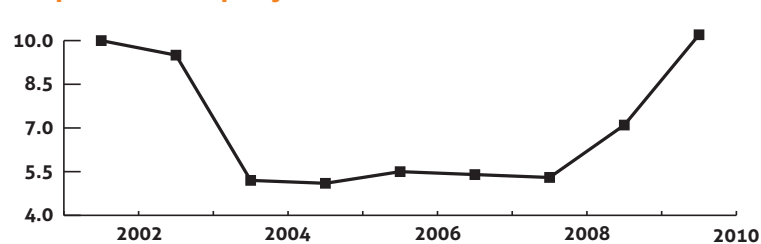


High school diploma (55%)
Some college (14%)
OEM training (23%)
Tech school (8%)

Job longevity

With the collapse of the economy and the weakening of the job market, copier techs are now planning to continue working for their current employers for an average of ten years.

How many years do you expect to stay at your present company?



About us

Copier Careers is a recruiting firm dedicated exclusively to helping independent copier dealers find experienced service techs, copier sales reps, managers, controllers, back office staff, and MPS experts. Learn more about our commitment to the industry at www.CopierCareers.com.

