



NSI Behind Bars And Ahead of the Competition

Patience, helpfulness and the right product all combined to help NSI win a huge printer order from the New York State Department of Correctional Services.

The \$1.7-million deal will send 2-thousand Xerox 4510 printers behind bars, mostly to prison pharmacies around New York State (NYS).

NSI Account Executive Nancy Lamberson started her efforts to lock-up this business a couple years ago when she offered to simplify software licensing management for NYS by keeping track of Passport Advantage licenses. "They appreciated the help and liked working with us because of it," Lamberson said.

Shortly thereafter NYS started testing different printers for different applications, just as Xerox was coming out with a new product – the 4510. "Xerox knew this printer would be a perfect fit," Lamberson said. "And the customer relationship that we built up over the past few years made a difference in allowing me to introduce Xerox into what had been an HP printer environment."

The Xerox 4510 passed the tests with flying colors, the only printer that met all the criteria.

There was only one thing left to do - book the order, along with warranty upgrades, additional accessories and ongoing consumable supplies.

It's a record NSI and Xerox can be proud of.

