

# AMANO®

## Dealer Focus Issue 1 - November 2007



Florida Time Clock was started in 1991 in St. Petersburg, Florida. My father had a similar business - named Wagner Business Machines in Buffalo New York - where I learned how to sell and service office machines. I was raised in the business.

About us: Florida Time Clock has experienced an average growth of 20% every year. We believe this is because we generate a tremendous amount of repeat business by treating our customers as we would like to be treated. We post complimentary letters sent from our customers onto our “**Wall of Happiness**”. It is important for me to give back to the community that supports my business. I have volunteered with the Paralyzed Veterans Association, have been a director of my Neighborhood Association, and a director for the local Sierra Club chapter. For the past 10 years, I have been a director of the Friendship Trail Corporation, which set an international precedent by converting an old highway bridge into the world’s first free over-the-water public recreational park. (See it at [www.friendshiptrail.org](http://www.friendshiptrail.org)) With a thriving business, I have found it challenging to make time to volunteer, but I have received great satisfaction from the work that I have done, and in knowing that I have made substantial and positive changes to my community.

About Amano: Early on, we found that Amano builds high quality equipment, and in many cases, such as the PIX and MJR product lines, the absolute best. I can’t remember a time when I demonstrated an Amano machine where I did not close the sale. I also know that whenever I need technical support, I can quickly get a qualified technician on the phone. Amano sets the gold standard for technical support. Amano’s technical support people have always been great to work with, and their service department has always been fast and fair.

Our office: We make it a point to invest in the fastest computers, most organized filing systems, best office software, and comfortable office environment. It is important to me that when our customers call for help, they receive help from a confident, competent and friendly staff. When customers call, we want them to know that they have called the right place.

What we like about Amano: Our favorite Amano clocks are the MJR’s, the CP-3000’s and the TCX-21’s. The MJR’s as we all know, can do nearly anything imaginable. The TCX-21 is as close to indestructible as one could ever dream. It also prints beautifully. This machine is a champ. The CP-3000 is easy to program and is the natural replacement to all clippers now discontinued by Cincinnati and its competitors.

Funny moments: I remember going out on my first time clock sales call back in 1991. I was selling a used Cincinnati 100011. A few minutes into the demonstration, the customer asked ‘so Joe, how long have you been doing this?’ I pulled back my sleeve, looked at my watch, looked out the corner of my right eye at him and said “well....” He laughed and bought the machine. It was my first sale. Later, I was calling on a hardware supplier in an industrial park. The man behind the counter was rude. He said, “Time clocks? Those went out with horseshoes. You better find another job!” I now rollerblade on a public trail where he once had HIS job

People ask: What do you see this industry becoming in the future? My instincts have generally been pretty accurate. This is what I see happening to our industry over the next 5 to 10 years, and beyond: The idea of shipping a machine in for service will become more acceptable, lessening the need for on-site support. Bricks and mortar dealers like Florida Time Clock will become more rare, and more valuable when the need arises. We provide on-site emergency service; out of town operations can’t do that.

In the short term, people will gravitate toward subscription-based technology, where they pay for subscriptions based on moving employee levels. In the future, 5 to 10 years out, employee and general public tracking technology will be everywhere. People will wear proximity chips that will be tracked by satellites and Wi-Fi type random networks. Just like Star Trek, science fiction closely precedes science fact.



I had the incredible luck of riding and talking with Gene Roddenberry in a Ford Maverick for an hour in college, back in 1976. Roddenberry gave a three-hour speech on futurism and technology. He imagined a camera-based society where everything was recorded for control of the society. Fast-forward 30 years; “smart buildings” are becoming more common, cameras are in halls, streets, and on highways. Everyone is being watched.

In the future, management will know where you are, easily and all the time. Leave the premises, or go to a break room, and you will be automatically clocked OUT. Paid breaks will be automated and governed by where you are, and for how long, eliminating casual cheating. This also solves the “buddy punching” issues. We will be selling wireless arrays, or be integrating with other shared systems. Many common appliances will become data collection nodes on the network, all constantly monitoring information then routing it as the software recognizes it. Remember, the Web as we are using it, is essentially only 12 years old. The military is developing MASH networks. Web2 and the GRID are rolling out as we speak. Eventually all this will become more ubiquitous, yet we will still need layers of security – and time clock dealers will be selling this technology.

But what about old technology, traditional time clocks:

Time stamping equipment will be with us as long as there is potential for computer imaging fraud, or the desire for a physical document to take to a court room, with embossed paper and ink that can be proven to have come from a machine. Traditional “punch clocks” will be around for years to come. Courthouses and heavy industry will need these machines for a long time to come.

The individual time clock dealer will survive by their business instincts, education, and ability to innovate. Those who pause or rest will be gone quickly. Other partially related industries like the cash register business are making inroads to our customers. We must continue to sell the value of our unique knowledge to the public to keep our industry alive. The message we convey is that payroll is the largest controllable expense there is. We are specialists; we can help. Amano has always been part of our product mix, and Amano has always been a good source of profits. I fully expect we will continue to sell Amano products for the next 16 years. Florida Time Clock will continue to grow, and Amano will be there with us, as it has been since the very first day.

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