



Welcome to the March edition of the Copier Careers Newsletter, your source for industry news, career advice, and job listings.

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## Q&A with Neal Becker, Executive Vice President of Q2, LLC

**Neal, you and your business partners Jane O'Brien and Joe Steinberg have just launched Q2, a new supplier of replacement parts for copiers, printers, and MFPs. What are your backgrounds?**

Jane has many years of experience in sales, customer service, and operations-she was responsible for North American operations at Katun before leaving in 2005. Joe has more than 20 years of experience working with industry suppliers around the world. He knows the product development side of the business very well. And I started out as a copier technician in 1970 and worked for a couple of dealerships before I joined Katun in 1979 as their first sales rep. In my 25-plus years at Katun I had many roles, including Vice President of Sales and Co-General Manager of the North American Business Unit. The three of us have very different areas of expertise, but a similar approach to business.

**What differentiates you from other aftermarket parts suppliers?**

First of all, our focus is on spare parts, rather than on toner and drums. We're a startup company and our product line is fairly limited. But we'll be growing the product line rapidly and we hope that dealers will recognize Q2's current and potential value. We have realistic expectations-we fully expect to be a niche player. We want to be a good supplier, a highly-respected supplier, and a successful supplier. But, we won't measure our success entirely by our size.

**Q2 is working to help customers "go green" by reclaiming, refurbishing, and reusing more of their replacement parts and assemblies. Why have you decided to go this route?**

It is something we think is important today and will be even more important in the future. The OEMs have shifted to supplying assemblies rather than components. There are a lot of reasons to do that, and it has been a good decision on the part of the OEMs. But used assemblies create a lot of waste, and we believe there are better alternatives to throwing them away. So, economically and ecologically, it makes sense for us and for our customers to pursue these alternatives.

**You say that "quality is everything." Why?**

Because of our experience, we understand that virtually everything we sell costs more to install than it does to acquire. So it's really important that we provide our clients with real value, not just low prices.

**Q2 seems to be a particularly customer-focused company. What's your philosophy?**

We strongly believe that companies don't buy from companies-people buy from people. We also believe that good business relationships revolve around being a good business partner. We want to provide great customer service and competitively-priced products to all of our customers, all of the time.