



An Elite Dealer

Centriworks has been recognized as an ENX Elite Dealer every year since 2016.

Year Founded: 1964

President/Owner: S.R. Sumner

Number of Employees: 65

Primary Vendors: Ricoh, HP, KYOCERA, Epson

Primary Solutions Offerings:
Continuum, Collabrance, Paper-Cut, PrinterLogic, Microsoft, DocuWare, Digium, White Label, IRONSCALES

Primary Leasing Partners:
Centriworks Financial, US Bank, GreatAmerica

Approximate Yearly Revenue:
\$15 million

Fastest-Growing Business

Segments: MNS (53%), software/IT infrastructure (10%)

Biggest Accomplishment of the Past Year: Over a six month period, Centriworks negotiated a new five-year managed services contract with a Department of Energy (DOE) lab, an extension of an agreement that spans nearly 20 years.

WHY WE CONSIDER CENTRIWORKS ELITE

MARKETING REFRESH. Centriworks enlisted the assistance of Cumulus Media to develop, maintain and execute a digital marketing strategy to not only communicate its rebrand from Thermocopy, but also drive business. The initiative used a combination of elements, including digital display advertising and Google AdWords that, coupled with its website refresh and internal landing page capabilities, targeted customers and prospects in different stages of the buying cycle.

LANDMARK DEAL. The aforementioned DOE lab pact includes the installation of more than 500 A3 and A4 devices and print management software.

MANUFACTURER RECOGNITION. The dealer was again cited by Ricoh as an Elite Level Dealer in its 2019-2020 RFG Eco Excellence Program, and also was named by the OEM's as a 2020 Circle of Excellence Certified Dealership for customer service and technical expertise. Also, Centriworks earned a World Class Service designation from CEO Juice for being in the top 10% for Net Promoter Score (97).

HELPING HANDS. Centriworks is the founder of GoGreenET.com, now owned by USA Today, which promotes sustainability efforts by east Tennessee businesses. In addition to supporting 40-plus nonprofits, the dealer is an active member of more than 20 chambers of commerce in Tennessee and Virginia.



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