



So, what's **different** about Datamax ... *really*?

At Datamax, we want to be a *difference-maker*. Identifying and resolving customer technology pain is crucial, but *difference-makers* do more. They help visualize a broader scope of technology-driven possibilities to propel your business potential. Read on to learn more about what *really* makes Datamax different...

Culture, People & The Datamax Way.

Culture trumps everything at Datamax. We live out this culture through what we call the Datamax Little Blue Book, and our collective mission of Creating Raving Fans®!

Family Owned & Operated since 1955.

The Datamax story begins in St. Louis as A.B. Dick Products, and continues today as a family-owned and operated business.

Tenure To Support You.

Datamax celebrates its tenure among employees. Our two presidents have been with the company for four decades, and our management team averages 19.7 years of tenure.

Datamax Direct In-house Leasing.

Our in-house leasing program eliminates third-party consulting/billing and increases customer flexibility.

Local Support, Warehouse, & Decision Making.

From logistics to phone support to decision-making, we are proud to conduct business on a local level.

Represents the #1 Manufacturer Worldwide.

Our technology alliances are world-class, including our partnership with business technology industry leader Canon USA.

MaxCare® Support Umbrella.

We've got technology covered, not just copiers, with our family of next-generation support services.

Flexibility in Meeting Customer Wants & Needs.

Our list of core competencies allows us to deliver comprehensive client technology wants AND needs.

Exceptional Customer Recommendation Scores.

The numbers don't lie. Based on 12K+ survey responses, our average Net Promoter Score® of 93.0 (since 2012) proves our track record with customers.

DatamaxCares™ Community Mindset.

We connect way more than just technology. Through our DatamaxCares initiatives, we believe in connecting with our communities, too.

Regular Partnership Reviews.

We consistently meet with our clients in a strategic manner because, frankly, partnership isn't part-time.

Professional Sales Representation.

Through integrity and empathy, personal development and professionalism, we offer your company the best technology insights and solutions available.

Quality of Service & Support.

We showcase our quality of service through written guarantees, training curriculum, ongoing quantitative service metrics, and national awards to back it up.

