

## AT A GLANCE

### CAPITAL BUSINESS MACHINES

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Number of Employees: **21**

Top Executive: **BRETT ROGERS, PRESIDENT**

Product or Service: **COPIERS, PRINTERS,  
FAX MACHINES, SCANNERS, IMAGING,  
PRINT MANAGEMENT, MAINTENANCE  
AND SUPPORT**

Year Founded: **1939**

First Machine Available  
From Capital Business  
Machines

A typewriter in 1939

## In GOOD COMPANY

Brothers Brett, Byron and Bryce help run Capital Business Machines and father Bill Rogers can chip in with advice and guidance.

### Beyond Just Selling Copiers

“We recommend ways to put technology to work, in the right way, to solve non-core business problems.”

– *Brett Rogers, President*



From left: Byron, Bill, Brett, and Bryce Rogers

# Capital Business Machines Delivers Information Management Solutions

Focus on clients' needs, personal service at heart of success story

WHEN CAPITAL BUSINESS Machines opened its doors on Main Street in downtown Little Rock in 1939, there was really only one machine available to make offices run more efficiently and productively – the manual typewriter. In fact, the company then was known as Capital Typewriter Company.

More than 70 years later technology has radically changed the workplace with a network of machines that print, copy, fax and scan – backed by a comprehensive service and maintenance agreement – revolutionizing the ways offices run.

Despite the changes in the information management and support solutions his company offers, president Brett Rogers says the foundation of Capital Business Machines' success remains the same today as it was in the beginning.

“We value our client relationships, and we're always here to do everything we can to help their businesses run better,” Rogers said. “We want to help you move the information around your office the most efficient way possible, so you can focus on your core business. If your business is insurance, then

your business is selling insurance, not clearing paper jams.”

Still located on Main Street in the heart of downtown, the staff of professionals at Capital Business Machines remains focused on the same client-focused principles espoused by the McWilliams family, the company's founders.

### Family Business

The Rogers family's entry into the field came in 1975, when Bill Rogers, Brett's father, opened City Business Machines, a competitor of Capital Business Machines.

Bill, Brett and Brett's two brothers, Byron and Bryce, remained with the company after it was sold to a large international firm in 1996, but over the next few years they realized "we were not cut out for the corporate game," Brett Rogers said.

"We really don't know any other business," Brett Rogers said. So the Rogers family was back at

### Putting Technology to Work

Most often that involves copiers – the product that has always been the foundation of solutions delivered by City Business Machines.

"Copiers were just starting to come into their own in the mid-1970s," Rogers said. "And today that's still our bread and butter. However, I think we get stereotyped

"But really, when you talk about what we do, we recommend ways to put technology to work, in the right way, to solve non-core business problems which also include managed print services, document imaging, and other outsourcing services."

### Valuing Service

For Capital Business Machines, "service is even more important than the products," Rogers said. "Yes, we have to sell the product to have a service capability. But once we place products in the field, it is very important we support those products and customers to the fullest.

"It's our job to make sure our products are working which means your business is working... that's what you pay us for. All our technicians are trained on what we sell, and we service everything we sell."

Rogers said, "It's also important for us to develop relationships with our customers and continue to learn more about their businesses so we can help them be successful."

Their focus on clients and on their employees is evident in the fundamental goals the Rogers family

has established for Capital Business Machines:

- To continually strive to provide the highest level of quality products and services at a competitive profitable price level.
- To encourage and invest in the development of our people through education.
- To create and maintain a positive work environment with career growth opportunities.
- To create and maintain a highly professional, ethical relationship with customers, suppliers, and co-workers.
- To participate in community events and civic and trade organizations.
- To continually offer the latest in "cutting-edge" technology.
- To develop our company to become an industry leader.
- To create marketing and advertising programs to promote the company and increase exposure in the market.

Ultimately, the key to our business is "accountability and reliability," Rogers said. "If you take care of your customers, they will take care of you." ■

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Brett Rogers, President

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the helm of a local company after the opportunity to purchase Capital Business Machines presented itself in 2000.

The three brothers run the business, while Bill Rogers is typically used as great resource, having 30-plus years of knowledge and experience under his belt.

### Locally Owned

One of the frustrations of working for a global company, Brett Rogers said, was having to get questions answered at the corporate office, often a drawn-out process that was not in his clients' best interest. Back in charge of a locally owned company plays to his family's strengths, Rogers said, and maintains the legacy of Capital Business Machines.

"It is important for us that we capitalize on being a local company and not having to call somebody in Chicago or New York to get a decision made," he said. "When you call here, somebody will answer the phone, not a voice mail system. I think that's important to our clients and to doing business in Arkansas."

That personal approach applies to every aspect of how the Capital Business Machines team does business.

"Our sales staff goes out to the customer's site, and they do all the assessments of what customers need at their place of business to make it run as efficiently and effectively as possible," Rogers said.

as that's the only thing we do.

"Yes, equipment has come a long way, from an analog product sitting in the corner to a digital product that faxes, prints, scans, emails and copies in full color. That's still the main part of our business.

