



723 SW 7<sup>th</sup> Ave.  
Amarillo, TX 79101  
806-373-4148 | 800-749-9025  
[ar@diamondbusiness.net](mailto:ar@diamondbusiness.net)

February 1, 2020

RE: Price Increase & Discount Opportunity

Dear valued Diamond Business clients, we hope this letter finds each of you experiencing a wonderful new year. With the new year we have received price increases from most of our vendors, some due to overall component cost, others due to possible tariff concerns.

Effective 2/15/2020 there will be a price increase from 8% to 13% on all supplies we provide. We recognize this is a hardship on your organization just as much as it is on ours. But that being said we have something that we believe will assist those customers who currently have a service and support agreement with us.

**Current Service and Support entities will receive a 12% discount off the 02/15/2020 pricing on all supply items (this does not include new machines, or software).** With this discount you will be very close to paying the exact pricing you are currently paying for these items, as long as your contract remains current.

For those without a service contract - *why should you consider one?*

- 1) Supply pricing is increasing and you will not be receiving the discount pricing – the discount alone could almost pay for the contract.
- 2) Ongoing support for both software and/or supplies for the life of the contract.
  - a. Example: Say the contract is priced at \$ 750, without it an onsite call to Lubbock would be billed at \$125/hour portal to portal totaling \$375 then the cost of service while on site would be \$150/hour plus the cost of all parts. You could very easily exceed the cost of the contract with one support call.
- 3) New Service and Support Program pricing will also be in effect 2/15/2020.  
(see the back side of this letter – including advantages of a support agreement)
  - a. Cost for all non-contract support has gone up and phone support without a contract in place will be billed per hour, with a minimum charge of ½ hour.
  - b. Software fixes/updates will not be available without a contract.
  - c. Without contract to move to latest version will require an upgrade purchase of software.
- 4) Priority response and restore - get your system back up and running in prime condition and allow for software support, including the latest updates and discounts on upgrades.

If you are interested in knowing more about our service and support offerings please contact us at 806-373-4148 or 800-749-9025 and allow us to tell you how to receive your discounts and ensure your system is properly cared for. We value your business and only want to provide the best in service and support in return. Please contact us with any questions.

Kind Regards,

A handwritten signature in black ink, appearing to read "Charlia Pence".

Charlia Pence – President

A handwritten signature in black ink, appearing to read "Kyle Randel".

Kyle Randel - Vice President/Technical Manager

	<b>SSA</b> Software Service Agreement	<b>HSA</b> Hardware Service Agreement	<b>PSA</b> Premium Support Agreement
<b>AGREEMENTS INCLUDE</b>			
<b>12% discount on supplies for the life of the agreement</b>		✓	✓
<b>Access to software updates</b>	✓		✓
<b>New User/Refresher Training on software (1/year/request)</b>	✓		✓
<b>Remote support for software and hardware issues/updates</b>	✓		✓
<b>Installation of firmware updates to hardware</b>		✓	✓
<b>Hardware replacement parts included at no extra cost</b> <i>**Except Consumables</i>		✓	✓
<b>No charge travel, labor or parts for on-site support calls.</b> <i>***See Exceptions</i>		✓	✓
<b>Priority response time over non-contract customers</b>	✓	✓	✓

**\*\*Consumables include:** cleaning rollers, ribbon / lamination cartridges, and out of warranty printheads.

**\*\*\* Exceptions include:** Acts of God, user malice, and lack of proper cleaning

### Support options for those who do not have a service agreement.\*\*

<b>PER-CALL SUPPORT</b>	<b>NEXT TIME IN TOWN</b>	<b>BENCH/DEPOT SERVICE</b>
Non-Contract clients will pay a set fee for each call or on-site support ticket	Parties who can wait until the next time our techs are in that city for service	Walk-in or depot service preformed in our Amarillo support office.
<b>\$75/hour phone support</b> <b>\$125/hour portal to portal</b> <b>\$150/hour on-site labor charges plus parts cost</b>	<b>\$250 initial fee plus parts, and labor at the rate of \$150/hour</b>  <b>No portal to portal fees</b>	<b>\$100/hour plus parts</b> <b>Non-DBS client \$150/hour</b> <b>All freight cost are the clients responsibility</b>

**\*\* Payment arrangements are due at the time of service. A purchase order number or credit card authorization form must be provided. We accept MasterCard and Visa.**

### Other charges not covered under service agreement.

Hardware issues caused by lack of proper cleaning as set by manufactures cleaning protocol. Amarillo Area	\$ 50.00
Outside of Amarillo charges will be same as per support call	
Reinstall of software caused by PC failure or PC upgrade	\$ 250.00
New Card Designs for non-contract holders	\$100/hr