



Automatic Equipment Service

Matthew McCormick – CEO/Owner

Success Magazine: Matthew, what does success mean to you?

Matthew McCormick: I see success as the feeling I have at the end of each day knowing I did the right thing by everyone I came in contact with—family, employees, customers, friends, or just someone I met on the street. So, I guess I have to reset my success meter every day.

SM: How did you become interested in the office and retail equipment industry?

MM: I have always been good at fixing things, so when I got out of the Air Force I knew I should follow my talent. In the process of “fixing things” I discovered that there was a lot more to it than just repairing equipment. I found that what I was really doing was helping people. Whether that means getting their system up and running or saving them from buying more than what they need.

SM: How did your past prepare you for success as the owner of a company?

MM: Having a military background helped some, but even more important is my religious background. I was brought up to care about people, do a good job, treat people as I would like to be treated, and be honest about all things.

SM: AES has been servicing the Capital Region for 35 years. To what do you attribute your success?

MM: Honesty. When we are wrong or make a mistake, we do not try to hide it or cover it up. We tell you when we’ve made a mistake, and then we move forward. I also attribute our success to integrity. We have one customer who we did not invoice for any service work for over two years because what the manufacturer told her the system would do and what the system actually did were two completely different things. We fought the manufacturer to get the right system into her location. We lost a lot on it, but she was our customer and she looked to us for help. That is what we are here for.

SM: What types of equipment do you sell?

MM: We have one of the most diverse lines you can find. We sell point of sale systems for both the hospitality and retail industries, cash registers for any industry, scales, product wrappers, security cameras, printers, copiers, and all types of office products and supplies. I guess the best way to see everything, is to go to one of our websites at www.callaes.com or www.aesofficesupplies.com. We even have a green initiative going for the office products line.

SM: Do you service all of the equipment that you sell? How do you ensure that your team stays up to date on all of the latest technologies and products?

MM: We service 99% of what we sell. Once in a while, we have to send something like a laser unit for a scanner out to be serviced. We do a lot of training. As a matter of fact, it is one of our biggest expenditures. We send our technicians

and our sales staff to be factory trained. We do a lot of web training, and we are constantly going back to school to stay up with technology. As for the products, we deal with a lot of great manufacturers that keep us up to date about what is coming and how to be ready for it.

SM: What is the most important quality for a leader to have?

MM: Integrity, because it covers such a large range of qualities.

SM: Customer testimonials on your website point to the honesty of your company. Why is this so important to you?

MM: Without honesty what do you have? How can anyone say they are successful if they got there dishonestly? I could not reflect back on the day and feel good about myself without honesty.

SM: Over a 35 year history much technology has changed. What are some of the ways that your company has changed along with it?

MM: We use a lot of the products we sell, so we are always on the leading edge of technology. Gone are the days of just hiring fix it guys. We



“ I was brought up to care about people, do a good job, treat people as I would like to be treated, and be honest about all things. ”

have technicians with computer science degrees, electronics degrees, and all kinds of certifications.

SM: Where do you see your industry heading in the next five years?

MM: More wireless and remote usage. Owners will be able to go on vacation and watch what is happening in their store or office from their phone. Employees will be able to do so much more in terms of productivity from a home office. We do a lot of that now.

SM: What have you learned about yourself in the process of owning your own company?

MM: I like to help people. I prefer to be out in the field rather than in the office. If I feel at the end of the day that I did not put in my best, or that there was something more I could have done, I do not sleep well that night.

SM: What is the most difficult aspect of being a business owner?

MM: Time management. There are so many directions to go during a week it’s incredible. Not just work and family, but church and community also.

SM: Is it difficult to find a balance between work and other aspects of your life?

MM: At times yes, but if you remember to keep it all in perspective of what we are supposed to do – God, family, and work – then it is much easier. Sometimes I am reminded by my wife that putting family first may mean staying at work a little later to get things done, so that I am not thinking about it when I get home.

SM: What is the best piece of advice you have ever received?

MM: Treat everyone as you would like to be treated. Sometimes it is difficult, but you still have to try.

SM: What sets AES apart from your competition?

MM: There are many things that set us apart. Our diverse product line is one of them. For example, we represent four or five different POS companies rather than just one. Our customer needs vary so much, that rather than trying to manipulate one system to perform a specific need for a customer that it was not made to do, we have a system that was made specifically for that individual need. Other things that set us apart are what we do for a customer during an installation or warranty period. We do not charge overtime if a

system that is under warranty goes down on a Saturday. How can a company call it a warranty if they make a customer wait until Monday morning so that they will not be charged? The biggest thing is that we bill only for the time that is worked. Most companies bill you a minimum of one hour just for showing up. If we are only there for a quarter hour then we only bill for a quarter hour.

SM: If you had to describe yourself in one word, what would it be?

MM: Honest.





AUTOMATIC EQUIPMENT SERVICE INC.

WHERE THE BEST IN SALES & SERVICE IS AUTOMATIC!

518 756-7827

WWW.AESOFFICESUPPLIES.COM & WWW.CALLAES.COM
 5 ORCHARD AVENUE • RAVENA, NY 12143
 FAX - 518 756-7839

- POS Systems
- Cash Registers
- Scales
- Office Supplies

- Copiers
- Printers
- Shredders
- Fax Machines