Celebrating 35 Years of Customer Service Excellence and Success

In 1981, Keith Allison, President and CEO of Systel Business Equipment, built his company on hard work, perseverance and determination and it continues growing strong and is proud to celebrate 35 years in business.

Starting out in the copier industry with very little money and only seven employees out of a small house converted to an office, this family owned and managed business now employs over 255 employees in 10 locations across the state of North Carolina and Georgia providing office equipment and services to over 10,000 businesses and organizations.

With the insight of the Founder/CEO Keith Allison matched by the technology driven focus of the next generation of owners and leaders, his three daughters, Janene, Cara, and Jacqueline, Systel has grown to be one of the Southeast’s largest independent dealer of Ricoh, Konica Minolta, Panasonic, Lexmark, and HP office equipment.

After an astounding 35 years and many achievements and milestones made, Systel, headquartered in Fayetteville, NC, has grown nearly 50% since 2009 recognizing revenues of over $55M for 2015 earning the company a spot on Inc. Magazine’s Inc. 500|5000 list as one of the fast growing companies in America. Additionally, the recent completion of a 125,000 sq. ft. Distribution & Service Center, showcasing all of their latest Industry Technology, allows the organization a larger hub to service the needs of its customers and provide its employees with the space and resources needed to achieve this level of growth and success.

Systel has been able to continue to grow due to the cost saving solutions and business process improvements it offers to its customers. Growth became possible thanks to Keith’s service-centric vision: From day one, he has believed in approaching customer service not as a one-time goal but as an ongoing relationship. Under his leadership, Systel has become known for its commitment to innovation, quality and attention to detail. Although growing to become a multi-million dollar company, the ongoing passion and results-oriented mindset of the entire Systel Team remains the focus and grassroots of the organization.

In the beginning years, Systel’s primary focus was selling typewriters, fax machines, and analog copier machines. Systel has seen the industry change tremendously over the last 35 years, adapting to the change to digital technology in the 90s and now in 2016, the focus on innovation and the “Workplace of the Future”. Systel’s technology offerings have vastly expanded in recent years, partnering with the Industry’s leading manufacturers to offer the latest technology in 3D printing, video teleconferencing, document management software, IT services, and production printing systems capable of printing on almost any substrate material. Systel is using the momentum of past success to continue to invest in new technology and strive for betterment.

“It’s an honor for Systel to be named as one of Grant Thornton’s NC Top 100 Private Companies by Business North Carolina magazine for the past six consecutive years and this year especially means a lot as we celebrate a large milestone – 35 years in business,” President/CEO Keith Allison said. “We are proud to be a part of such an elite group and this prestigious achievement provides our team with the motivation and vitality to continue to excel year after year.”

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