



Document
Solutions to Fit
Every Business

East Michigan College Recognizes Tremendous Cost Reduction and Production Uptime with Applied Imaging

Who is Henry Ford College?

Henry Ford College (HFC) is a public, two-year college founded in 1938, and has a current enrollment of close to 14,000 students. With two campuses located in Dearborn, the school offers bachelor and associate degrees. Providing a variety of certificate programs in a wide variety of liberal arts, science, fine arts, culinary arts, hospitality management, and health sciences.

Key Challenges in the Henry Ford College Environment

Fred Steiner, HFC's Purchasing Director, buys everything for the school. Several years ago, Mr. Steiner had seven firms respond to an RFP for replacing the school's entire fleet of equipment. Factors being considered were machine quality, price, service, response times, and overall approach to handling customers. According to Mr. Steiner who has been with HFC for over 30 years and other evaluators, Applied Imaging's presentation, "stood out from the crowd and was an incredibly effective and creative presentation." Applied Imaging's proposal received the highest rankings for how they would work with the school's existing provider, how they would move the old equipment out and move in the new, how they would train people, and how they would assess the right locations for the right equipment.

How Applied Imaging Helped

During a two week period over the summer, Applied Imaging replaced 52 pieces of equipment and held training sessions for the personnel in each department. According to Mr. Steiner, everything went like clockwork. Since then, students have been happy with the walk-up machines in the library and School of Nursing. The Production Area "just loves it" due to maximum uptime. The department heads and more importantly, their staff, really likes the new system, software, and all the features the package has to offer.

The Benefits

- *Savings of over \$110,000 each year since selecting Applied Imaging*
- *HFC employees receive immediate response and follow up whenever they have a question*
- *Applied Imaging's responsiveness to end-users needs and requests has made Mr. Steiner's decision look great*
- *Applied Imaging's vast experience in the education environment has meant "no headaches" for HFC and Mr. Steiner*

About Applied Imaging

For over 30 years, Applied Imaging has helped businesses across the Midwest be more efficient. Our products and services help you to better communicate and manage the flow of information. From document creation to destruction - and everything in between; Applied Imaging has your back. As a locally owned and operated business, headquartered in Grand Rapids, Michigan, we have the experience and resources to exceed your expectations in every aspect of your business.

- 12 locations in Michigan and Northern Ohio, serving nationwide
- LIVE Customer Loyalty Center to take your calls
- Over 14,000 clients and a 98.8% Client Satisfaction Rating
- Over 44,000 copiers and printers on contract and over 3500 endpoints managed

FAST | FRIENDLY | AMAZING

Customer

Henry Ford
College

Industry

Higher
Education

Services Used

Copiers &
Printers

"Their philosophies, their priorities, the things they value really are customer centered. They're dependable. They live up to what they promise. They exceed your expectations. It's worked out to be a great relationship and one of the most satisfying contracts I've ever had."
- Fred Steiner
Purchasing Director
Henry Ford College



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