



## Midwest Insurance Agency Increases Customer Experience and Decreases IT Burden with PrintSmart and Applied Imaging

### Who is Lighthouse Insurance?

Lighthouse Insurance offers multiple lines of insurance including life, auto, home, health, property, and business, as well as a title division. Being in a highly paper intensive industry with over 300 employees and 37 offices in the Midwest, their printing and copying expense was a significant portion of their overhead. Further cutting into their profits was the fact that they had over 200 output devices and were using 46 different brands of printers. Trying to keep up with the printer cartridges and keeping those different brands serviced and functioning was a nightmare for the firm's IT staff.

### Key Challenges in the Lighthouse Insurance Environment

Lighthouse Insurance needed a business partner to understand their processes and provide scalable and secure solutions for a better return on investment. Lighthouse Insurance prides itself on providing clients with exemplary service, so improving productivity was critical. So was selecting one source that could provide reliable, world-class products and have the ability to service and support all 37 offices.

### How Applied Imaging Helped

As part of a strategic analysis of Lighthouse Insurance's infrastructure, Applied Imaging was brought in to analyze workflow, streamline and simplify the entire printing process. Using the recommended solution, PrintSmart for Managed Print Services, Lighthouse Insurance was able to eliminate costly desktop printers and placed centralized multifunction printers (MFP's.) The MFP's were more efficient and had new features, so while costs were reduced, employee productivity improved. Applied Imaging also took sole accountability for all printing devices in all 37 offices and removed the burden of servicing and maintaining from their IT department. Applied Imaging provided a document management solution for the title side of the business which allowed Lighthouse to reduce paper consumption and become more eco-friendly. It also helped employees provide better and faster service since documents were now at their fingertips instead of in a filing cabinet or off-site storage.

### The Benefits

- *Freeing up IT personnel, allowing them to focus on more important and strategic corporate initiatives*
- *Reducing the number of printing devices while improving employee productivity*
- *Simplifying the billing process with one low cost per print for all output devices*
- *Reduce dependency on paper to become more eco-friendly while lowering consumable expenses*

### 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. Partnering with award winning software companies, like Hyland and DocuWare, Applied Imaging and the ECM team are equipped with the tenure and expertise to streamline your document workflow and ensure maximum efficiency.

- 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

Document  
Solutions to Fit  
Every Business

Customer

Lighthouse Group

Industry

Insurance

Services Used

PrintSmart, ECM,  
Copiers &  
Printers

"It saves our IT team a massive amount of time. Without quadrupling our IT staff, we couldn't provide the service we get from Applied Imaging because our locations are all over the state. So knowing Applied Imaging has those locations and can be on-site to fix a printer, to deliver consumables and take care of things in a proactive way that we simply couldn't replicate, is a big bonus for us."

- Zachary Gleason  
Vice President/Operations  
Lighthouse Insurance



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