



Document Solutions to Fit Every Business

## Large Automation Company Recognizes 20% Reduction in Printing Cost with PrintSmart

### Who is Exotic Automation?

Founded in 1963, Exotic Automation and Supply is a motion and control distributor with 10 locations throughout Eastern Michigan and growing. The company has always believed in automation having installed its first office system in 1976; a Burroughs machine that included parts they were manufacturing at the time.

### Key Challenges in the Exotic Automation Environment

The company had a very cumbersome process for purchasing printer supplies and typically by the time a request was made, the printer was already out of ink. During a big push to go to a near paperless office, an Information Technology (I.T.) partner recommended they contact Applied Imaging for an assessment of all printers and printer production. The idea was not just to remove paper, but make sure paper was produced in an economical manner and only for specific functions. During the assessment, it was discovered that many of their printers were old and very costly to operate by today's standards. The printers were inexpensive to purchase, but the total cost of ownership was significant.

### How Applied Imaging Helped

Applied Imaging upgraded the company to better, more efficient technology and based on work flow needs by strategically placing 15 multifunction products (mfp's) and 90 printers throughout the 10 locations. Applied Imaging then assumed all responsibility for servicing them and making sure supplies were readily available under their managed print services program; PrintSmart. This is critical with the high production equipment where some are producing 40,000 to 50,000 prints per month.

### The Benefits

- *A 20% reduction in the cost of toner, service and equipment*
- *Removed the burden from the I.T. staff of having to manage printer service and supplies*
- *Took all management and administrative responsibilities associated with printers off the table*
- *Allowed I.T. team, administrative team and purchasing team to focus entirely on their customers and corporate initiatives*
- *Eliminated management's worry over copying and printing*
- *Better positioned the company for additional branches in the near future*

### About Applied Imaging and PrintSmart

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

Customer

Exotic Automation

Industry

Manufacturing

Services Used

PrintSmart

*"We have a quality vendor that is looking at the total cost of ownership as it relates to our copying and printing needs. We also have a one-stop shop which makes it easy to make one phone call to someone who understands the technology, the needs of my company and can recommend the right equipment."*

*- Thomas Marino  
President  
Exotic Automation and Supply*



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