



Document  
Solutions to Fit  
Every Business

## Applied Imaging Improves Communication and Controls Cost for one of the Largest Commercial HVAC Firms in the USA

### Who is Dee Cramer?

Founded in 1937, Dee Cramer is now one of the USA's largest commercial heating, cooling, and ventilation firms. The company is headquartered in Holly, MI, but has multiple locations and now employs over 100 people. Dee Cramer projects include churches, malls, universities, hospitals, casinos, automotive manufacturing plants, and many more all over the states of Michigan and Ohio.

### Key Challenges in the Dee Cramer Environment?

The company had a manufacturer-direct relationship for all its multifunction products (MFPs), desktop printers and five wide-format plotters. Maximum uptime on the plotters is essential to the business and the work they do with builders, architects, and engineers. Several years ago, the manufacturer decided they wouldn't service the areas Dee Cramer's branches were in and introduced the company to Applied Imaging.

### How Applied Imaging Helped

Applied Imaging took over service on the wide-format plotters and placed the MFPs and desktop printers on their innovative managed print services program; PrintSmart. When it came time to upgrade, Applied Imaging introduced the Oce' wide-format product and worked with Dee Cramer's IT Department to network all the printing devices between branches. Under PrintSmart, Applied Imaging became accountable for all preventive maintenance, any service calls required, ordering, and maintaining supply levels. This removed all responsibility for the printing devices from Dee Cramer's IT Department and their administrative staff. Plus, PrintSmart helped lower the overall monthly cost.

### The Benefits

- *New equipment and a lower monthly cost*
- *Maximum uptime for mission critical wide format plotters*
- *One service organization to handle calls throughout Michigan*
- *Printing devices are never short of toner and other supplies*
- *IT Department freed up to focus on strategic initiatives instead of fixing paper jams and other printer related duties*
- *Networked products provide better communication between headquarters and branches*

### 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  
Dee Cramer

Industry  
Skilled Trade

Services Used  
PrintSmart

"Our business relies on those plotters working at all times. With Applied, we never have to go through any downtime even if something happened with one of the machines that was not their fault. They will take what we have and go and print themselves and return our drawings in a timely manner so none of our projects have any downtime. Applied has been great. The whole team from start to finish has been amazing with everything they've done for us."

- Kay Fletcher, Executive Assistant, Dee Cramer



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