



Document Solutions to Fit Every Business

## NetSmart Plus from Applied Imaging Helps LPGA Stay Connected and Operate Efficiently Without Technology Concerns

### What is the LPGA?

The Ladies Professional Golf Association (LPGA) holds only 34 events in the world each year. Even though the event takes place over six days, local Tournament Director Keith Karbo and his staff work year-round to make sure the event is successful. This requires aligning the tournament with local businesses that are recognized leaders, actively involved in the community and willing to be a true corporate partner.

### Key Challenges in the LPGA Environment?

As one of Michigan's largest sporting events, the LPGA Championship is a unique business. For most of the year, office technology and network support requirements are more traditional for a business. However, when tournament time arrives, those requirements skyrocket and there's no room for error. With media, sponsor-hosted hospitality tents and tournament officials spread all over the course, communication is imperative. Additional office technology products are required and each one needs to function properly. This calls for a company with the experience and resources to manage an event of this magnitude.

### How Applied Imaging & NetSmart Plus Helped

Applied Imaging, which now has an Ann Arbor branch office, provided the tournament's year-round office with printers, MFPs and, through their NetSmart Plus division, a managed network services program that includes all network support. At tournament time, Applied Imaging adds six MFPs; taking care of all delivery and set-up and making sure all devices are up and running and have plenty of supplies. Applied Imaging also makes sure all staff members and volunteers are trained on the equipment. A NetSmart Plus technician remains on-site and all Ann Arbor technicians are on call before, during and after tournament time. The 2018 tournament experienced 100% uptime and no technicians were needed.

### The Benefits

- *Help tournament staff operate efficiently without technology concerns*
- *Single source solution for all office technology products and services; both long term and short term*
- *Community focused corporate partner that represents the type of image the tournament and LPGA want to project*
- *Ongoing network support to maximize uptime and respond to any questions quickly and thoroughly*

### About Applied Imaging and

Since 1987, Applied Imaging has been providing Midwest businesses with world-class products, service and support. This helps to maximize uptime, increase productivity, and improve efficiency. With almost 4000 workstations and servers managed, NetSmart Plus, powered by Applied Imaging has the experience and power to have your back and give your business peace of mind. When your network quits working, so does your staff. With NetSmart Plus, you're one click or call away from help to swiftly resolve your I.T. challenges.

Customer  
**Ladies Professional Golf Association (LPGA)**

Industry  
**Sports & Entertainment**

Services Used  
**NetSmart Plus**

*"The bottom line benefit of having Applied Imaging as a corporate partner of the LPGA Volvik Championship is there's no worry. There's no hassle and we know that things will be done right. At the end of the day, besides providing a great service, they're a lot of fun to deal with. It's an absolute pleasure to work with Applied Imaging."*

*-Keith Karbo, Tournament Director, LPGA Volvik Championship*



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(800) 521-0983

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