



Premier Real Estate Group Boosts Security and Efficiency by Optimizing Printing Environment

BERKSHIRE HATHAWAY
HomeServices

Michigan Real Estate
Northern Indiana Real Estate
Tomie Raines REALTORS®
Executive Realty

Industry: Real Estate

Services Used: Copiers + Printers
Print Management Services
Managed Print Services
Shredding Services

“Applied has been a wonderful partner as they aren’t limited to one solution, but able to match us up with a solution that could work for us, as well as providing in depth knowledge and expertise on each and all product offerings.”

JON HARTMAN

Berkshire Hathaway HomeServices, Michigan Real Estate, Northern Indiana Real Estate, Tomie Raines REALTORS, Executive Realty

Customer Challenge

Berkshire Hathaway HomeServices Michigan Real Estate, Northern Indiana Real Estate, Tomie Raines REALTORS, Executive Realty faced several challenges in their printing environment. With the majority of their 1200+ users being mobile and using personal devices, managing printing and onboarding new agents became excessively time-consuming. Agents’ constant mobility required fast printing and increased client security. Additionally, without a fully centralized print service, printing over WAN for larger print jobs took up to 20 minutes.

Applied Solutions

Applied explored multiple solutions to address these printing challenges and identified PaperCut™, part of their Print Management Services offering, as the ideal match. The software was deployed to each of the company’s 50 offices, enabling users to print from any device to all locations seamlessly. This implementation removed printer installations from the onboarding process, saving approximately eight hours per week for their Helpdesk. Additionally, the solution provided better reporting capabilities, offering visibility into specific usage and costs for potential billing.

The Benefits

Enhanced security: personal information is no longer left on printers

Reduced print costs

Improved reporting and better visibility into usage and costs

Increased efficiency due to Improved end-user experience

Less time spent on onboarding new agents, boosting productivity



At Applied Innovation, we have over 35 years of technology expertise, 500+ team members, world-class brand partners, and a passion you’ll rarely find in a business like ours. Plus, as an independent dealer, we have the autonomy to always do what’s right for you.

Whether your goal is adopting new technologies, making smarter use of the tools you already use, or maybe a mix of both, our people are always available. And always happy to help.