

# How Comprehensive Printing and IT Solutions Empowered a Northern Indiana Food Retailer to Excel



**Industry:** Food + Beverage  
**Services Used:** Copiers + Printers  
Managed Print Services  
Managed IT

“The benefit for us is their partnership. They’re more than just managed print services. They also offer other things like technical support. I have the peace of mind knowing that I have support that’s reliable and knowledgeable to help me when I have issues outside of my expertise... They’re a great team of people to work with. They’re responsive, helpful, affordable, and reliable.”

**ASHLEY CRANE**  
Belmont Beverage and Chalet Party Shops

## Customer Challenge

In the dynamic landscape of food and beverage retail, businesses often grapple with managing IT infrastructure across multiple locations. Belmont Beverage, with 34 stores across Northern Indiana, was faced with the dilemma of optimizing their IT infrastructure while ensuring seamless print operations. Their IT Director was determined to find a trusted partner to streamline operations. Their goal was clear: to find a solution that would empower their team, alleviate IT burdens, and drive efficiency across their print management processes.

## Applied Solutions

Applied swiftly implemented a tailored solution to address their unique challenges. HP multifunction printers were deployed across all stores, seamlessly integrated with Applied’s Managed Print Services (MPS) program. This meant remote diagnostics and automated toner replenishment no longer burdened their IT staff ensuring uninterrupted printing operations. Additionally, a robust Ricoh copier was installed at their corporate headquarters further centralizing print management. Applied’s team provided comprehensive technical support, allowing the retailers IT team to focus on strategic initiatives rather than day-to-day operational tasks.

## The Benefits

Reduced printer count and increased efficiency

Simplified Billing: clear, transparent pricing for print services

Reliable technical support from Applied experts

Reduced downtime, ensuring operational continuity

IT staff empowered to prioritize strategic initiatives



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.