

# How Non-Profit Organization in East Michigan Increases Communication and Productivity with Applied Innovation



**Industry:** Non-Profit

**Services Used:** Copiers + Printers

“Applied Innovation really checked all the boxes – the price, the quality, their local team members. Of all the things we’ve created this year, the move to Applied Innovation and the printing and technology we have with them was the best decision we’ve made.”

**MARC COHEN**  
Kids Kicking Cancer

## Customer Challenge

Kids Kicking Cancer, an international non-profit organization, had a network spanning 90 hospitals and program locations across seven countries. The organization heavily relies on its printers and copiers to produce essential materials and financial reports. Their current equipment posed challenges, including slow performance and frequent technology issues, hindering productivity. Determined to enhance efficiency and maximize resources, they sought a solution that could address their unique challenges.

## Applied Solutions

Applied’s extensive experience with non-profit organizations led them to recognize the vital importance of optimizing resources for Kids Kicking Cancer. Understanding that efficiency directly translates into more support for the children, they honed in on enhancing productivity and communication across multiple locations. By integrating multifunction copiers into the organization’s infrastructure, they streamlined operations, ensuring a smooth transition and ongoing performance. Beyond technology support, Applied fostered a lasting partnership through their volunteer efforts and continuous support.

## The Benefits

Improved interconnectivity across multiple locations

Dependable and top-notch equipment

Streamlined administrative processes, lowering expenses

Increased productivity

A partner committed to community involvement



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.