

Leading West Michigan Manufacturer Revolutionizes Operations and Enhances Security with Applied Innovation's Technology Solutions



Industry: Manufacturing
Services Used: Managed IT Services

“After doing their homework, Applied Innovation came in and brought us to where we need to be, and it’s been a great relationship. The hardware and software allow us to work so much faster, and the IT support is priceless. We feel secure against ransomware attacks or viruses. It’s made my life simpler by taking any technology concerns off my plate.”

JOEL MANARDO
Carroll Products Inc.

Customer Challenge

Carroll Products Inc. (CPI), a trailblazer in flexible packaging since 1970, needed to modernize their technology infrastructure to keep up with their growth and expanding market demands. They faced significant challenges with their mixed Mac and PC network, which complicated tech management and support. Communication with customers, employees, and vendors was also strained due to outdated systems. Additionally, they required enhanced network security to protect against potential cyber threats. Balancing these diverse needs, while ensuring smooth operations and secure technology, was a critical concern for CPI.

Applied Solutions

Applied kicked off with a deep dive into CPI’s unique needs, assessing their diverse tech environment. State-of-the-art desktop printers and multifunction printers (MFPs) were introduced. To address the broader IT needs, Applied’s technology experts crafted a tailored Managed IT plan, offering 24/7 remote diagnostics, upgraded network devices, and advanced firewalls to safeguard against cyber threats. This comprehensive approach not only enhanced CPI’s technology but also fortified their network security and operational efficiency.

The Benefits

Secure network with robust protection

Dedicated IT Help Desk ensuring minimal downtime

Boosted employee productivity

Cost-effective printer and MFP solutions

Management freed to focus on growth and 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.