

# Supply Chain Efficiency Boosted and Costs Lowered Through Applied Innovation's Targeted Tech Implementation



**Industry:** Retail

**Services Used:** Copiers + Printers

"They came in and helped us to find the areas that that would be best suited for more of a centralized printing and copying perspective. It was an adjustment for the users, but it has truly been a big cost savings for us. And from a maintenance perspective, I save time because I don't have hundreds and hundreds of printers and different models that I am trying to manage."

**LINDA FILLY-WATSON**  
Director of IT, LaSalle Bristol

## Customer Challenge

LaSalle Bristol, a nationwide distributor for the manufactured housing and RV industries, operates across 15 locations. As its IT needs grew more complex, the Director of IT sought a strategic partner—not just a vendor—to streamline workflows, cut costs, and boost efficiency. Managing 15 separate vendor relationships had become a major obstacle, adding unnecessary complexity and slowing operations. Consolidating services under one reliable provider became essential to reduce chaos and support the company's continued growth.

## Applied Solutions

Applied Innovation executed a phased strategy to unify all 15 LaSalle Bristol locations under one streamlined imaging solution. By replacing scattered desktop printers with centralized hubs, they cut device volume, reduced costs, and simplified maintenance. Eliminating multiple vendors gave LaSalle Bristol a single, responsive point of contact. As a result, the IT team was freed from routine tasks like toner replacements and paper jams, allowing them to focus on strategic initiatives that drive business growth and deliver greater long-term value.

## The Benefits

Reduced printing costs through device consolidation

Boosted efficiency with streamlined print workflows

Minimized downtime and support delays

Eliminated vendor management complexity

Freed IT resources for strategic initiatives

Gained a reliable, proactive technology partner



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.