

# NFL Team Lowers Costs and Improves Productivity with Advanced Technology



**Industry:** Sports

**Services Used:** Copiers + Printers

Shredding Services

Managed Print Solutions

“We were looking for a business solutions company and that’s what we found. Our people are happier with the equipment and the service that’s associated with it on top of the fact they have enthusiasm for the team and want to succeed just as much as we do. It’s a very easy relationship.”

**DAN LENTZ, EXECUTIVE DIRECTOR OF CORPORATE SPONSORSHIPS**  
Detroit Lions

## Customer Challenge

The Detroit Lions were seeking a reputable technology partner to source new printers and multifunction copiers. They were looking for three key traits: an innovative and dependable source, a team that would work seamlessly with their IT department, and a partner who shared the same values of company culture and community involvement.

## Applied Solutions

After removing previous equipment, Applied Innovation installed over 70 new printers and copiers at the Ford Field and Allen Park offices. Throughout the set-up process, Applied partnered with the team’s IT department to ensure seamless execution. Advanced features that boost productivity and security, paired with simplified billing, allowed the Detroit Lions to upgrade their print and imaging capabilities with great results.

## The Benefits

**Greater device uptime and staff productivity**

**Improved Response Time: requests are addressed in less than 24 hours**

**Advanced features on all devices**

**Simplified billing and lower costs**

**A partnership that can continue to grow as needs change**



At Applied Innovation, we have nearly four decades of technology expertise, 550+ 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.



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