

Applied Innovation Boosts Productivity at Accounting Firm with Streamlined Operations



Industry: Copiers + Printers
Managed Print Services
Print Management Solutions

“We were able to reduce the number of machines that we use but increase their capacity. Then basically we cut our managed print services bill in half by doing that... Plus, we’ve had nothing but excellent service from Applied Innovation. It’s been a wonderful relationship, and I plan on continued it as long as I can.”

CHRIS PFEIFFER
Doeren Mayhew

Customer Challenge

Doeren Mayhew, one of the largest accounting firms in the US, faced challenges with their previous vendor’s responsiveness, particularly during the demanding first quarter. Chris Pfeiffer, IT Director, found the vendor lacking in understanding their unique needs, often providing standard solutions that fell short of expectations. Pfeiffer sought a partner who would not only listen attentively but also tailor solutions to address the firm’s specific requirements, enhancing efficiency and productivity across their operations.

Applied Solutions

Applied Innovation collaborated with Pfeiffer to develop a tailored solution, reducing the number of printers and copiers from 30 to 18. This not only optimized usage but also cut the monthly Managed Print Services (MPS) bill in half, saving over \$100,000 annually. The implementation of PaperCut™ software, part of Applied’s Print Management offering, reduced print abandonment by 40%. Additionally, Applied ensured security and pre-configured delivery to Doeren Mayhew’s standards, ensuring a seamless transition.

The Benefits

Significant cost savings, cutting monthly MPS bill in half

Simplified management for the IT Director, enhancing efficiency

40% reduction in print abandonment, optimizing resource utilization

Minimal downtime, particularly during busy periods

Establishment of a productive relationship primed for expansion to other branches



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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