



Enabled Seamless Growth to 32 Branches With Zero Downtime Through Strategic Infrastructure Modernization



Industry: Banking

Services Used: Copiers + Printers
Managed Print Services

“We have been with them [Applied Innovation] for over 20 years. They have done great things for us, figuring out what’s best, which size, what speed. They’re very honest and open. There’s a lot to be said about having consistency in who you work with. I think both of our companies have grown tremendously and take pride in our products and services.”

DANA REIF

Vice-President of Operations, Frankenmuth Credit Union

Customer Challenge

Frankenmuth Credit Union, a Michigan-based institution with 32 branches, faced challenges from rapid growth and inconsistent document workflows. Each location had unique needs, leading to equipment downtime, rising support costs, and staff frustration. The Vice President of Operations saw the risk of uneven service quality and inefficiencies. To address this, the team sought a reliable partner to standardize imaging, secure data, and offer a single point of contact for support, freeing staff to focus on member service rather than troubleshooting technology.

Applied Solutions

Applied Innovation provided a customized imaging and print management solution for Frankenmuth Credit Union’s 32 branches. With a dedicated representative supporting the account for over 20 years, Applied brought deep organizational insight. What began with copier management expanded to a full-service program covering all printers. Intelligent monitoring software now tracks usage, toner, and device health, enabling proactive support. Loaner devices minimize disruptions, while the solution has reduced downtime, lowered costs, improved service consistency, and upheld strong data security and compliance standards.

The Benefits

Maintained uptime across 32 branches with reliable equipment

Reduced wait times and errors with right-sized devices

Prevented disruptions through automated toner and service alerts

Protected member data with secure, compliant infrastructure

Increased efficiency using proactive, usage-based print management

Minimized support needs with consistent, knowledgeable partner



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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