

# Building Trust Through Service: How McEnany Roofing Streamlined Document Management and Cut Costs



**Industry:** Construction  
**Services Used:** Copiers + Printers

“There’s a lot of benefits. Number one, definitely a great partnership. Two, financial-wise, we have saved a lot of money by signing up with Applied Innovation. But honestly, the relationship is the best bottom line for me. I’ve never had such prompt customer service and care like this with any other company. They always go above and beyond in their professional relationships, showing truly genuine care and empathy.”

**ASHLEY STALEY**  
McEnany Roofing

## Customer Challenge

With offices in Tampa, Lake Alfred, and Sarasota, McEnany Roofing has built a strong reputation for quality roofing solutions since 1985. But behind the scenes, their operations were being held back by a vendor relationship that caused more headaches than help, most notably, unexplained overcharges that disrupted their budget and eroded trust. They needed a new partner who shared their commitment to transparency, service, and efficiency. In addition to seeking a better-managed print solution, they were looking for a way to eliminate outdated filing cabinets, accelerate customer service response times, and gain regular business insightsthrough quarterly reviews with their office technology partner.

## Applied Solutions

To address McEnany Roofing’s need for efficiency and transparency, Applied Innovation provided a suite of printers and copiers ranging from 35 to 50 pages per minute, all equipped with Optical Character Recognition (OCR). This feature allows users to convert scanned documents, whether printed or handwritten, into searchable digital files. Instead of sifting through filing cabinets, staff can now retrieve key documents like contracts or job costing forms in seconds with a simple keyword search. Documents are scanned, uploaded, and emailed instantly, streamlining day-to-day operations. Applied’s Quarterly Reviews ensure ongoing alignment, while the office manager noted the partnership is already delivering measurable cost savings.

## The Benefits

- Faster document access, with keyword search and OCR
- Billing peace of mind with clear, accurate invoices
- Real cost savings – reducing operating expenses to free up budget
- Partnership that feels personal – with a team that understands goals
- Proactive check-ins – Quarterly account reviews to ensure the solution delivers value



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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