

Reclaimed Control: How Internalizing Print Operations Improved Compliance and Product Quality



Industry: Printing

Services Used: Copiers + Printers
Production Print

“One of the reasons we chose Applied Innovation is to make sure that we have somebody that’s there to back us up and give us the customer service that we need. From the owner making himself available to us, to our sales rep, and to the customer service individuals that we deal with, our relationship with Applied innovation has grown. They have enabled us to be able to get into other pieces of equipment that we would have never had, which, in turn, made us more profitable.”

BRIAN CARTER
President/CEO, WAM Print and Mail

Customer Challenge

WAM operates in the fast-paced print-for-pay industry, where speed, precision, and data security are vital. As the company prepared for growth, its CEO identified key challenges: reliance on outsourced finishing, staffing inefficiencies, and limited control over brand experience. Maintaining SOC 2 compliance was essential, as it shows the company securely manages customer data and follows strict data protection standards. In a business where delays mean lost revenue, WAM needed a scalable, secure in-house solution and a responsive service partner to minimize downtime and ensure seamless, continuous production.

Applied Solutions

Applied Innovation delivered a fully integrated in-house print and finishing solution aligned with WAM’s growth and security goals. New high-performance copiers and finishing equipment eliminated outsourcing, cutting turnaround times, and boosting efficiency. A dedicated technician provided expert, responsive support, while a secure Fieri™ system and close coordination ensured ongoing SOC 2 compliance. WAM gained full control over production, improved staff productivity, and strengthened its ability to meet client demands for speed, quality, and data security—all without compromising operational continuity.

The Benefits

Eliminating outsourcing cut costs and sped up delivery, leading to faster turnaround times and improved customer satisfaction

Accelerated job turnaround to boost client satisfaction

Maintained SOC 2 compliance and data security

Minimized downtime with dedicated on-site technician

Increased output through streamlined, reliable workflows



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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