

# Automation Company Achieves 20% Cost Reduction with Print Management Services



**Industry:** Automation and Supply  
**Services Used:** Copiers + Printers  
Managed Print Services

“We have a quality vendor that is looking at the total cost of ownership as it relates to our copying and printing needs. We also have a one-stop shop which makes it easy to make one phone call to someone who understands the technology and the needs of my company.”

**THOMAS MARINO**  
Exotic Automation and Supply

## Customer Challenge

Exotic Automation and Supply, a motion and control distributor founded in 1963, faced challenges with their printer supply process. By the time a request for printer supplies was made, the printer was often already out of ink. During their push toward a near paperless office, an IT partner recommended Applied Innovation for an assessment of their printers and production. The assessment revealed that many printers were outdated and costly to operate. Despite their low purchase price, the total cost of ownership was high.

## Applied Solutions

Applied Innovation upgraded Exotic Automation to more efficient technology, strategically placing 15 multifunction printers (MFPs) and 90 desktop printers across their 10 locations. Applied then assumed all responsibility for servicing the equipment and ensuring supplies were readily available under their Managed Print Services (MPS) program. This was particularly crucial for high-production equipment producing 40,000 to 50,000 prints per month. As a result, Exotic Automation experienced a significant improvement in operational efficiency and cost savings.

## The Benefits

20% reduction in printing costs

IT staff freed from printer management

Streamlined administrative tasks

Enhanced focus on core business initiatives

Better positioned for future branch expansions



At Applied Innovation, we have nearly four decades of technology expertise, 600+ 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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