

How Smarter Printing Helped a Michigan Insurance Agency with Efficiency



Industry: Insurance
Services Used: Printers + Copiers

“I don’t know the intricacies about the functionalities of today’s copiers, printers, ink and toner, but I know if there’s a better solution, they’ll send somebody out to help me understand and make my work a little bit more efficient and affordable.”

TONY BEACHLER
Farm Bureau Insurance

Customer Challenge

Farm Bureau Insurance agent Tony Beachler, operating a solo office in Grand Rapids, faced overwhelming paperwork demands inherent in the insurance industry. With the need for copying, scanning, printing, faxing, and emailing, Beachler sought reliability and support from a company that shared his values, recognizing the importance of customer service and community engagement.

Applied Solutions

Beachler’s search for a reliable office technology partner led him to Applied Innovation, renowned for its customer-centric approach. After careful consultation, Applied recommended a multifunction printer that not only addressed his immediate requirements, but also provided flexibility to adapt to future technological advancements. Applied offered comprehensive support, ensuring Beachler’s peace of mind and maximum efficiency in managing his one-person office.

The Benefits

Cost-effective solutions

Flexible options provided to accommodate changing needs

Achieve maximum efficiency

Faster maintenance and less downtime

On-demand support from Applied’s Customer Loyalty Center (CLC)



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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