



FMAudit™ Helps Arizona Office Technologies Group Capture Incremental Revenue and Achieve a Competitive Edge with Print Management Program

- ↑ 85% TO 453% REVENUE
- ↑ 200+% PRODUCTIVITY
- ↑ COMPETITIVE EDGE
- ↑ CUSTOMER SATISFACTION

OBJECTIVE

Leverage technology to fulfill the pledge of selling and implementing Print Management solutions. Including, but not limited to, increased revenue, profit, and productivity.

CHALLENGE

Discovering output devices and their associated volume in effort to analyze and propose a Print Management Program, is a costly and labor intensive process. It resulted in slow internal program adoption and lost revenues.

SOLUTION

FMAudit Viewer USB™; Rapid Print Assessment™ tool.

RESULTS

Since the implementation of FMAudit as a key component of the sales process, AOTG has quickly, easily, and profitably knocked-out their competition and captured incremental business. In 3 major accounts alone, the increase ranged from 85% to 453%. Additionally, it yielded a 200+% increase in productivity with invoice consolidation, which in turn, has resulted in enhanced customer satisfaction.



“We would not have gained this business, if not for FMAudit.”

Michael McGuirk
President, Arizona Office Technologies

BACKGROUND

Arizona Office Technologies Group (AOTG) a Global Imaging Systems Company, is born from 3 established Arizona companies; Arizona Office Equipment established in 1986, Document Technologies established in 1981, and CB Document Solutions (formally The Copier Brothers) established in 1983. AOTG has the financial strength, knowledge and technologies to provide the full range of essential document management services required by today's businesses. Their client base and employee experience gives them valuable insights into how documents are created, processed, and accessed throughout an organization as well as how they move internally and between businesses.

A true document management provider, AOTG offers a full spectrum of services that enables their clients to create, process, access and distribute information. Their expertise delivers integrated document services designed to improve the quality, information, organizational effectiveness, processes, and technology utilized across a business enterprise.

CHALLENGE

AOTG understands the value of selling Print Management. The challenge however, was fulfilling the value propositions when it required multiple manual processes to discover and analyze the customer's evolved print strategy, propose a new cost effective and productive program and implement processes for ongoing management.

Device and volume discovery was labor intensive. In addition, the lack of timely and accurate data resulted in poor analysis and overall wasted time. If a program was implemented, the contract-billing process was cumbersome, convoluted, complex and confusing.

“Using FMAudit, we reduced the time it took to document the customer's printers from days to mere minutes.”



SOLUTION AND RESULTS

FMAudit's Viewer USB solution was the perfect fit to overcome their challenges and fulfill the pledge of selling and implementing Print Management Programs.

It replaced manual processes associated with executing upon the Print Management Program. Specifically Viewer USB proved quick, easy, and accurate, when leveraged to discover the customer current print environment. In addition, the easy-to-use, high impact and flexible reports available through FMAudit, accelerated sales cycles.

A Phoenix-based Title Company had a large population of dissimilar output devices serviced by multiple vendors. Managing all the device and vendors proved cumbersome and costly for the customer.

AOTG proposed the value of their Print Management program, which began with understanding of their current environment. Using Viewer USB they quickly and easily identified the devices and associated volume. From there AOTG was able to construct a fleet management program resulting in cost savings and productivity gains.

Specifically, AOTG was able to consolidate 11 daily invoices (approx. 220 per month), to only 1; a 200+% productivity gain. The customer wrote, "I just received our consolidated invoice, and boy, it sure is easy to read, thanks!"



"FMAudit has made everybody's lives easier... sales, service, supplies, admin, and especially contract billing."

Lori Grinde
Contract Sales Executive

A large telecommunications company had similar challenges. In this case AOTG was already managing some output devices valued at \$1,000 monthly revenue for service and supplies. Leveraging Viewer USB, AOTG was able to contract for a new printer fleet program. They now manage 54 HP devices, both monochrome and color. The new monthly revenue is now \$5,000+ per month; a 453% increase.

"One workstation to gather all the information? What more do you need?"

AOTG repeated the same process with similar results at prestigious Phoenix-based law firm. The end result was additional competitive knock-out resulting in a revenue increase of 85%. They also created exit barriers and positioned themselves for incremental upside revenue capture.

"...ease of use. Piece of cake."

SUMMARY

AOTG implemented FMAudit as a key component of the sales process. In 3 major accounts alone, the resulted increase in revenue ranged from 85% to 453%. Additionally, it yielded a 200+% increase in productivity with invoice consolidation, which in turn, has resulted in enhanced customer satisfaction.

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