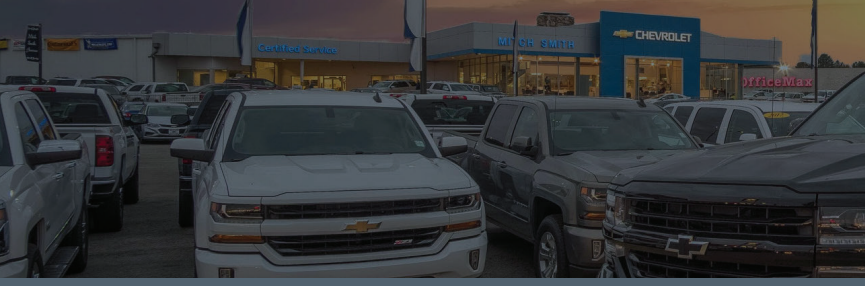


CASE STUDY

Mitch Smith Chevrolet



COMPANY/ ORGANIZATION

Mitch Smith Chevrolet
Cullman, AL

INDUSTRY

Automotive Dealership

SOLUTIONS

Unlimited Flat Rate Printing
Management Print Services
Integrated Technology

BENEFITS

Improved Productivity
Cost Savings

About Mitch Smith Chevrolet

Mitch Smith Chevrolet is a family owned and operated business since 1955. Located in Cullman, AL, the dealership also serves Hartselle, Decatur, and Birmingham with its convenient location off I-65.

Overview

RJ Young conducted a complete assessment of the dealership's printers and network. From there, RJ Young delivered a customized solution that included unlimited flat rate printing. The difference lent productivity gains and cost savings.

RJ Young showed us we would save money and time. They answered all our questions and made it easy to make the change.

- Sharon Smith

Dealer Principal, Mitch Smith Chevrolet

The Challenge

The dealership used an assortment of printer models which required varying inks and toners. Keeping up with inventory and not knowing when ink would run out caused headaches and inefficiency. Furthermore,

printing costs and usage weren't routinely tracked. And, you can't manage what you can't measure. "In the automobile business, your printers help make you money." said Paul Schaffer, Mitch Smith General Manager. "They need to be running efficiently so that our business can do the same."

The Solution

RJ Young embedded Data Collection Agent (DCA) software on Mitch Smith's network. This software collects output device data like meter readings, toner levels, serial numbers, and overall status. After analyzing the data, RJ Young specialists designed a custom plan to increase efficiency and eliminate unnecessary costs.

This plan included Managed Print Services with Unlimited Flat Rate Printing. Many businesses do not realize how much their office actually prints until they get their invoice. At which point, it's too late to adjust



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- Paul Schaffer

General Manager, Mitch Smith Chevrolet

the end result. With Managed Print Services, Mitch Smith Chevrolet received a full assessment on their print environment output. Their equipment, service, repairs, supplies, and outsourced printing needs were all included. This gave them a full picture of their printing expenses and areas for cost savings.

After reviewing the assessment findings, RJ Young specialists provided Mitch Smith with an Unlimited Flat Rate Printing program. This program provides a streamlined approach to printing.

“RJ Young showed us we would save money and time. They answered all our questions and made it easy to make the change.” said Sharon Smith, Dealer Principal.

With Unlimited, Mitch Smith Chevrolet receives one flat monthly fee, unlimited printing, no overages, no meter reading requests, unlimited service and training, parts, and toner.

About RJ Young:

RJ Young is an industry-leading office solutions and equipment provider in the Southeast. With innovative technology, services, and equipment, RJ Young provides solutions for every type of business. Solutions such as Managed IT services, Document Security services, Medical Office Document Management, business software, and Digital Printing ensure that their customers receive superior service. With office equipment ranging from small business copiers to enterprise level business copiers and multifunction printers, RJ Young’s in-house copier leasing and “We Make It Right” guarantee allow customers to rely on their equipment and network, so they can focus on what truly matters - their business. To learn more about the different solutions RJ Young offers, visit RJYoung.com.



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