



## SUCCESS STORY

Peter A Mayer

### CHALLENGE

Peter Mayer was outsourcing to an expensive outside printer all of its commercial client proof printing. In addition, all house printing was done on inefficient Xerox Phaser wax printers which consumed costly supplies. They also had a need to replace several outdated departmental printers. Finally the firm desired to capture and perform client billing for all of the printing that was client oriented since the firm was using a custom written accounting and billing software, which required them to manually enter all copy and printer cost recovery data in order to bill their clients.

### SOLUTION

To provide the marketing department the ability to do the proof printing in-house and reduce cost Allfax deployed new Sharp MFP's with pantone color matching. Allfax also deployed high speed HP printers to replace the out of date departmental printers and Allfax incorporated Print Audit Software to handle all of the cost recovery and client billing. Allfax was able to tie Print Audit into the firm's accounting software, so that all new clients that were entered into their accounting system would automatically push down to the Print Audit software which was tied into every work station and all of the touch screen interfaces on the copiers.

### BENEFITS

- On demand marketing quality in house print capability for lower costs
- New advanced network printers and MFP's for more operational efficiency
- Reduced printing and copying cost for improved profitability
- The ability to completely automate, track and charge back all client printing to recapture costs

