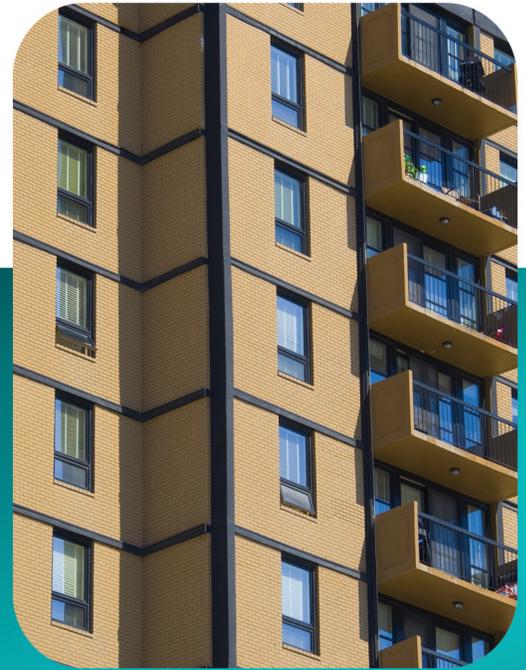




## CANON SOLUTIONS

Canon technology helps a dynamic residential real estate company add color capabilities while saving money.



## REAL ESTATE FIRM CASE STUDY

This real estate firm, based in the New York metro area, has operations in several states. Despite its growth, it's remained true to its spirit of service and commitment to excellence, providing quality apartment homes to its customers and offering its staff meaningful career development in a family environment.

### The Challenge

The multiunit residential real estate business requires lots of paper—from leases to purchase orders to legal documentation to payroll records. The customer had 69 fully configured multifunctional devices, all of which were black and white, except for a single color model. Spread across many locations, the devices were a challenge for administrators to manage, and maintaining consistent records was also difficult, as there was significant staff turnover in the industry. Because of the real estate firm's color output limitations, much work was outsourced, costing the firm added expenditures.



## The Solution



After a careful analysis of the firm's needs, a solid solution design was created. Based on the firm's workflows, 54 new imageRUNNER devices and one color LBP printer were deployed, reducing the existing size of the fleet by 15. More importantly, these devices were selected to suit the needs of each workgroup. The final solution design included four color devices in addition to the color LBP printer. And, to ensure ease of administration and responsible behavior for users in all locations, imageWARE Enterprise Management Console, complete with the Accounting Manager and AMS plug-ins, was included as part of the solution.

## The Results



In addition to offering extraordinary Canon imageRUNNER technology and more top-notch color capacity, this solution allows the customer to track and assign its imaging costs to the appropriate departments, see problems with machines in real time, and centrally manage address books as staff changes occur. The firm has a smaller, more efficient fleet of imaging devices that costs less money, but, at the same time, the firm has more color output capacity. The new color devices have also allowed the firm to bring outside work back in-house. The real estate firm's staff is happy to have joined the millions of workers who make the most of their imaging workflows with proven, best-in-class Canon technology.

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