

Driving a complete solution.

Equipment manufacturer raised its game by adding the Xerox® Mobile Print Solution to its office print strategy.

Xerox teed up its Mobile Print Solution to complete a winning fleet equipment deal.

Industry

Manufacturing

Products

- Xerox® Mobile Print Solution
- Xerox® WorkCentre® 5700 Series
- WorkCentre 7500 Series
- Xerox® Color 560 Printer

Solution

Incorporated a “seed” strategy to couple software with a fleet equipment purchase.

Customer’s Existing Environment

A premier golf equipment manufacturer has a goal to be the #1 performance brand in the world. Like most large manufacturers, the company’s world headquarters is extremely document intensive and requires equipment that can drive productivity and cost savings across routine and specialized tasks.

The manufacturer was not interested in piecemeal solutions. It wanted a complete strategy that incorporated innovative equipment and software...and was willing to go big to get it right.

Results and Benefits

Xerox focused on providing a solution that spanned the company’s full spectrum of office print needs, from routine copying to high-end color. Xerox recommended a broad mix of equipment from desktop MFPs to advanced Xerox® DocuShare® devices and incorporated a “seed” strategy to support those devices with the latest in software – including the Xerox® Mobile Print Solution.

“Xerox truly brought its ‘A’ game and delivered a winning fleet purchase agreement in which the Xerox® Mobile Print Solution played a critical role.”

To learn more about Xerox® Mobile Print Solution, go to www.xerox.com/mobileprint.

