

THE POWER OF PANASONIC LEADS TO SUCCESS ENGINEERING / CONSTRUCTION

When Claremont Company's Panasonic FP-D355 copier lease was coming to an end, the office manager, Maryellen Hellyer knew her business applications warranted color and it was time to upgrade from a monochrome copier to a state of the art network color multifunction device. While everyone in the company had color inkjets at their desk, the time it took to print color documents created problems in their workflow. Although approached by various office product dealers, the Claremont Company wanted to continue the relationship they had established with their local dealership and wanted to continue using Panasonic office products because of their proven reliability.



A General Contractor business, Claremont Company of Far Hills, NJ consists of 15 people including engineers, lawyers, marketing and administrative personnel. The company is responsible for designing commercial property, which entails working with graphic designs and mechanical drawings and adhering to their numerous legal issues.



Their projects range from large tenant fit-out projects in existing office buildings to a full restoration of existing high rise hotels. This business has evolved to include both complete general construction services and design-build work in which Claremont directly engages architects on behalf of owners (or works with architects already engaged by owners) and provides detailed construction budgets in addition to producing the actual construction work.

Alan Schwartz, Vice President of Ace Copy Systems, Inc. already understands Claremont's business and their evolving requirements and was anxious to provide them information on the Panasonic C3 Series. As a "business consultant", Alan was performing on-going needs analysis and therefore, was well acquainted with Claremont's business requirements, the C3 features that could meet these requirements and those new features which he felt would be advantageous to their business.

A summary of the situation follows -

Office Requirements:

- Color Printing to be used by management and key personnel
- Scanning
- Color Copying
- Networked office equipment

Existing Equipment used to accomplish office requirements:

Color HP Inkjets (average of 2-4 pages per minute)
Logitech Flatbed Scanner
Panasonic FP-D355 Copier

Printing Applications: (30%)

Excel spreadsheets
Invoices
Red Lined Legal Documents

Copying Applications (70%)

Copying of property pictures (currently being done in black and white)
Copying of standard documents
Mixed sized originals

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1. Issue: Must be Easy to Learn
Solution: Step by Step Instructions via the Color Touch Panel Display
 2. New Feature / Application – Printing Digital Photographs from Site Locations
Solution – Direct Printing from SD Memory Card

Presenting the C3 began with ease of use, which had been communicated as a key component to the purchasing decision. Easy to learn, the presentation centered around the color touch panel display. A digital photo of the Claremont building had been stored on an SD card upon entering the facility and provided an excellent vehicle to introduce them to the touch panel and a new application. Within a few minutes, the simplicity of the product was apparent. Furthermore, Alan introduced the Claremont Company to an application which had not been possible with their previous office products and one which can be used by an engineering / construction firm. Multiple on site visits must be documented and presented to clients and government agencies during the building process. To simplify the process, digital images saved on the SD card are printed directly from the SD card via the memory slot of the C3 and provided to the necessary individuals and/or agencies for review.

3. Issue: Controlling Color Printing for Cost Control Measures
Solution: Departmental Codes
4. Issue: Cost Control Measure Capabilities for Copying
Solution: Machine Default to Monochrome Copy

Printing documents in color had been limited by the capabilities of the inkjet printers and the cost per copy. Unable to handle various paper sizes, this expensive printing solution was replaced by the strong feature set of the C3 that would allow them to not only enhance their existing output, but increase the capabilities to process additional applications in color.

To control the color output, management decided to limit those accessible to color. To do so, departmental codes were set up and those codes provided reinforcement that only those individuals requiring color could use color. Furthermore, while an ever-growing amount of color printing is required, copy requirements were much different, with the majority of copying done in monochrome. The C3 copy mode default is set for monochrome, with an override to specific departments. A cost effective solution monitored by departmental codes.

5. Issue: Only one individual had scanning capability in the office
Solution: Scan to Desktop, Scan to Email from the network

Everyone now has the ability to scan images and/or documents and send them to their desktop PC and/or email directly to the intended recipient. This new feature increased Claremont efficiencies above and beyond what they have ever expected.

The previous method consisted of scanning the document, then importing it into an application such as Microsoft Paint or Corel. And, because neither of these were universal applications, images could not be sent or read by everyone. With the C3, everyone in the office can scan documents, and because of the C3's capability to save the document as a PDF, emailing and reading these documents is no longer an issue. The result - Claremont discarded their one and only flatbed scanner and relies exclusively on the C3 scanning technologies to solve their scanning needs and accomplish their applications.

6. Issue: Due to the nature of their business, projects consist of varying sizes of originals which required the user to copy each size independently, and finally re-collate the document. Not only was this time consuming but it also permitted errors.
Solution: Mixed Original Copying

Documents containing legal size paper, as well as 8.5" x 11" are copied correctly onto the same size paper with no human intervention necessary, thereby saving time and increasing accuracy.

Final Comments:

With the C3 successfully installed, Maryellen has become comfortable with the C3 and the features that enhance her job requirements. In fact, when one of Claremont Company's clients flew to Canada and inadvertently forgot his birth certificate and passport, it was Maryellen who came to the rescue. The original documents (passport and birth certificate) were provided to Maryellen who in turn, simply scanned to email and provided the Canadian officials with color images of both documents. And, with that said, Claremont Company had another satisfied client, who was now able to re-enter the United States without further difficulties. That's the power of scan-to-email.... The Power of Panasonic.



Pictured: Maryellen Hellyer, from Claremont Company and Alan Schwartz, V.P. Ace Copy Systems, Inc.

The features and capabilities of the C3 Series provide productivity enhancements, as well as increased efficiencies. The C3 has now provides Claremont with a centralized capacity to effectively allow all of the employees to use the state of the art technology in an effective manner. A major ingredient to this successful sale, is the relationship between Ace Copy Systems and Claremont. Keeping open communication provided Ace Copy Systems to understand what Claremont was looking for when they wanted to upgrade their equipment. Claremont's situation is not unique, but it takes a knowledgeable sales expert to relate customer needs to solutions and to match those two ingredients not once, but on an on-going basis.

Ace Copy Systems Inc. has been in business since 1988 and has offices in Hillsborough, NJ Parsippany, NJ. They are dedicated to provide full service to their customers, providing them service and support required to accomplish their business needs.