



RA Image

A Lexmark Authorized Partner maximizes profitability and customer satisfaction with Lexmark multifunction printers

Located in Ontario, Canada, RA Image combines information technology and office equipment management to meet the needs of businesses ranging in size from entrepreneurial to enterprise.

Peter Gonzalez, President of RA Image, and his business partner were looking to expand their portfolio set beyond A3 devices and sought a manufacturer with a reputation for innovative technology and user-friendly solutions to help his clients grow their business. Gonzalez was all too familiar with the challenges his clients faced from an output efficiency perspective, and knew the right technology could make a measurable impact on the way they did business.

Meeting customer challenges

While Gonzalez's clients have a wide variety of IT requirements, one factor remains constant: the need for reliable, flexible output technology that works seamlessly with existing systems. Time and again, Gonzalez found that printing devices did not keep pace with daily output tasks, which left his customers frustrated. Plus a major concern was the need for print security, including network protections, user access and secure remote management.

"With other products, we had difficulty with security issues because other manufacturers weren't keeping up with clients' demands," explains Gonzalez. "Everything needs to be connected. Programs and applications are constantly changing, and printing processes need to keep up with customer needs."

Expanding device portfolio

As the company searched for devices to meet these requirements, they decided to explore solutions from Lexmark. Gonzalez was familiar with its printers in banks and school systems but did not consider how Lexmark might play a key role in growing his own business. He was impressed with Lexmark's A3 and A4 multifunction printer lineup, which is designed to deliver higher performance at a lower cost.

"From there, we literally never looked back," says Gonzalez. "What stood out with Lexmark is a forward-thinking team of people that have the right solutions for us. It's been a vibrant relationship from the beginning and gives us a tremendous business advantage."

With Lexmark, RA Image discovered easy-to-use interfaces and full-spectrum security devices engineered for the most rugged environments. This means a reduction in printer downtime and less frustration for users, plus greater control and resource savings across the enterprise.

Maximizing efficiency and profitability

Regardless of size or output requirements, today's businesses need innovative ways to perform daily tasks faster and with greater efficiency, all without compromising quality. That's why Lexmark Cloud Fleet Management, or CFM, is a powerful tool for both dealers and customers. With CFM, what was once the domain of full-time IT staff and costly infrastructure is now available with a secure, cloud-based offering.

"Cloud Fleet Management has saved many hours each week," says Gonzalez.

"Before, we would constantly call clients to check on toner status and make sure things were running smoothly. It was a time-intensive, manual process. CFM has eliminated all that because we can easily see what's going on in terms of printing and components."

Choosing a proven leader

Prior to partnering with Lexmark, RA Image spent valuable time managing manual administrative tasks like sending technicians out to gather device readings and ensure supplies were in stock. And sometimes they were not made aware of a problem until month's end, when a report would flag an issue that could have been addressed weeks before.

"This would eat into our time and profitability," explains Gonzalez. "With Cloud Fleet Management, we no longer have to worry about what's going on with our clients. At a glance, we can look online to check toner status, review page counts and see if firmware is current, all in real time. Since I send fewer technicians out on service calls, I have the time I need to work with new clients. We've saved at least 50 percent of service time, which has been huge."

Because firmware and other critical updates are now done securely in minutes via CFM, clients experience less downtime and fewer interruptions in the form of unplanned visits from technicians.

"It's been a night and day change for them," says Gonzalez. "We have customers running hundreds of thousands of sheets and not having a single service call. They tell us we have provided them with a product that really fits their business goals."

"We've been able to say, 'You know what? We don't need any other manufacturers, because we have all the solutions we need right here with Lexmark,'" adds Gonzalez.

Meet RA Image

RA Image is a Lexmark Authorized Business Solutions Dealer located in Ontario, Canada, that serves entrepreneurial, small and enterprise size-businesses. Owner/Operator Peter Gonzalez helps businesses bridge the gap between their organizations and corporate resources by delivering expertise in technology, disaster recovery and office equipment management.

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