

Cleveland Golf's IT Team stays Focused with Printelligent's Managed Print Solution

800-745-2025

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INTRODUCTION

Cleveland Golf has successfully captured the first-place market position with their top-of-the-line golf wedge, by winning accolades such as the "Golf Testers' Top Pick." The entire staff at Cleveland Golf is dedicated to manufacturing award-winning golf clubs and focusing corporate resources appropriately, especially the information technology team.

The Systems Operator at Cleveland Golf, Kit Hooper, manages the AS400 mainframe computer and assists other employees in using the company's technology assets to complete individual job requirements. Printer management on the other hand, is something he is quite content leaving to Printelligent.



PRINTELLIGENT CLIENT PROFILE:

Client:	Cleveland Golf
Founded:	1979 by Roger Cleveland
Unique Fact:	Manufacturer of #1 Golf Wedge
Employees:	350+
Printers:	66
Locations:	2 – Headquarters & Warehouse
Client Since:	June 2003

SERVICE SOLUTION

- IT staff freed from printer management issues
- Two-hour response time
- 90-day cancellation policy
- Professional and expert service technicians
- Toner cartridge replacement at the first indication of low toner
- Preventive maintenance conducted at every visit prolonging printer life
- Elimination of toner cartridge inventory management hassles
- Total cost of ownership information and pre-purchase equipment comparisons
- Consultative discussions regarding optimal printer/device placement



When printer maintenance vendors were first investigated by Cleveland Golf, there were two elements of Printelligent's Managed Print Solution that were unique from all other offerings: a two-hour response time and a 90-day cancellation policy.

Since initiating services, Cleveland Golf has experienced Printelligent's commitment to a two-hour response time, firsthand. "Your staff is very professional and business-like and straight to task when on-site," said Kit. "I appreciate them coming in and taking care of business."

Printelligent's one-page agreement for services is very straightforward. The 90-day contract cancellation clause was, and still is, very appealing to Kit. "I appreciate your 90-day cancellation clause," said Kit. "I think it keeps you on your toes and we don't get locked into a long-term contract. If we ever become disenchanted, we can opt out of

the arrangement easily. This approach keeps the quality of Printelligent's service very high which makes me very happy."

Along with experiencing all the benefits of a Managed Print Solution, Kit has come to appreciate Printelligent's unique philosophy of account management. David McCain, Cleveland Golf's Printelligent Account Manager recently was instrumental in helping Kit re-evaluate the entire printer fleet when a competing vendor delivered an unsolicited proposal for services. Both Kit and David were able to determine the new company did not offer the same level of service upon which Cleveland Golf had come to rely. The review of the competing proposal reaffirmed Printelligent's services are indeed filling a very real need at Cleveland Golf.

Page 2 of 2 ► **UNIQUE SOLUTION:**

Over the past few years, Printelligent's services have become very much a part of everyday business at Cleveland Golf. Employees are comfortable calling in service requests without involving the IT staff. Sometimes, IT staff is asked to solve unusual problems. Kit recounts a time when he decided to pass on an unusual problem to Printelligent.

"We have a very old HP 4500. I changed the toner cartridge myself one day when trying to improve the print quality. I tried a few other tricks, including recalibrating the printer. Anything I tried was just making the print quality worse. I called Printelligent and they sent someone right out. The service technician was able to drastically improve the print quality. I was really glad I called Printelligent."

David McCain (left) of Printelligent and Kit Hooper (right) of Cleveland Golf work together to manage Cleveland Golf's printer fleet



"Printelligent has taken a tremendous amount of work off my desk, and it's my least favorite work. I appreciate the fact that Printelligent handles everything about my printer fleet. It frees my time up to focus on what I do best."

Kit Hooper
Systems Operator
Cleveland Golf



Simon Gonzalez, a Printelligent field technician, on-site at Cleveland Golf within two-hours of a service request

IN CONCLUSION:

Printelligent's Managed Print Solution provides the comprehensive printer fleet management needed by Cleveland Golf, allowing the IT staff to stay focused on the more important aspects of managing the company's IT resources. Printers receive excellent preventive maintenance and prompt service attention when needed. The hassles of toner cartridge inventory management have been totally eliminated for Cleveland Golf.

"Printelligent's services make sense on a lot of levels for Cleveland Golf," said Kit. "I really rely on Printelligent as a trusted partner in maximizing printer uptime and as an expert in examining all the aspects of printer fleet management."

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