

## Case study

# Allied Document Solutions and Services leads with HP and A3



HP A3 technology improving user experience with maximum uptime, fewer parts and maintenance requirements

### Industry

Business services

### Objective

Reduce maintenance costs associated with traditional copiers and improve customer experience with HP A3 technology

### Approach

- Lead with HP A3 technology as a reliable, high-quality solution for HP MPS customers with ads-s

### IT matters

- HP A3 technology designed with fewer parts
- Fewer parts result in less maintenance
- Innovative design delivers maximum uptime

### Business matters

- Full-featured HP A3 MFPs improve customer satisfaction with quality and reliability
- Service costs of repeated copier repairs is replaced with business growth
- Staff technicians' time for onsite copier service is reallocated to proactive management of growing MPS business



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—Rob Richardson, owner and founder, Allied Document Solutions and Services



## Allied Document Solutions and Services is an HP A3 Premier Partner

A full-service imaging and printing solutions provider in the greater Philadelphia area, ads-s was experiencing increasing support costs for both traditional copier repairs and printer break-downs due to remanufactured toner issues. With the company’s focus to grow the business, ads-s eagerly embraced an all-HP sales strategy. Customers benefit from an improved experience and both revenue and profitability have increased for ads-s.



## Challenge

**Service demands of traditional copiers**  
Founded in 1994, New Jersey-based Allied Document Solutions and Services is a full-service imaging and printing solutions provider and HP A3 Premier Partner. The company provides HP Managed Print Services and sells hardware including printers and copiers, as well as printer supplies.

For the copier business, ads-s found the constant break/fix requirements of traditional copiers frustrating, and the frequent service needs were impacting company profits.

**“We’ve grown with HP, and now we’re a Premier Partner for the new HP A3 portfolio of products, around which there’s a tremendous amount of excitement.”**

—Rob Richardson, owner and founder,  
Allied Document Solutions and Services

“Our experience with traditional copiers was that we could send a tech out and they could be onsite a half-day and it’s still not fixed,” says Rob Richardson, owner and founder at Allied Document Solutions and Services. He explains the service challenges were not necessarily the exception, but almost the rule with traditional copiers. “It wasn’t uncommon to have a machine down for days as you tried to establish what it would take to get it back up and running. We’re looking for HP to totally disrupt this copier space and we will differentiate ourselves by providing a better experience for our customers,” he says.

### HP MFPs for improved reliability

To overcome these problems, ads-s started selling the full portfolio of HP A3 MFPs. Richardson comments that models like the HP Enterprise flow M880z MFP and the HP LaserJet 700 series color MPFs have been available for a while, and he considers them much more reliable than traditional copier technology.

“We would sell those where we could, versus a copier that might be slower or not have the finishing options,” continues Richardson. “We knew we could sell and support the HP MFPs much more cost-effectively than the traditional copiers.”

### **Business opportunity in selling new HP A3 portfolio**

Allied Document Solutions and Services is now fully on board in offering the full HP A3 portfolio of MFPs to its customers. Richardson comments, "HP's remarkable push into the copier market is a huge opportunity for our business. HP is truly a leader. I think there's rarely a case where there isn't an opportunity for an A3 device."

"When we're doing our business reviews with customers, the first and foremost thing we're talking about is the new HP A3 printers," says Richardson. "The quality we've seen from both LaserJet and PageWide A3 devices is spectacular and we're leading with HP products."

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"How HP continues to come out with these new devices that have a smaller footprint, and are faster with higher-yielding consumables, is just amazing to me," continues Richardson. "Our technicians have done onsite training, and have all come back with positive feedback about the durable technology and the short learning curve. We will be able to sell and support the new HP A3 MFPs with no problem."

"We saw that it was critical to be in at the onset with the new HP A3 technology," Richardson says. "We see HP as progressive and aggressive and there is a tremendous amount of excitement with the A3 portfolio."

"I feel extremely fortunate because I feel like we've hitched our wagon to the leader," says Richardson. "From an A3 perspective, we're all in with HP."

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