

# Reliable Quality for Sustainable Growth

By implementing the Kyocera TASKalfa Pro 15000c, CyberCopy was able to provide its customers with optimal quality without worrying about printer downtime or paper shifting during print jobs.



Case Study



Digital Printing



Aiming for reliable consistency that would stand the test of time, CyberCopy chose Kyocera's TASKalfa Pro 15000c to boost its printing efficiency and help unearth new opportunities for growth.

Increased productivity would subsequently reduce the volume of jobs being outsourced to external partners, and a greater printing capacity would allow CyberCopy to accept more projects and grow business.



## The Background

Based in Portland, Maine, CyberCopy was founded in 2001 as a digital print and copy shop. Its core clientele consists of local colleges, not-for-profit organizations, and small to medium local businesses. Its primary services include BW printing, color printing, wide format posters, banners, yard signs, laminating, design services, posters, envelopes, and letterhead.

CyberCopy outsources approximately 20% of its projects to various printers for banners, signage, envelopes etc. The company currently has six employees.

## The Challenge

CyberCopy struggled in the past with consistency and experienced considerable problems with color shifting during larger print jobs, which often resulted in banding. Moreover, paper shift in their machines proved to be problematic, making cutting difficult. Such issues were often unidentifiable until arriving at the cutting department stage and this meant that entire projects would have to be reprinted.

## The Solution

The Kyocera TASKalfa Pro 15000c was chosen for its efficiency and reliability, and because it complemented the company's existing fleet, which lacked an inkjet machine. The device would allow CyberCopy to expand its offering, accept more projects and grow business. One of the company's major clients, a nearby college, prints operational booklets and classroom projects on a large scale, and this portfolio of work would prove to be a great fit for the new machine. Furthermore, the machine aligned with the company's ambition to actively and aggressively seek new business that fits with the TASKalfa Pro 15000c's profile.

## The Results

**Consistent quality:** With the TASKalfa Pro 15000c, CyberCopy had peace of mind of knowing that when they print a job, the first sheet was going to be as crisp, clean and straight as the last. The company saw real value in having the confidence that the same print jobs months apart would be exact replicas in terms of color and quality.

**Productivity:** The speed of the machine allowed CyberCopy to make deadlines that their other MFPs wouldn't. The consistency of printing speeds across the whole process enabled the company to accept more projects and increase output and profitability.

**Growth:** The ability to accept more projects has led to the addition of new clients, as well as the growth of existing clients given the added value produced by the TASKalfa Pro 15000c in terms of product offering and quality.

**Cost reduction:** The quality of color and elimination of paper shift or creep has helped CyberCopy deliver consistent results to their customers, ultimately saving them time and money.

## TASKalfa Pro 15000c

- + Minimize downtime and optimize workflows.
- + Enjoy unbeatable reliability, flexibility, and consistency at 146 pages a minute.
- + Finishing options include booklet finishing & high capacity stacker.
- + Outstanding image quality.



## Customer Testimonial



"Overall, the TASKalfa Pro 15000c is the perfect fit for CyberCopy. We are pleased with Kyocera and are looking forward to growing our partnership together."

Brian McGinley, General Manager, CyberCopy.

Kyocera Document Solutions has championed innovative technology since 1934. We enable our customers to turn information into knowledge, excel at learning and surpass others. With professional expertise and a culture of empathetic partnership, we help organizations put knowledge to work to drive change.

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