



Gobin's Inc.
Business Solutions

Proven Leadership. Powerful Results.

Case Study: Financial Services

1st Southwest Bank:
Partnering With One Vendor, Providing Accountability

Challenge:

With such a large volume of paperwork, 1st Southwest Bank needed a productive, efficient and cost-effective method of producing documents. The bank was also dealing with multiple vendors that resulted in an inconsistent and often times unreliable level of service. In addition, the bank wanted to be at the forefront of technology advancements that would further increase efficiencies and help them better serve their customers.

Gobin's Solution:

After analyzing 1st Southwest Bank's existing printing system and processes, Gobin's was able to package all of the bank's document output devices under **PrintWise**, Gobin's managed print services program. This allowed the bank to secure their entire printer fleet under one contract with one vendor and one reliable, single-source point of accountability.

- All printing expenses are included in one invoice
- A printer supply program was implemented that guarantees next day delivery with consistent, authorized supplies regardless of the manufacturer
- A personalized on-site service agreement was instituted based on the specific needs of each individual branch
- Ongoing print monitoring to proactively recommend new, more efficient technologies
- Pay one low cost-per-print regardless of print volume

Results:

Gobin's **PrintWise** managed print services program was instrumental in helping 1st Southwest Bank better manage workflow, reduce printer downtime and cut document imaging expenses by thousands of dollars each year. Plus, Gobin's affiliation with Canon, Konica Minolta and HP along with flexible acquisition options ensures the bank of affordable access to new technologies.

"Gobin's personalized attention to our printing processes has enabled us to work more efficiently, better serve our customers and significantly cut our overall expenses." Jeni Jack

