



**Company**  
Bentleys

**Sector**  
Accounting

**Location**  
Nationwide



## Marketing quality calls for quality equipment.

*Our requirements were unusual in that we produce most of our marketing collateral in-house," says Jasmine Pickering, Marketing Manager for Bentleys NSW.*

Bentleys NSW has experienced exceptional growth since its establishment by four directors in 2010. It has been able to do that because of its commitment to quality. The firm expects that quality to be seen through everything it does, which means no compromises even when producing marketing material in-house.

"We needed a machine that produced outstanding quality prints on high gloss paper," says Jasmine. "And it had to be able to produce folded brochures on different paper stock."

Professional-grade marketing material was far from Bentleys' only requirement, and there were constraints too. There was room for just two MFP devices in the print area.

It took careful consideration of Bentley's requirements to come up with a solution that balanced Bentleys' needs with the constraints. That job fell to Colour Smart Solutions' director, Bryan Murphy.

"Bryan certainly delivered in using his expertise to help us to find the right high-speed scan, print and copy devices for our practice and getting us the software we needed to get the most from them," says Jasmine.

### The Solution

- 2 x Konica Minolta Bizhub C554e colour MFPs with booklet finishers
- Embedded Y-Soft software

### The Benefits

1. Professional-grade marketing material at a moment's notice
2. Instant access to all marketing collateral
3. Reduced waste and cost
4. Transparency
5. Increased productivity.

## Hailing the Benefits

### 1. Professional-grade marketing material at a moment's notice

Both the Konica Minolta Bizhub colour C554e MFPs recommended by Colour Smart Solutions are fitted with finisher units. One of them also has booklet-making functionality for the marketing team.

The marketing team can rely on the machines to print and fold professional-grade booklets at any time thanks to Konica Minolta's patented Simitri toner technology and the machines' ability to print onto glossy stock of 170+gsm.

### 2. Instant access to all marketing collateral

Y-Soft Safe Q5 software on the print server and available via the MFP's control panel lets the marketing team store all their collateral on the device. Staff can print whenever they're needed.

### 3. Reduced waste and cost

Bentleys now prints its marketing material on demand. Anyone at the firm can print marketing material for clients or events, so staff are self-sufficient and more productive.

No excess stock of pre-printed collateral ties up office space or has to be sent for recycling because it has gone out of date.

Also, 'follow-me-print' reduces print volumes by up to 17% by eliminating the waste that used to happen when users didn't collect material from the printer.

### 4. Transparency

The Y-Soft solution also tracks all copy, print, fax and scan jobs, so costs are allocated to users and departments. It also restricts access to features like colour printing to users who need them.

### 5. Increased productivity

The Konica Minolta Bizhub C554e doubled Bentleys NSW scanning speed and increased print speed by 37.5%. These increases have cut user waiting time at the device and significantly increased the productivity of staff.

