

DMC supply a leading creative communications agency with a number of high-quality print devices backed-up with the best in service support



Colour A3 Design Solutions

The client is a London based brand communications agency. They focus on improving brand images through effective, integrated and collaborative thinking. They are involved in a significant number of marketing, communications and brand initiatives, working with a variety of organisations including multinational companies, banks and government departments.

Specific Requirements

As a large brand communications agency they have a number of specific requirements concerning print. These include:

- The need to produce a large amount of colour prints for designers to demonstrate ideas and work to clients. As such devices capable of producing a large number of high-quality colour prints are essential.
- The design work demonstrated to clients is often better suited to A3 print and therefore a device that can print in A3 is necessary.
- They have a number of clients and are constantly working to deadlines. As a consequence the supplied machines must be reliable with minimal downtime. Because of this the service provision must be proactive and swift to deal with any problems they encounter.
- The hardware solutions must be affordable and cost-effective.

The Hardware Solution

After a consultation period DMC supplied a mixture of colour and mono multifunctional printers to satisfy their needs. This machine fleet is mainly composed of colour machines due to the large volumes of colour print compared to the minimal amount of mono print.

The IT Manager explains, 'we need to show clients colour proofs, so it is vital that our equipment is great quality, and very reliable. With DMC's help and guidance we now have exactly that, and that means happy clients, which is fantastic.'

A Working Service Solution

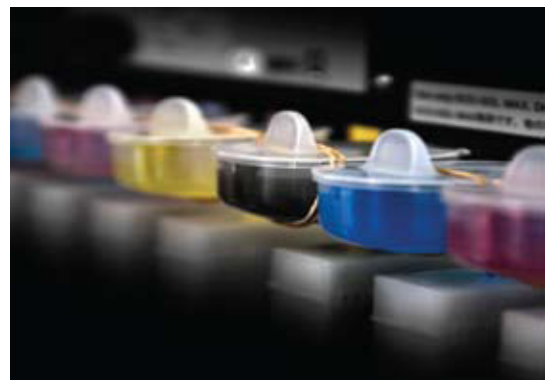
A key part of the brief was that the solution be supported by first-class service provision. The agency produce a large amount of printed material and consequently the devices are in constant use throughout the working week. This dependency creates a problem should machines fail or develop faults.

DMC have been able to keep the client working as they should. The IT Manager explains, 'with the amount of material we print the chances that a machine will breakdown are high. DMC are excellent at responding quickly to these situations and ensuring our machine downtime is kept to a minimum. In short DMC operate their service team effectively, keeping us working when we encounter problems.'

The Future

The agency is looking to upgrade their machines in the near future in order to keep ahead of technology and ensure they are ready for the demands of their clients.

DMC are ideally placed to facilitate this and the IT Manager comments, 'we are happy to use DMC for our future machines. They understand our needs and I am completely confident they will continue to deliver in the fashion I have become used to.'



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User Verdict

'DMC provide us with excellent service, ensuring we can continue to work to the high standards expected of our clients. The machines produce top quality print and the service provision is first-class. I am very happy with DMC.'