

# MEMO

To: Township Board

From: Dawn Bockelman *DMB*

Date: 11/9/2022

Re: Ricoh copier leases

## Message

Our Building, Main, Clerk and Water hallway copier leases have expired. We again worked with Applied Innovations and received the lowest pricing available thru the MiDeal program to renew our leases for another four years. The Township will receive four new copiers with upgraded features and technology for a lower cost than before.

Our current pricing for all four machines is \$1,206.82 a month and Applied Innovations has offered a renewal price of \$1,184.00 per month (pricing attached). It will take a couple months before the new copiers are delivered and installed.

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# APPLIED INNOVATION

An Applied Imaging Proposal For:



*Yes It Can Be Done*

Prepared By:  
Mike Oink  
Major Account Manager  
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10/17/2022

**WHITE LAKE TOWNSHIP.**

7525 Highland Rd

White Lake, MI, 48383-2938



Dear Dawn and Anthony,

I would like to take a moment to thank you for the opportunity to meet with you and for considering our company. At Applied Imaging we pride ourselves on our “Yes-It-Can-Be-Done” attitude. We feel that we are able to offer the very best solutions for the following reasons:

**POWER OF PARTNERSHIP**

Applied Imaging is dedicated to helping companies become more efficient, productive, and competitive. Capitalizing on the best in office technologies direct from the world’s top manufacturers and developers, we provide innovative solutions that are responsive to our customers’ imaging, document, and information system needs and objectives.

Furthermore, Applied Imaging is prepared to help you adapt to any changes in your industry, as well as the subsequent growth of your organization, by continuously providing you with the services needed to be as productive as possible. Our extensive offerings will allow you to continue to tailor your solution to the changing demands of your workflow.

**COMPANY COMMITMENT – APPLIED IMAGING**

Applied Imaging’s commitment to your company’s success is just beginning. Following implementation, we will service and support your solution to ensure it continues to function at optimal capacity and meet the demands of your daily document workflow.

**INDIVIDUAL COMMITMENT – Mike Ooink**

Implementation is just the beginning. I will continue to support your business by:

- Making myself readily available to discuss your solution as well as other business objectives you may have.
- Maintaining regular contact to ensure your satisfaction.
- Monitoring the solution to guarantee its effectiveness in meeting your needs.
- Introducing new products and technologies in order to ensure your company continues to function at maximum efficiency.

I look forward to working with you and I am committed to exceeding your expectations with prompt attention and service.

Sincerely,

Mike Ooink  
Applied Imaging  
(248) 560-1509  
moink@appliedimaging.com

## ACCOUNTABILITY & SUPPORT

As Michigan's largest independently owned and managed provider of office technology solutions, with a track record of over 98% client retention: our philosophy is simple – “to partner with our clients by providing expertise and innovation tailored to their unique business challenges and processes.”

We strive to “**Keep it in the Mitt**” 78% of every dollar spent with Applied Imaging (and all local organizations) goes back into Michigan vendors, employee's, etc.

- Offices in Novi, Grand Rapids, Kalamazoo, Muskegon, Lansing, Big Rapids Toledo and Traverse City.
- Over 35 years in Michigan.
- Over 14,500 Clients throughout the state of Michigan.
- Proud recipient of the Governor's Award.
- 2012 Small businessman of the year.

### LOCAL SUPPORT

Applied Imaging has local service dispatch and parts inventory. With a new 27,000 square foot distribution facility specifically to ensure quick response and resolution of any service or supply issue, there isn't an organization more focused on you! Applied Imaging has won several industry awards that illustrate our great customer support including:

- “Elite Dealer Award”
- “Top Office Furniture and Equipment Dealer” Business Direct Weekly
- Featured in “ImageSource” for excellent customer support with Tech Specialization.

### PREVENTATIVE MAINTENANCE

Annual Full-Service Maintenance includes **ALL** parts, labor, service (both emergency and regularly scheduled calls), toner, developer, and photoreceptor drums. Excludes only paper and staples.

### PROACTIVE VS. REACTIVE SUPPORT

Our goal is to keep **WHITE LAKE TOWNSHIP** as a long-term customer. This is only done with a customer-focused, proactive level of support. We will consistently review your program to ensure its integrity and relevance. This could be making suggestions to adjust the program to better reflect actual use, continued staff training to provide new ideas, or just to confirm things are on a good track.

### RESOURCES

The biggest benefit to **WHITE LAKE TOWNSHIP**. Applied Imaging's unmatched level of support. There are several layers of support ready to help as needed – the account manager, service hardware technicians, solutions group (network side), print production specialists, and our leadership team. Specifically, our technicians carry car stock inventory to resolve service calls on the first visit. To add to this our technicians, have an average tenure of over 12 years. Both have a direct impact on limiting downtime and headaches for your end users. From a network standpoint, we have the expertise that allows us to resolve 65% of network related issues remotely.

Each layer of support has its role and helps us improve our customer experience, and this is why we maintain such a high percentage of our customers!

# SERVICE GUARANTEES

## FIVE-YEAR PERFORMANCE GUARANTEE

Applied Imaging has such confidence in the Digital Document Imaging Systems we represent that we guarantee them for up to five years of service, provided the equipment is continuously covered by one of our standard maintenance agreements or supply kit programs. This Guarantee does not cover damage or abuse. If your system malfunctions during this guarantee period, we will make any necessary repairs in your office at no additional charge. If we are unable to repair the equipment in your office, we will provide you with a temporary replacement system free of charge until repairs are completed. If we cannot repair your system, Applied Imaging will replace it with another of equal or greater capabilities.

## UPTIME PERFORMANCE GUARANTEE

**4-HOUR EMERGENCY RESPONSE TIME** – If you need emergency service on any Applied Imaging Digital Document Imaging System, we guarantee a response, within our primary metropolitan areas, in less than four hours. There will never be more than an eight hour wait from the time you call for normal service until the time a technician arrives at your office (during normal business hours, 8:00 a.m. until 5:00 p.m., Monday through Friday, excluding holidays).

**96% UPTIME** – Applied Imaging guarantees every Digital Document Imaging System, covered by our standard maintenance agreement and using Applied Imaging's authorized supplies, will be up and running 96% of the time.

## QUALITY SUPPLY GUARANTEE

Applied Imaging guarantees its supplies to be of the highest quality – meeting rigid requirements of the office equipment manufacturers we represent. The wrong supplies may damage your equipment requiring service calls and expensive downtime. Supplies are stocked in our inventory locally for immediate customer availability.



# PROGRAM BENEFITS

## SINGLE INVOICE

One invoice for both lease payment and cost per copy to streamline accounting.

## HELP DESK

Applied Imaging will be responsible for responding to all hardware maintenance calls for output devices covered under the agreement. If the issue is network related, contact will be made with **WHITE LAKE TOWNSHIP** to resolve the network issue. This will eliminate most of the calls related to equipment issues and free up time for IT.

## HASSLE FREE METER READINGS

Applied Imaging will install and maintain software to automatically obtain meter read information. This will allow end users to forget about tracking and reporting meters. The software will automatically report the metered devices to Applied Imaging. This will directly save time and money associated with device management.

## TONER REPLENISHMENT

Auto supply replenishment is available to all clients upon request. Traditional supply replenishment is also available. Supply orders can be called or e-mailed to the customer support team. Applied Imaging will send out/drop off toner to replenish stock and recycle labels will be provided for all cartridges.

## CURRENT FLEET

Applied Imaging will take care of pick up and removal of any printer, fax or copier not covered under contract that requires removal from your facility.

## TOTAL SOLUTION PROVIDER

Applied Imaging will take care of all equipment related to this contract. Applied also has the experience to help you move on to the next stage of process improvement through content management software.





# Applied Imaging Call Center

- LOCAL # TO CALL
- LOCAL SUPPORT TEAM
- 1 HR RESPONSE TIME ON SUPPORT ISSUES
- IN-HOUSE SOLUTION EXPERTS







### Current Solutions.

(1) Twp

**Ricoh IM C3000** ID#92683 Bldg

(2) Twp

**Ricoh IM C4500** ID#100315 Main

(3) Twp

**Ricoh MP 4055sp** ID#100326 Clerk

(4) Twp

**Ricoh MP 4055sp** ID#100325 WATER Hallway

Lease at

\$688.00

B/W Total per month 6,500 prints at .00678

\$44.07

Color Total per month 7,000 prints at ..0678

\$474.75

Total current per month.

\$1,206.82

### Proposed Replacement Ricoh solutions.

(1) Twp

**Ricoh IM C3000**

(2) Twp

**Ricoh IM C3000**

(3) Twp

**Ricoh IM 3500**

(4) Twp

**Ricoh IM 3500**

Lease at

\$792.70

B/W Total per month 6,500 prints at .0042

\$27.64

Color Total per month 7,000 prints at .052

\$364.00

Total current per month.

\$1,184.00

### Accessories.

Ricoh IM Bridge Unit BU3090

Ricoh IM Fax Option Type M45

Ricoh IM Finisher SR3260

Ricoh IM OCR UNIT TYPE M13

Ricoh IM Paper Feed Unit PB3300

Ricoh IM 3500 Punch Unit PU3080 NA



- **Program Includes:**
- Delivery
- Set Up & Installation
- Network Installation
- Key Operator Training
- Maintenance includes all toner, parts, labor, and preventative service
- **Lease return, shipping, And Scrubbing the hard-drives.**