



PawnAmerica®

Mike Willmott,
IT Hardware Manager

KEY BENEFITS



Print savings through
streamlined maintenance



Automated supply
shipments



Charitable giving and
community involvement

MANAGED PRINT SERVICES FOR RETAIL

Pawn America is a retail chain in the Midwest that originated as a single store opening in 1991. Flash forward to 2019, the company now employs more than 500 people. Pawn America's print environment is made up of 26 stores, 250+ printers, multi-function printers and copiers. The retailer experiences many key benefits while using Marco's Managed Print Services (MPS) such as a consistent budget, automated supplies and maintenance and responsive service.

Pawn America has partnered with Marco on Managed Print Services since 2013. Prior to its relationship, there was no program in place for managing the company's print environment. Instead, each store would contact corporate's IT department when they needed supplies or maintenance.

This left IT responsible for receiving requests, sourcing replacement materials, handling maintenance and ordering services for more than 250 devices spread across the chain's footprint. Beyond the responsibility of managing its devices, this method left the company's budget unpredictable and inconsistent. Pawn America's print environment was managed on an "as needed" basis, allowing print costs to vary significantly from month to month. Mike Willmott, IT hardware manager at Pawn America, claims the consistent monthly investment is the most significant benefit from Marco's Managed Print Services.

THE SOLUTION

Under Pawn America's previous model, sourcing toner and supplies was an internal responsibility that landed on the shoulders of the IT department. Now, toner replenishment is an automated service where Marco tracks, manages and supplies each individual store. Meeting the print needs of each location is no longer on IT's to-do list. According to Willmott, "If there is a repair needed, the store calls our internal help desk. We email the device's serial number and a brief description of the issue. That's it. That's how easy Marco makes it for you."

CASE STUDY // MANAGED PRINT SERVICES

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From a single location in 1991, Pawn America has expanded to four states and 26 stores. The retailer has shown excellent growth and is continuously named one of the fastest-growing companies in Minnesota.

Willmott and his team now have monthly reports on print use provided by Marco. Occasionally, a spike in usage will appear on a monthly report, but they immediately know which printer - and which store - caused the spike. Willmott added, "It doesn't happen often, but there have been times over the last few years that we've used the reporting data to find an issue where there was a huge print overage at one of our stores."

With Marco, we have a friendly, professional relationship.



Another benefit Willmott remembers from when they first partnered with Marco, he worked with a single salesperson throughout the entire process. They proposed Managed Print Services, gave a presentation and provided actual data from current customers to show the benefits. Marco was upfront about the pricing models and cost structuring from the beginning.