

Network Photography

The Gordon Flesch Company helps this photography firm increase its exposure — and decrease its costs.



“The Gordon Flesch Company does more than help our company save money. They also help us expand our business reach.”

Jason Hoss
Director of Technology
Network Photography

Industry:

PHOTOGRAPHY SERVICES

The Challenges:

This local photography business needs to manage the costs of equipment service and supplies — and stay on the leading edge of technology.

- If equipment isn't up and running — and adequately supplied — this photography firm loses business quickly. Turnaround time and quality is vital to their business.
- Too much outsourcing of marketing material is cutting into profits.
- Staying current with new technologies is an important part of competing with other studios and independent operators.

The Solution:

Design a tailored program of service that provides three things: consistent service, at-the-ready supplies and access to the latest technology.

- Provide contracted services that ensure up-time and supply levels for all equipment — including rapid turnaround on all service and supply requests.
- Introduce new equipment options that expand the breadth of products offered — and reduce the cost of outsourcing.
- Concentrate on a business partnership that not only provides equipment and service, but also helps the company grow.

The Benefits:

Equipment is running efficiently — and when it isn't, it's repaired quickly. Concerns about adequate supply levels are eliminated. Outsourcing costs are reduced and new product offerings are possible.

- All Gordon Flesch Company technicians are local. Time on a service call is always within one business day.
- Toner and other supplies are included in the service and maintenance agreement.
- Canon imageRUNNER® allows the firm to produce many of its marketing promotions in-house. And new wide-format printing capabilities enable the company to create and print their own photographic backdrops. This substantial reduction in outsourcing provides significant savings. It also means a broader product lineup — and new business opportunities.

The Background

Network Photography, located outside of Milwaukee, is the place many people turn when they need professional results—or need to preserve personal memories. From family photos to school pictures, from weddings to sporting events, the firm is dedicated to producing high-quality photos—and long-lasting memories.

Unfortunately for the firm, some of their service providers were not as dedicated to high-quality products and services as they were. That's when the Gordon Flesch Company stepped in to help.

The Story

For a photography shop to stay on top of their business, they have to provide more than artistic professionalism—they have to get the job done right and on time. And, first and foremost, that means their office equipment needs to be up and running—and fully supplied.

In its business partnership with the Gordon Flesch Company, Network Photography has a reliable service and supply partner. Service calls are completed in one day—or less—and supplies are always in stock. At the Gordon Flesch Company, success isn't measured by how many toner cartridges they sell, it's measured in the strength of the business partnership and in their ability to help a company grow and prosper.

With Network Photography, that means keeping the company's owners and operators apprised of the latest technology—and tailoring it in a way that can help expand business opportunities. So when the Gordon Flesch Company recommended, installed and trained the firm's personnel on the Canon imageRUNNER®, there were quick cost savings by bringing marketing material production in-house. And a Canon imagePROGRAF® printer means the company can create its own backdrops and offer wide-format printing jobs to clients. So, when parents want to hang a football poster—featuring their son at his own high school football game—in their rec room, Network Photography can now do the job, from taking the picture to producing the poster. They couldn't do that before.

The changes in photography—and the business of it—have changed in dramatic ways during the past few decades. Digital imaging and a myriad of printing options have meant that photography businesses need to stay ahead of the curve on both customer service and rapidly changing technology. With help from the Gordon Flesch Company, that's exactly what Network Photography is doing.

The Conclusion

A company that had often relied on less-than-dependable service and supply vendors found a new—and consistent—partner in the Gordon Flesch Company. And they found a whole lot more: a partner dedicated to helping them expand their business.



Founded: 1956

Headquarters: Madison, Wisconsin

Employees: 600+ strong, and growing

Divisions: Gordon Flesch Company,
GFC Leasing, and
GFC Onsite Services

Products

- Copiers
- Document management solutions
- Multifunction devices
- Printers
- Scanners
- Software

Services

- Customized software solutions
- Document imaging
- Equipment training
- Mailroom staffing
- Managed print services
- Reprographics
- Software training
- Technical support
- Workflow analysis

Support

- Certified systems engineers and analysts
- Customer support representatives
- Highly tenured service technicians
- Large, local parts inventory
- Technical support representatives

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