



**Gobin's Inc.**  
Business Solutions

Proven Leadership. Powerful Results.

## Case Study: Automobile Industry

Red Noland Cadillac: Saving Time and Money with Improved Capabilities

### Challenge:

Red Noland Auto Group had a diverse fleet of outdated copiers and printers that were costly to operate, labor-intensive to maintain and lacked the advanced workflow functions of more contemporary devices. With the growth of the company and a continual increase in the volume of paperwork, Red Noland Auto Group needed an efficient and cost-effective method of producing documents.

### Gobin's Solution:

To increase functionality and eliminate the burden of Red Noland Auto Group's staff and IT department Gobin's deployed eleven new Canon image RUNNER MFP's. The newly installed MFP's would allow Red Nolan's staff to:

- Electronically distribute documents to desktop computers, e-mail and fax recipients through an integrated Canon platform
- Convert PDF files to Microsoft Word, Excel or WordPerfect
- Create high quality documents fast and easy and in fewer steps
- Increase printing and scanning capabilities and manage documents in-house

### Results:

By integrating new Canon MFP's Red Noland dramatically increased their productivity, document and device management, document distribution, color management and cost recovery. With added capabilities that enhanced printing and scanning processes Red Noland no longer had to deal with labor intensive workflows, but a streamlined platform that combines their hardware, software and services creating a more effective and efficient workplace. On top of that, the Gobin's experienced IT Team was able to successfully upgrade Red Noland's systems without substantially disrupting daily operations.

*"Gobin's sold a software package that allows us to convert PDF files so that we can work on them then convert them back. It saves time and money because we don't send it out of house to do it."* – Janet Burnell: Controller



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