



Adrian Walker
Director of Operations
Northwestern Mutual



NORTHWESTERN MUTUAL FINDS RELIABILITY AND EASE WITH MARCO

As a financial planning firm, Northwestern Mutual needs copiers for their business to be successful. “We’ve been e-filing everything daily, and you need a scanner for that. That’s how we submit and file things. We fax once in a while, but it’s archaic. We can’t function without the copier,” said Adrian Walker, Director of Operations at Northwestern Mutual in Lincoln, Nebraska.

Scanning is key to their effective business operations. So, when Northwestern Mutual’s copier lease was nearing expiration, Walker turned to Marco. The firm trusts their Technology Advisor, who provides them with reviews that detail accurate data about service, supplies, areas for improvement, etc.

“Our Technology Advisor is our go-to. He has all the data for me, and if we need to adjust something, we can talk about it. He’s really prompt and fun,” said Walker.

She explained that she appreciates her Technology Advisor’s organized style and quarterly business reviews. “When it comes to renewing the contract, he can tell me maybe we need to adjust the number of color or the number of black and white. It’s really good that I can rely on him to have that information for me; it’s not something I have to track.”

Northwestern Mutual, a full-circle financial planning firm, utilized Konica Minolta print devices. The firm decided to stick with the brand. “We want consistency, and I prefer to have multiple copiers being the same model so we’re always familiar with each, and the Konica Minolta has been a good machine for us. We’ve had very little in service needs with it,” said Walker.

THE SOLUTION

When service is needed, Walker said that Marco technicians are always timely. “Anytime we call, they’re usually here the same day. They do a good job of communicating what’s going on...and how we can be proactive.”

Cost-effectiveness and ease-of use were the most important factors when choosing a manufacturer and model, Walker said.

KEY BENEFITS



Ease-of-use with
Konica Minolta copiers



Trusted relationship with
Technology Advisor

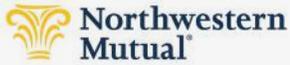


Client Business Reviews
for improvements and
future planning



Cost-effective solution

CASE STUDY // COPIER SERVICES



Started in 1859, Northwestern Mutual has offered full-circle, financial planning. For over 160 years, the firm has put clients first. Instead of having to worry about short-term gains, the company takes a long-term approach—both in the way the staff help people plan, and in the way it does business. Mutuality also means that policyowners get to be a part of the company and may benefit from annual dividends. As one of the industry leaders in financial planning—and financial planning software—Northwestern Mutual prides itself on relieving their clients' everyday financial stress. The company wants all clients to “spend your life living.”

Installing the new Konica was a simple process. “The transition period causes a lot of anxiety...but the transition with Marco was not like that at all. There was a timeline provided that was very specific.” Walker detailed that it was a quick process of Marco picking up the old device and rolling in the new. Marco’s offered training wasn’t needed, as Walker and her staff were already familiar with Konica models.

Marco gets a 10 out of 10. When you think about the transition, the relationship with [my Technology Advisor] and the reviews and the service, we don’t have any complaints. ”

Walker commented that the experiences with Marco technicians, Support Desk staff and sales teams have been positive. She attributes her business with Marco to the trusted partnership with her Technology Advisor. “Relationships in our business are key. We work on a referral basis; 99% of our business is referrals. It’s definitely our Technology Advisor that made us choose Marco.”

As part of this successful relationship, Marco continues to offer strong communication, service, advice, and awareness for Northwestern Mutual. “Marco gets a 10 out of 10. When you think about the transition, the relationship with [my Technology Advisor] and the reviews and the service, we don’t have any complaints,” Walker said.

Northwestern Mutual intends to add more devices to their fleet in the future. As soon as the lease for their copiers with other providers is up, they are switching to Marco. And that shows no other provider compares to this unique partnership.