



AT A GLANCE MASSY TECHNOLOGIES APPLIED IMAGING

WHAT: A full-service printing and imaging company with managed services

WHERE: Port of Spain, Trinidad, W.I.

WEBSITE: www.massytechnologies.com/appliedimaging



when necessary, and when it goes out buy another one and repeat that cycle,” Scott explains. “What we’ve been able to do is educate our customers around the management of print - what the values are and what the drivers are - so that they know how it’s impacting their business. We

can save them on costs and help them grow, so that when they add users we can enhance the infrastructure they have. It’s really more of a consultative approach as opposed to ‘Let me sell you a copier.’”

The company’s consultative approach also encompasses a long-term relationship between itself and its clients, and Scott says that retention is the key to success for both sides. “After the initial engagement where we complete the assessment and provide recommendations for improving device management a customer can say, ‘Well thanks, we don’t need you anymore,’ but that is actually when the work begins, because we need to sustain that level of efficiency, and also enhance it, and continue growing it, so that when you want to move to the next level, we, as your partner in technology, are right there anticipating your needs and honoring your confidence.”

What differentiates Applied Imaging from its competitors? “The customer experience when

you’re with Applied Imaging,” Scott replies. “Our service standards are benchmarks against global models in the industry. We believe strongly in training our service teams. We are supported and backed by all of our suppliers, which allows for direct intervention on their part. This ensures that we are capable of resolving any issues that we are faced with. The customer experience and the integrity of that interaction with us is always protected.”

Business View Magazine first spoke to Scott two years ago, and at the time, he apprised us of the company’s ongoing strategic plan, whose goals included consolidating its core business, delivering better services, incorporating new technologies, and becoming the number one provider on

all the islands on which it operates.

We recently caught up with Scott to see whether, and how, those goals have been realized: “We have achieved a significant portion of our plan,” he informed us. “We have established ourselves across the region; we have presence in Jamaica, Dominica, St. Vincent and the Grenadines, Surinam, Barbados, and a couple of other islands. We have widened our product portfolio; we have introduced new technologies in audio visual; production printing and production scanning equipment, and in so doing, expanded our partner representations. We are also the authorized

