



# CASE STUDY

Count on us.™

MOS COMMITMENT TO PARTNERSHIP

**DIRECT INCORPORATED**

Through the MOS 360° Assessment process, Direct Incorporated saw an immediate savings of 51% in their operating expenses.

## The Customer

Since 2003, Direct Incorporated has been helping entrepreneurs kick start their success by putting them in direct connection with legal and startup experts. These experts aid in everything from legal compliance to logo design and everything in between. Located in the heart of Ann Arbor; with over 60,000+ clients and accreditation by various groups including the Better Business Bureau- it's no surprise that Direct Inc. has seen a 20% growth year-over-year, for the past three years.

## The Challenge

Direct Inc. generates paperwork, forms and invoicing to support their clients and their own business. There were multiple desktop printers in a few centralized locations to produce a portion of these standard forms. Any of the larger print runs were outsourced to a local printer. The mindset was to purchase inexpensive desktop printers, and when it died, they'd "throw it out and get a new one." Outsourcing the larger runs made sense financially, but an inconvenience logistically. With direct focus on their clients' success, Direct Inc. was consequently spending multiple hours per week supporting their print environment.

## The Solution

Through the MOS 360 Assessment, a co-authored solution was developed. The solution was to centralize the majority of the print environment to an onsite solution using Xerox technology. MOS was able to provide the needed man-power and technical support to implement the new Xerox device in a small window of time. With the help of MOS' local customer care team, local service technicians, and the promise of continued support; any new learning curves are accomplished quickly and efficiently.

## The Results

Since the implementation of the new Xerox devices, they are now able to print their documents in house, resulting in an immediate return on their investment of their outsourcing costs. The Direct Inc. team saw an increase in productivity and overall satisfaction as they were no longer "fighting" with desktop printers. As a result of investing in a partnership with MOS, and implementing Xerox technology into their environment, Direct Incorporated saw an immediate savings in their operating expenses of 51%. Direct Inc. can count on MOS as a technology partner moving forward.

**WHAT THEY'RE SAYING:**

*"As a business owner, you take responsibility for everything - with MOS, it's just piece of mind."*

*-Ed Stahlin, Vice President  
Direct, Inc.*





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