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## Case Study

### Flower City Printing

*A large-scale printer in search of quality service.*

#### OVERVIEW

Since 1970, **Flower City Printing, Inc.** (FCP®) has grown to become one of the biggest graphic service providers in North America. With over 350,000 square feet of production space, and an incredible array of printing and finishing technologies available, FCP has become the supplier of choice for several Fortune 500 companies. Today FCP and its affiliates have grown to more than \$68,000,000 in annual sales with about 300 employees and regional sales offices across the country.

#### CHALLENGE | Finding the right provider.

FCP had been facing some difficulties with their VoIP provider, particularly with their customer service. In fact, they were experiencing longer-than-average wait times, poor customer service and challenges at every turn. As their contract was coming to a close, they knew it was time to make a change.

Having tackled the process of researching and interviewing multiple providers before, the IT department at FCP knew they needed an expert this time around.

*"We really dropped the ball on looking at every critical piece when we selected our previous provider,"* said David Chambers, Direct of IT for FCP. *"We didn't do our due diligence when it came to looking into each provider's' customer service, and that ended up costing us in the long run."*

What they found was that simple changes turned out to be complicated, nothing was fixed quickly, and every request seemed to be a difficult one. FCP ended up stuck in a contract for three years, and they knew they didn't want to go through that again.

#### SOLUTION | Industry experts.

As industry experts, Integritas took the guess work out of the service provider selection process. Not only did they look competitively at all the options available, but they outlined the best options for FCP, providing them with clear solutions and outlining the benefits of each.

As part of an ongoing partnership with FCP, Integritas project managed the installation and design of the new service from start to finish, fully taking on that responsibility while allowing the FCP IT team to focus on their business, rather than their phones.

*"Working with Integritas saved us time, money and a massive headache,"* said Chambers. *"We now have a provider we are more than happy with, and that's thanks to the hard work, negotiations and commitment of Integritas."*

#### WHY INTEGRITAS | Responsive. Reliable. Experts.

*"Paul and Eric are incredibly friendly, easy to work with, responsive, and reliable,"* said Chambers. *"They streamlined the entire process for us by knowing the right questions to ask and how to get the job done. They continue to be great partners we can trust."*