



Case Study: Mike Carney Toyota

Brother provides a balanced deployment print strategy to Queensland automotive dealership.

The customer

Mike Carney Toyota was established in Townsville in 1987 and has grown to be recognised as one of the leading Toyota dealerships in Australia. Since opening their doors, they have expanded to become a crucial business to the North Queensland economy and proudly support a range of community organisations and events.

They specialise in providing Toyota new and used cars, servicing and support to people within Townsville and across wider North Queensland. For more information, visit <http://www.mikecarneytoyota.com.au/>

The challenge

Tragically, on the 12 July, 2016, Mike Carney Toyota's dealership was gutted by fire caused by an electrical fault in the ceiling. This resulted in the entire business grounding to a halt in an instant.

From IT equipment and stationery to desks and chairs, the dealership had to get back up and functioning as soon as possible. They required a fast turnaround time for new equipment from the time of order to the time of delivery which was difficult when everything in their office environment needed to be ordered, replaced and installed simultaneously.





The solution

Mike Carney Toyota's long-time office equipment partner, Ardent Office Equipment, was requested to identify what was needed to help the dealership open its doors again. Greg Wilson from Ardent Office Equipment suggested replacing their existing five Multi-Function Devices and five printers that were lost in the fire with seven units of Brother MFC-L6900DWs, the flagship Multi-Function model of Brother's Professional Monochrome Laser Series.

Being of good value and extremely reliable, Greg suggested installing this device under a balanced deployment model – machines were assembled with either one or two extra paper trays to cater for the differing user requirements in each printer location.

The product:



MFC-L6900DW
PROFESSIONAL MONOCHROME LASER MULTI-FUNCTION CENTRE

LT-6505
520 SHEET ADDITIONAL PAPER TRAY

The benefit

Installation was quick and easy due to installing the same printer model throughout the dealership. By using a balanced deployment strategy, each device is configured to the needs of each work area which maximises productivity, reduces downtime and has the flexibility to adapt to the business if workflows or processes change. The printers were also set up to report on toner usage so that once they are getting low, Ardent Office Equipment sends out more toner to Mike Carney Toyota without the dealership having to lift a finger. Mike and the team can focus on doing what they do best - selling cars, while the office looks after itself.

“We originally only replaced the copiers that were destroyed in the fire, but after having them for a while, it was decided that we should replace the rest of our ageing print devices with Brother's MFC-L6900DW's due to their reliability and positive effect on our office environment”
- Chris Candy , IT Manager, Mike Carney Toyota.

Mike Carney Toyota now has 13 Brother MFC-L6900DW's with additional paper trays installed throughout their dealership.

Contact us

For more information on this case study or to find out more contact the Brother Commercial Division today:

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