



## Case Study: Alert Accounting Solutions

### Brother provides a reliable and cost efficient inkjet solution to small Accounting Practice.

#### The customer

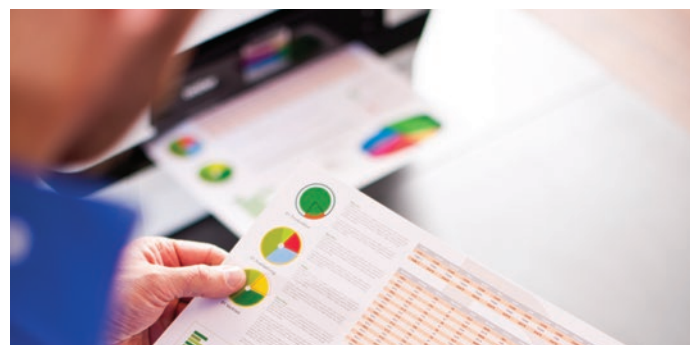
Alert Accounting Solutions is a small accounting practice specialising in auditing, accounting, super-fund auditing and tax accounting. Registered since 1995, Public Accountant Margaret Gray employs two casual assistants and runs her business from her home office in Townsville. The primary method of advertising is undertaken via word of mouth and repeat business. For more information, contact Margaret on (07) 4778 3244 or [alertaccounting@bigpond.com](mailto:alertaccounting@bigpond.com).

#### The challenge

Alert Accounting Solutions were using a large photocopier and inkjet machine for printing, photocopying, faxing, and scanning important business documents and reports. However, these devices were costly to run and took up a large amount of valuable office space. Some additional key features required for the business were also missing such as 2-sided (duplex) printing. This allows for a more efficient use of paper, which is both good for the environment and reducing overall printing costs.

#### The solution

The Brother MFC-J6720DW was chosen to replace the large and bulky photocopier. It proved to be much more economical to run (at just 2c per page\*) and provided A3 print capability for larger and more impactful reports. Additionally the Brother MFC-J475DW was chosen to replace the previously used inkjet device which was primarily used as a fax machine. Between the two machines, the ability to 2-sided (duplex) print, scan to USB and A3 print/copy eventuated in reliable, cost efficient and easy to use devices that didn't take up too much space in the office.





## The product:

PRODUCT	MODEL NAME
MULTI-FUNCTION CENTRE®	MFC-J6720DW
MULTI-FUNCTION CENTRE®	MFC-J475DW

## The benefit

Improving print costs is essential to any small business and the Brother solutions provided just that. With extra features providing additional functionality enabling improved workflow and increased efficiency, Alert Accounting Solutions were satisfied with their latest additions.

“Both of these printers are work horses”, said Margaret Gray. “The MFC-J475DW also doubles as the fax machine and we find the MFC-J6720DW especially useful for scanning documents to a memory stick for emailing to clients. We are really pleased with them”.



## Contact us

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

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