LOLLI AND POPS REAPS "SWEET" BENEFITS AFTER STANDARDIZING ON BROTHER DEVICES

THE CUSTOMER:

With over 65 stores nationwide, Lolli and Pops is an expanding chain of sweet shops where sales staff offer customers high-quality confections from around the world.

THE NEED:

Lolli and Pops was seeking a single vendor to equip their corporate and retail locations with scalable document management solutions. With 25 years of experience in information technology (IT), Siva Dharmaraj, Lolli and Pops' director of technology, knew exactly what the company needed:

- Robust print solutions to replace fleet of high cost, low performance printers.

- Economical hardware and supply pricing, to meet strict budgetary requirements.

- Efficient, low maintenance printers, to help minimize costs and maximize uptime.

- Plug-and-play design, with intuitive touchscreen interface for seamless customization.

In addition, Lolli and Pops required a customer-centric solution provider to recommend, and strategically deploy, the right product mix and provide on-going consultative services.

THE SOLUTION:

Dissatisfied with the company's maintenance-intensive print environment, Dharmaraj engaged with Brother sales and solutions specialists. Together, Lolli and Pops' IT team worked side by side with Brother to conduct a thorough workflow analysis, placing evaluation units in retail stores, and subsequently experiencing a number of immediate benefits, including:

- Cost efficiencies
- Platform scalability
- Reliable device performance
- Vivid image quality
- Exceptional ease of use

Discount toner pricing – through the Brother Value Print Program (VPP), and device administration capabilities, also presented an attractive value-added proposition.

THE RESULT:

Streamlined workflows, increased productivity and all-in-one versatility were among the key initial results that led Lolli and Pops to eventually standardize on Brother. The company has since rolled out Brother color and monochrome all-in-one printers across its U.S. locations.

Stressful down time, caused by frequent printer failures, are now a thing of the past. Toner orders are now handled proactively, not reactively. And for even greater value, Lolli and Pops has benefitted from a competitive cost-per-page and the ability to remotely view toner and paper levels.

Finally, Lolli and Pops' brick-and-mortar employees can print high-quality documents, color signage, and barcodes with little to no downtime. And at Lolli and Pops' corporate offices, vibrant full-color flyers, store layouts, and blueprints can be printed with ease, while workgroups can easily scan to email, print reports, copy meeting handouts, and more.

For more information on Lolli and Pops, please visit https://www.lolliandpops.com/. To learn more about Brother's full portfolio of products and solutions, please visit **www.brother-usa.com**.