



Brother MFC-L9570CDW color laser MFP  
with PrintWithMe guest printing software

# CA VENTURES: BEST-IN-CLASS OFFERINGS INCLUDE BEST-IN-CLASS PRINTING WITH BROTHER & PRINTWITHME

## A Brother and PrintWithMe Customer Story

### INTERVIEWEE:

Brad Kirshenbaum, Director of Innovation, CA Ventures

### ABOUT CA VENTURES

**Brother Product:** Brother MFC-L9570CDW color laser MFP with PrintWithMe guest printing software

**HQ:** Chicago, Illinois

**Industry:** Real Estate

### THE CUSTOMER

Founded in 2004, CA Ventures is an integrated real estate investment management company, specializing in a range of building classes including student living, senior living, multifamily, industrial and medical office/life sciences. With more than \$13 billion in assets across the United States, Europe, and Latin America, CA Ventures' data-driven investment strategy, and unique, scalable business model has accelerated growth and diversification on a global scale.

### MEASURES OF SUCCESS

**90%:** Reduction in helpdesk tickets

**3 hours:** Installation and setup time saved per printer

**17%:** Reduction in monthly expenses over previous vendor



## BUILDING COMMUNITIES BASED ON TRUST

CA Ventures has experienced tremendous growth recently, opening new offices across Europe and acquiring hundreds of millions of dollars in new assets. The company has rapidly expanded from its beginnings in student housing into new industries, such as multifamily residential, senior living, medical and life sciences, and more.

As part of its commitment to a holistic resident experience, CA Ventures furnishes residents with a wide variety of amenities. One essential amenity is printing — from students printing homework assignments to professionals printing business materials, printing services for residents is a must-have at all CA Ventures properties. Therefore, finding a print vendor that could implement a low-maintenance and cost-efficient solution, with high marks for usability, was a critical need, especially amid CA Ventures' rapid growth.

For help, in 2018 CA Ventures turned to PrintWithMe, the company that places self-serve, wireless printing stations, popular nationwide across coffee shops, apartment buildings, and co-working spaces. The PrintWithMe solution consists of a wireless printer station running proprietary software that enables anyone to print remotely with ease. At every location,

PrintWithMe utilizes only one supplier, Brother manufacturer of industry-leading printers for enterprise, small and medium-sized businesses, home-office, and consumer use. PrintWithMe has developed intuitive guest print, scan, copy, and fax software that integrates smoothly and securely into the Brother devices, including the Brother MFC-L9570CDW.

**"Their customer service, attention to detail, and professionalism are exceptional throughout the entire process.**

**You immediately feel the passion of Brother and PrintWithMe for their work the first time you speak with them."**

*Brad Kirshenbaum,  
Director of Innovation, CA Ventures*



## LOW TOTAL COST OF OWNERSHIP, HIGH RETURN ON INVESTMENT

### Ideal for Every Property & Every Resident

Brother printers running PrintWithMe software are being rolled out at all CA Ventures properties due to their flexibility and ease of use for residents in every industry and age group.

### Easy and Intuitive Implementation

Residents are printing, scanning, copying, and faxing with the Brother printers and PrintWithMe software, with easy plug-and-play set up on the part of local CA Ventures staff. Because these devices are ready "out of the box," an entire building's fleet can be set up in just minutes.

### Dramatic Reduction in Total Cost of Ownership

Maintenance can be the Achilles' heel of any IT system, but PrintWithMe's world-class support of its Brother printers has made troubleshooting a thing of the past. "I can't tell you the last time I had something come across my desk about an issue with the printers," said Brad Kirshenbaum, Director of Innovation, CA Ventures.

## HIGHER MARGINS THROUGH BETTER PRINTING

Monthly IT expenses and staff hours have been slashed at CA Ventures properties that have installed Brother printers through PrintWithMe. For example, CA Ventures has entirely stopped dispatching corporate IT teams to configure the devices, which can be achieved instead by onsite staff given the intuitive system interface. In 2020, CA Ventures successfully opened the most student properties ever in a single year - amid a global pandemic, no less — and at every one of these properties were Brother printers pre-configured by PrintWithMe, operational right out of the box.

In an incredibly competitive industry like real estate, such margin improvement can make all the difference between a market leader and competitors. But just as important as the immediate margin gains is the reputational improvement for CA Ventures by providing quality properties that suit residents' varied lives. Having an easy-to-use, reliable print service makes a big difference when it's needed, and residents remember the properties able to provide a seamless experience.