

OKI Success Story: ASTA-technologies

Industry: Architecture | Products: A3 Colour Multifunction Printer | Location: St. Petersburg, Russia



STREAMLINED WORK FLOW & INCREASED FUNCTIONALITY IN ONE DEVICE FOR ASTA-TECHNOLOGIES

Challenge

Specialising in architecture and design, ASTA-technologies presents every client with printed documentation relating to each project. All documentation must include detailed project information and provide clear images that enable customers to visualise the design of a completed project. ASTA-technologies print plans and designs that are then presented to customers, so it is essential the documents are consistently printed in a professional quality, particularly when it comes to the colourful design elements. The company had been using a wide format inkjet printer and mono MFP from two well-known brands that failed to deliver a satisfactory quality for their customers.

“The plotter on the existing equipment does not print A3 and A4 formats. This means, we have to manually cut these documents out of wider sheets in order to fit them into our document folders”, says Dmitry Astashev, co-owner of ASTA-technologies.

The existing MFP was not equipped with a network card, as a result, users had to store all the scanned materials on one PC connected to the MFP via USB. Scanned images were rarely deleted from the system, resulting in up to 2,000 images a year taking up valuable storage space on the one PC. This created significant problems for the system administrator and disruption to the document workflow.



About ASTA-technologies

ASTA-technologies, St. Petersburg, Russia specialises in architecture and design. The company was founded in 2011 and today has a team of 15 employees. They create and compile their designs and plans for customers and provide printed documents and portfolios for their accounts.

Solution

ASTA-technologies has been working for many years with OKI Authorised Partner Tricolor, as a third-party printing consultant. Tricolor identified the best solution for the company based on their specific requirements. "To meet our needs for impactful colour, streamlined workflows and easy scanning functionality, all in one affordable package, Tricolor recommended an OKI MFP due to OKI's reputation for price, quality and overall value" says Astashev.



Benefits

"We were able to easily install the devices ourselves without any problems," says Astashev. "The process of scanning the documents and sending them over the network is so much more efficient. We are no longer clogging the scanned documents archive which would sometimes result in losing files. This has simplified the system administrator's tasks and secured the business from loss of important data. Now we have the capability to print contracts and project documentation in duplex using mirror margins setting."

Future

OKI's A3 colour MFP is capable of completing every task the team at ASTA throws at it. With one single device, ASTA's team can print to a high standard using streamlined processes. The company plans to invest in a second paper tray, allowing it to organise printing in different formats more seamlessly.



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Dmitry Astashev, co-owner of ASTA-technologies

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