



NON-PROFIT CHARTER SCHOOL OPTIMIZES DOCUMENT WORKFLOW AND CAMPUS-WIDE EFFICIENCY THROUGH BALANCED DEPLOYMENT

THE CUSTOMER

Appel Farm's Creativity CoLaboratory Charter School is a non-profit public charter middle school that focuses on project-based, hands-on learning, with an added emphasis on fine and performing arts.

THE NEED:

Administrators were seeking office solutions to support their printing, copying, and scanning needs. The 115-acres campus – 35 buildings – presented a challenge.

It was quickly determined that a decentralized device infrastructure was needed. Teachers and students required equipment at the point of production – the classroom. This approach would place hardcopy documents within easy reach. The focus would remain on teaching and learning, with no time wasted traveling between buildings.

Small workgroups within the administration building also needed access to printers to produce weekly newsletters, report cards, event calendars, class schedules, release forms, and letterhead. Critical to their desktop publishing efforts was the ability to consistently reproduce the school's multi-color logo.

THE SOLUTION:

For this geographically disparate environment, Brother recommended a balanced deployment approach, whereby robust laser printers and MFPs are placed in close proximity to those that need them most. By shifting volume from centralized devices to local devices, Appel Farm's Creativity CoLaboratory Charter School would...

- Create a more efficient, responsive, state-of-the-art learning environment.
- Enhance student participation and lesson assimilation through timely access to information.
- Speed print job turnaround to eliminate user frustration.
- Produce vivid color and monochrome materials, from student artwork to parental correspondence.
- Improve ease of use with plug-and-play design, intuitive user interface, and simple maintenance.

THE RESULTS:

In order to maximize efficiency campus wide, the school administration embraced Brother's balanced deployment plan. The print infrastructure was right-sized to their specific document imaging needs, taking into account specific applications and anticipated print/copy/scan volumes, as well as building locations.

Brother will continue providing consultative services and recommendations to further streamline workflows for Appel Farm, including setting up PANTONE® calibration to deliver superior color output, as well as provide guidance on additional technology capabilities and features like assessment processing, optical character recognition (OCR) functionality, and mobile device printing.

To learn more about Appel Farm Creative CoLaboratory School, please visit <https://www.appelfarm.org/creativity-colaboratory-charter-school/>.

To learn more about Brother's full portfolio of products and solutions, please visit www.brother-usa.com.

