

# Customer Success Story

## The Venue Alexandria



CASE STUDY 2024  
INDUSTRY: EVENTS SERVICES

## OUR CUSTOMER: THE VENUE ALEXANDRIA

The Venue is an events space located in Alexandria, NSW.



The Venue has noticed an increase in efficiency, especially with our products ability to integrate with applications and software, and ease of use and excellent quality and service.

## THE VENUE ALEXANDRIA PARTNERS WITH B2B TECHNOLOGIES TO ADD VALUE TO THEIR EVENTS SPACE

Founded in 2016, The Venue Alexandria is a premium events space in Sydney, housed in a converted warehouse that combines industrial and modern design elements.

The Venue's three adaptable blank canvas spaces has become a preferred location for a variety of events, including pop-up sales, gala dinners, product launches, fashion shows, conferences, corporate functions, weddings, community gatherings and more.

Originally a warehouse, The Venue's transformation reflects its role in supporting Sydney's growing demand for versatile event spaces. Conveniently located between Sydney's International Airport and the CBD, it offers clients a large, flexible environment paired with modern amenities.

The space is designed to accommodate events of varying sizes, including those requiring significant logistical support, with high-clearance loading facilities, lift access to all spaces, and ample parking.



The Foyer provides a functional entry point, with dedicated spaces for coach access and VIP arrivals, which can also be used for pre-event gatherings or catering during conferences. The venue can host up to 1,400 guests and is equipped to ensure comfort with air-conditioning and heating systems throughout the space.

Behind the scenes, The Venue is supported by an experienced team of

event professionals and long-standing relationships with suppliers, ensuring efficient event setup and management. Its spaces have been designed to be flexible, allowing event organizers to tailor the layout and services according to their specific needs, while maintaining the core functions that define The Venue as a leading choice for large-scale events in Sydney.





# Our Partnership

The Venue signed with B2B Technologies in 2023, with B2B providing multiple devices across the event space. We provided 2 brand new Ricoh IMC2010s, a refurbished IMC2500 and 5 A4 Ricoh printers.

Our team collaborated with The Venue's management and IT teams in a preliminary discussion to thoroughly understand the environment, delivery expectations, timelines, and technical requirements.

From here, we efficiently configured and set up the necessary devices at our B2B warehouse, where we maintain a comprehensive inventory of toners, spare parts, and components.

Our in-house team of technicians offers a distinct advantage, enabling us to deliver fast and efficient solutions. We were fully prepared to roll out The Venue's new fleet within just a few days.

To further enhance efficiency, we utilize 3manager, a cutting-edge data automation platform designed to streamline printer management. This platform that we offer at no additional cost, minimises time-consuming tasks for account managers, supplies managers, and executives by providing quick access to analytical reports, automated supply ordering, business insights, and environmental impact data. With its powerful tools, 3manager allows teams to focus on growing their business, rather than getting bogged down with administrative tasks.

Our devices are used daily, helping produce administration papers, invoices, as well as other accounting and relevant papers. All events hosted by The Venue are supported by our products providing all necessary administration paperwork.





# The Experience With Us



At B2B Technologies, we preach our customer service, as that is what sets us apart from other suppliers.

The Venue has noticed an increase in efficiency, especially with our products ability to integrate with applications and software, and ease of use and excellent quality and service.

"B2B's customer service is top tier. Following the installation of our new printing facilities, the team followed up to ensure it was running smoothly and continue to do so," says Hilton Cohn, Director of The Venue Alexandria.

"Working in the events space can be unpredictable so having reliable printing facilities is so important for The Venue. Ensuring we have quick and efficient printing for our internal team and clients also increases the efficiency of events and improves the overall experience of hosting an event with us," he continued.

Not only do we offer excellent customer service, but also managed print service plans and flexible finance options.



# About Our Solutions

## PRINT

The Ricoh IMC2010 is the entry level to Ricoh's newest office print range that represents a significant leap forward in intelligent colour multifunction printing technology.

With its eco-friendly features, advanced security, remarkable performance, and seamless integration, this series is poised to redefine productivity in the modern workplace.

The Venue was also offered a refurbished Ricoh IMC2000. Offering refurbished devices supports sustainability efforts by extending the lifespan of these machines.

A refurbished printer has been previously used but restored to like-new condition. Since most printers are designed to handle millions of pages, a device with just 100,000 prints is still in its early stages. By reusing these machines, they continue to operate for their full intended lifespan, helping to reduce waste.

When a machine is returned to our warehouse for refurbishment, it undergoes thorough inspection and testing. Our technicians reset the device, clear any remaining data from the hard drive, and meticulously clean the machine.

Any necessary parts are repaired or replaced, ensuring it is restored to optimal working condition. Before being delivered to the customer, it is cleaned once more and tested to guarantee it meets the highest standards.

# About Our Solutions

## MANAGED SERVICES

These devices are typically managed under a Managed Service Plan (MSP), which provides an all-inclusive solution for managing a company's printing needs.

MSPs are designed to optimize and maintain a company's entire print fleet, including printers, copiers, scanners, and multifunction devices.

With B2B Technologies as your service provider, we handle the operation, maintenance, and improvement of your print infrastructure.

The MSP ensures that your print devices are always well-maintained, with specialists on hand to manage printing costs, supply toner, and address any issues such as paper jams, providing flexibility and peace of mind.





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# About B2B Technologies

## WHAT WE DO

We have been helping companies 'big and small' deliver efficient and cost-effective outcomes for over 30 years. Our success is built on delivering best in class business solutions, all over Australia.

We first opened our doors in 1988, selling printers all over Sydney. Starting with 6 employees, we now have over 60 and a presence in 3 cities in Australia. Having built a reputation for quality, reliability, and outstanding performance across the print markets we operate within, we expanded into software and collaboration solutions.

Today, B2B Technologies helps organisations streamline their Print Management and Print hardware assets, while also delivering leading edge Digital Workflow Solutions and Unified Communication solutions, encompassing both remote licensing and office-space hardware solutions.

Our team works diligently with clients to help digitise their manual inefficient processes across all key departments, in turn helping them drive increased efficiencies and delivering real genuine cost reductions.

