



# Case Study

Dynamic dance charity Motionhouse further consolidates costs and upgrades functionality with Sharp managed services.

Now in its 31st year of creating world-class dance productions, Leamington Spa-based Motionhouse aims to inspire national audiences to engage in global issues with full-length theatre productions, bespoke outdoor works, and large-scale events. A customer for almost 10 years, upon contract renewal Sharp's dedicated Account Managers wanted to further consolidate the dance charity's costs, whilst empowering them to embrace digital technologies by boosting their in-house capabilities. Since upgrading with a cheaper more capable device, Motionhouse staff are even more productive, efficient, and focussed on delivering their renowned live performances.

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**Motionhouse**

**SHARP**  
Be Original.



## The challenge

- Facilitating the move to digital
- Reducing overheads in-line with growth
- Needed the familiar, reliable service to continue

“As we continued to grow, our staff increasingly found they had less time for standard office tasks” says Programme Coordinator at Motionhouse, Amy Belfield. So when the time came to renew, Sharp’s Account Managers wanted to increase their back office’s digital capabilities and staff productivity, by installing a more innovative device.

Furthermore, Amy says: “Because we rely on funding and donations, and due to the exciting growth of our performances, funds had to be strategically redirected.” The charity’s concern was that, given the changes, their reliable Sharp service may be affected. Amy says: “We were worried that by downscaling, the enormity of Sharp would leave our small charity behind, but this could not have been further from the truth.”

## The solution

- A more advanced digital device
- A faster, cheaper multifunction machine
- Flexible, reliable Sharp managed print services

When Motionhouse became a Sharp managed print service customer a decade ago, their print requirements were different; they simply needed a reliable machine. But when their contract was up for renewal, Sharp’s solution was to update the office with a more advanced digital device – the Sharp MX-3060.

A full-colour multifunction device would allow staff to scan to email or folder, and cloud connectivity, mobile connectivity, and USB direct printing would integrate digital storage into the print process. Operating at a fast 30ppm, this device would also quicken general office administration.

Lastly, Sharp’s industry-renowned managed print service can be effortlessly scaled up or down as needed. Paired with their familiar, attentive account management and preventative maintenance measures to proactively stop breakdowns, Sharp’s managed print service would give the charity complete peace of mind that whatever their scenario, they’d continue to be in good hands.

## The result

- Increased productivity by upscaling functionality
- Cost savings due to new digital capabilities
- A totally reliable, familiar Sharp service

The upgrade in functionality has given staff at Motionhouse the ability to scan directly to email or folder. Amy says: “Scanning has saved us so much time by speeding up how we actually store documents, it’s now all digital!” This has consequently led to monetary savings by removing the need to print unnecessarily. Amy continues: “Our office is also a lot less cluttered because we’re no longer printing everything and storing it in physical folders, it lets us be more efficient with the space we have available in the office!”

When talking about Sharp’s service, Amy says: “We’ve had absolutely no issues right the way through from installation and setup, to training and maintenance, Sharp really do all they can to make sure you’re happy and have what you need.”

She concludes: “In my opinion a good managed print service is one where you don’t even have to think about or worry about it, and that’s what our experience has been with Sharp, we never have to worry.”

*“Upon renewal Sharp was still the best, it just reaffirmed we were with the best provider.”*

*Amy Belfield, Programme Coordinator, Motionhouse*