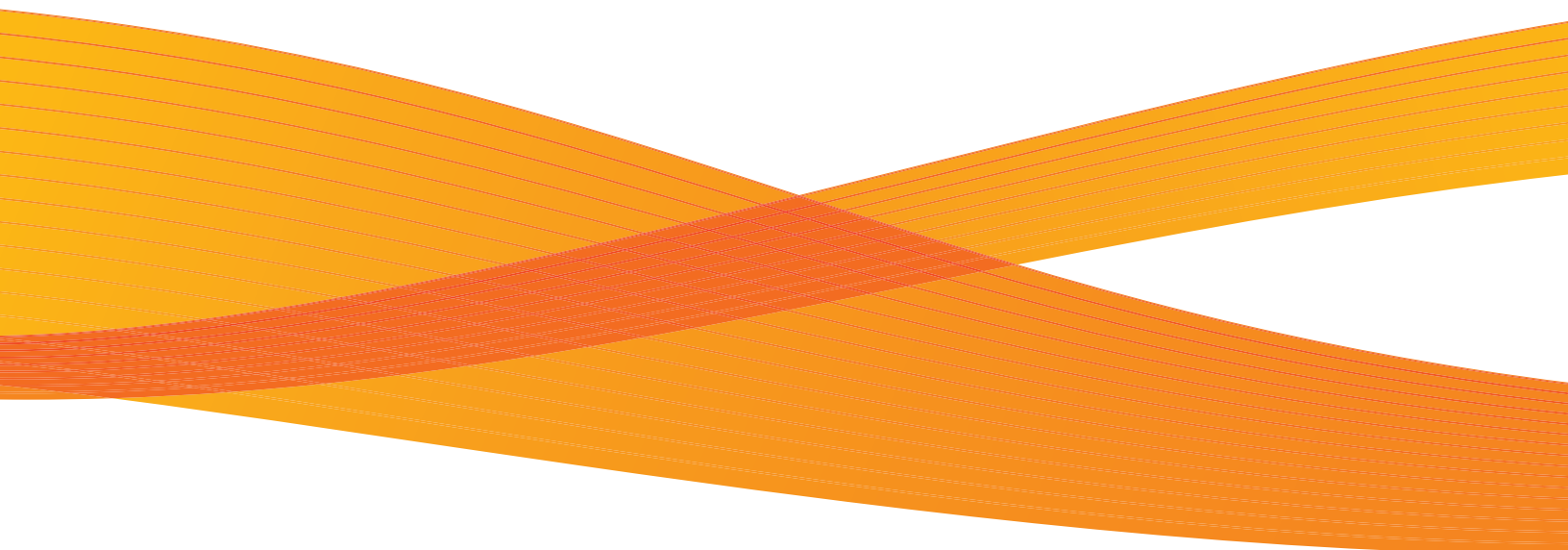


University of Texas
Health Science Center
San Antonio Case Study.
Helping an academic
health center discover
better ways of doing business.



University of Texas Health Science Center San Antonio, UT Print

UT Print—a division of The University of Texas Health Science Center at San Antonio, Auxiliary Enterprises—is a professional, full-service printing facility that provides exceptional design and printing that is both strategic and results-oriented. The department currently generates 300,000 to 400,000 impressions per month. Functions within the department include:

- Copier/Shared Use Devices
- Copy Center/Print Division
 - Letters, envelopes, and business cards
 - A wide variety of publications
 - Marketing materials
 - Postcards and mailers
 - Meeting materials
 - Pocket folders
 - Black-and-white copying
 - And more
- Large-Format Printing
 - Posters and banners
 - Laminating and mounting
 - Window clings
 - Canvas prints
 - Display materials
 - And more

“Whenever we have a need, Xerox service is johnny-on-the-spot. They’re more responsive and customer-focused than other manufacturers we’ve dealt with.”

Garry Boytos
Director

UT Print, Academic Technology Services,
The University of Texas
Health Science Center at San Antonio

The UT Health Science Center San Antonio is a top-level academic health and research institution that generates a staggering amount of documentation. Meeting its printing and copying demands—many of which come at the last minute—is the responsibility of UT Print Director Garry Boytos, who’s keenly aware of the importance of satisfying those demands. “We want to make sure that we keep their business here, on campus.”

Challenge

When Boytos arrived at UT Print, its business growth was stymied. The in-plant was not operating at an optimal level. “The department wasn’t thinking outside the box,” Boytos said. “And it was difficult to track and monitor jobs.”

“We had equipment scattered all over,” Boytos says. “We had too much horsepower in some places, and not enough in other areas where we needed it.” He knew that to effectively compete with outside vendors, UT Print had a list of improvements to make. Items at the top included centralizing its print operations, updating its equipment, expanding its color printing capabilities, increasing workflow efficiency, and expanding its services to compete in today’s market.

In addition, the department was coming to the end of the lease on its reliable Xerox Nuvera® 120 Printers. In his process of due diligence, Boytos looked into a number of other manufacturers. “I was not impressed,” he recalls. “They weren’t good.” Fortunately, Xerox had the upgrades in both equipment and expertise that Boytos was searching for.

Solution

Boytos immediately implemented his own self-designed tracking system that allows the department to easily monitor jobs and print costs. And given that his department’s operations are rather “copy-centric,” he also focused on improving the Copy Center’s workflow and efficiency—integrating it with the Print Division and centralizing its Xerox equipment in one location, while implementing delivery systems to speed turnaround times. To increase overall efficiency, some jobs that had previously been run on offset equipment were moved to digital.

“Next,” Boytos says, “we needed to find a niche market and get the equipment to take advantage of it.” He found it in short-run digital color printing with the Xerox® DocuColor® 7002 Digital Press—which delivers consistent image quality and professional results that closely match the department’s offset press.

For black-and-white work, which forms the bulk of UT Print’s workload, Boytos also relies on the Xerox Nuvera® 144 EA Production System. It offers the speed, feeding, scanning, finishing, and software options the department needs to produce its high volume of course manuals, syllabuses, and three-hole-punched materials. Plus, it’s scalable enough to grow as the department does.

In addition, the department's Xerox Nuvera® 4112® Enterprise Printing System provides the power and versatility it needs to process jobs quickly and reliably meet its deadlines. "We love that machine," Boytos says. "It makes booklets, folds and punches, and never breaks down."

To keep it all running smoothly, Boytos also leans on the expertise and responsive service that he gets from his Xerox service representative. "Compared to other manufacturers, Xerox is more customer-focused," he says.

Benefits

Thanks in part to the help he's received from his Xerox solution, Boytos has UT Print hitting on all cylinders—and achieving a number of the goals he set at the beginning including:

Keep jobs in-house. Boytos' recipe for success in this area is simple: he says that, today, you have to deliver service, quality, and price to stay ahead of the competition. "Keep cost per click down, and increase speed and quality. It's that simple," he says. Doing just that has helped UT Print achieve a 35% profit margin, while reducing prices for the customer by an average 25% less than outside suppliers.

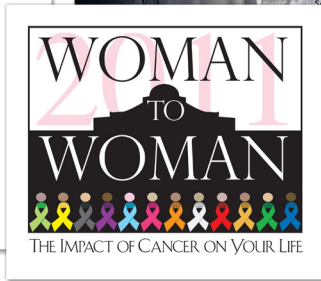
Generate new revenue. In addition to expanding capabilities, the key to getting more business today is to maintain high print quality while turning jobs around fast—which is a natural fit for Xerox digital printing solutions. This helped UT Print expand its business by attracting jobs from other educational institutions and facilities, including the University Health System, a Level 1 trauma center. "We added money to the bottom line and became profitable," Boytos says.

Dramatically improve turnaround times. Centralized operations, increased efficiency, job tracking, and streamlined delivery have helped UT Print reduce turn times that were previously 4–8 weeks to 3–5 working days.

Increase customer satisfaction. UT Print's Xerox solution, along with Boytos' operational initiatives, helped significantly improve the reputation of the department. In fact, one customer was so impressed by UT Print's transformation that he commented, "You should be the model for every department on campus." It's the kind of affirmation that cements an in-plant's value to its enterprise. "Do the right thing, and you'll never get outsourced," Boytos says.

Drive department growth. Boytos plans to expand UT Print's services in a number of different ways including:

- Take advantage of the mail merge and bar coding features that are enabled by Xerox devices to forge alliances with other institutions and offer mailing services
- Capitalize on Xerox variable-information (VI) capabilities to increase the number of VI jobs currently in-house and drive demand for more
- Use the DocuColor 7002 Digital Press to expand its business in short-run digital printing
- Seek to aggressively acquire even more outside work



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