

# How thinking differently about enterprise print gets big results.



“This company had the strategic vision to think beyond a traditional office managed print service and recognise the full value we could deliver by managing office, central and procured print as a single whole.”

Xerox Service Delivery Manager

## Background

This global professional services firm is present in well over 100 countries. The company sees its people as its strength and is committed to helping them give of their best. Because it's an information-centric and document-heavy business, people's productivity can easily be affected by their ability to scan, copy or print documents quickly. And the firm's professional image can be enhanced—or undermined—by the quality and finish of its documents.

Without a clear strategy for document output services, or the ability to track demand and monitor availability of print-related services, it's all too easy to lose control and end up with services that are not fit for purpose. The number and types of devices multiply but people still can't find a machine that works or has the functions they need. The company provides print centres that are underused because it's easier to call up an external supplier. Costs explode.

## The Challenge

In one of its key European locations, where the company has 20 offices, the approaching end of several print-related contracts created a golden opportunity for the company to take control of its print, copy, scan and fax requirements once and for all.

The company recognised that the business would be best served if people could easily make the right choices among printing

on an office device, using the company's own production facilities or paying for the services of an external supplier. Its overriding objective was to replace the traditional silos of office printing, central reprographics and external print procurement with an end-to-end enterprise print service that would be much more fit for their purpose.

The company also knew that this cross-functional approach could deliver significant savings and operational efficiencies through consolidation, standardisation and optimisation: by rightsizing the fleet across office and central print, and by using common technologies, shared operational processes and a single service management team. Cost reduction was a key driver for the company.

There were also specific objectives for the different print areas:

- Office: proactive management to improve service quality and reliability; better match of functions (print/scan, B&W/colour, A3/4, etc.) to need; single cost per page everywhere; follow-me printing; better management information
- Production and procurement: one-stop shop for all print, bulk copying and finishing needs; pre-approved external suppliers for jobs not suited to in-house facilities; available to all offices 24x5; web-based tool for submitting and tracking jobs

# End-to-end enterprise print service.

## 29% TCO saving for all print related activity.

### The Solution

After a very rigorous bid process, the company chose Xerox over more than ten other suppliers.

The first step was to put an end to the chaotic multiplicity of devices and ensure that the right print services were available in the right places to meet actual needs. In doing so, we standardised all office devices to just six different models and closed almost half of the firm's in-house production print centres.

A single Xerox team manages all services using a common set of technologies, standards, operational processes and service level agreements. A single usage policy promotes environmentally friendly practices and gives guidelines on when to use office devices, central in-house facilities and procured print.

We continually monitor each device and service to ensure optimal use of resources as a whole. For example, when a production print job is submitted we produce it at lowest cost based on when and where it's needed, not when and where it was submitted. Before procuring print we critically evaluate each job: some jobs previously printed externally at high cost are now produced at a fraction of the cost in-house.

Advanced software underpins the solution: on-site engineers respond to real-time printer service data; pop-up alerts advise employees about the status and suitability of devices; production print jobs, whether to be produced in-house or externally, are submitted via a single web interface; and the company has access to a full accounting of costs down to individual users.

### The Results

We've met all of the company's objectives for the service as a whole and within each area. Overall the company is seeing a reduction in total cost of ownership of around 29%. We're also meeting corporate responsibility objectives by recycling 100% of used consumables and reducing the amount of paper and consumables used.

Employees are experiencing a much more consistent and reliable enterprise print operation that meets their needs better than before. For example, there are more colour devices available, they have new scan-to-email and follow-me print capabilities, and they have much easier access to sophisticated and flexible central print facilities. Office device availability averages 99% and helpdesk calls have fallen by 60%. User satisfaction with the central and procured print service stands at 99%.

### The Future

The success of the enterprise print service has piqued the interest of other regions. Both the U.S. and other parts of Europe are looking to see what lessons they can learn and whether the same service template can be rolled out. In the European location where the service is in use, the company is already thinking further ahead: about how to make printing more convenient for mobile and home workers; and about extending the enterprise print service to include, for example, document design and creation services that will ensure consistent branding of all client-facing information.

### Case Study Snapshot

#### The Challenge

- Create a single managed service across office, centralised and procured print
- Cut total costs and have a single cost per page for office printing
- Make services easier to access and more reliable, consistent, flexible and sustainable
- Provide better management information

#### The Solution

- End-to-end enterprise print service managed with a common set of technologies, standards and processes
- Consolidation and standardisation across devices and facilities
- Continual service monitoring to keep resources aligned with need
- Introduction of new capabilities such as follow-me printing and online submission of production jobs
- Management reporting across all services, down to individual user or device

#### The Results

- 29% reduction in total cost of ownership (TCO)
- 99% device availability
- Helpdesk calls down by 60%
- Production print service satisfaction at 99%
- Use of paper and consumables down; recycling at 100%

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