

Building a world-class back office for a world leading hotel company.

Xerox helps IHG manage print services across its enterprise.



“Xerox is helping us transform our business by making our back office so efficient when it comes to document production that our managers and front desk staff have more time to listen to our guests and make them feel comfortable. In our business, that’s what gives us a competitive edge.”

– Paul Snyder
Vice President of Operations
Portfolio (Americas)
InterContinental Hotels Group

Background

With seven renowned brands and more than 4,500 hotels in 100 countries and territories, InterContinental Hotels Group (IHG) is one of the world’s leading hotel companies. It’s a complex global business with non-stop operations and intense competition in every region.

The Challenge

To maintain leadership in the industry and accelerate growth, IHG constantly looks for ways to sharpen its focus on its core business—taking great care of millions of guests—by outsourcing non-core business processes and back office operations to experts.

That’s why it asked us to help improve its approach to document management in its corporate headquarters in Atlanta that oversees operations in North and South America.

IHG wanted to reduce costs, improve the efficiency and cost-effectiveness of its office infrastructure, establish a state-of-the-art, in-house print production centre and create a model for document management services that could be replicated at other IHG hotels and facilities.

To achieve these goals, IHG turned to a strategic service provider that had helped it save more than \$1 million per year on a major IT support services project... Xerox.

Expanding best-in-class document services. Maximising value with global delivery.

The Solution

To help IHG improve the efficiency of its document services in Atlanta, we conducted an in-depth assessment of its office environment using disciplined Lean Six Sigma-based tools and methodologies.

We then worked closely with the IHG team to implement an office optimisation plan that replaced outdated, inefficient document devices with advanced multifunction systems and solid ink colour printers.

A key element of the plan involved the conversion of IHG's office infrastructure from a hard-to-manage, fixed-cost capital asset into an efficient "utility" model—a simplified, pay-as-you-go pricing structure covering managed services from equipment, output and supplies to maintenance and support.

Next, we teamed up with IHG to establish a professionally managed in-house print centre that would provide high-quality document production capabilities to employees and reduce the need for costly outside printing.

In addition, we implemented a "green office" strategy for IHG by using fewer—but more productive—multifunction devices that were more energy efficient. Recycled paper and two-sided copying and printing also supported its sustainability goals.

The Results

The office optimisation programme delivered a number of important benefits to IHG.

- It dramatically improved the quality and reliability of the document services available to IHG employees and guests.
- It brought powerful new scanning capabilities to the corporate office, which helped improve efficiency, automate document-driven business processes and reduce the consumption of paper and supplies.
- It converted an inefficient, hard-to-manage, fixed-cost infrastructure into an optimised managed service operating on a "utility" model with simplified pay-per-use pricing.
- It helped IHG reduce energy and paper consumption and lower its impact on the environment.

Based on the outstanding results in Atlanta, we began working with IHG to expand the office optimisation project to hotels and facilities throughout North and South America by applying our global service delivery capabilities.

The in-house print centre developed by IHG and Xerox also produced dramatic results.

- It gave employees an easier way to create professional-looking documents that enhance the IHG brand.
- It increased productivity by letting employees submit jobs over the web right from their PCs.
- It saved IHG more than \$1.5 million a year by reducing the need for costly outside printing.

These services also met another key customer requirement: they allowed IHG to free up valuable resources to focus on its core mission—taking great care of millions of guests every year.

Case Study Snapshot

The Challenge

- Improve the quality, efficiency and cost of the document services at IHG's corporate office in Atlanta
- Build a foundation to streamline and automate business processes
- Reduce outside printing expenses
- Create a reliable in-house print centre with colour output capabilities
- Develop a model programme that can be scaled to other properties globally

The Solution

- In-depth, Lean Six Sigma-based assessment of office infrastructure
- Office optimisation with state-of-the-art Xerox® multifunction devices
- Xerox-managed in-house print production centre with web-submission
- "Green office" recommendations from Xerox sustainability experts
- The global service delivery plan

The Results

- More efficient, cost-effective office infrastructure
- Reliable fleet management with simpler pay-per-use "utility" pricing
- Improved productivity through digital documents and automated work processes
- Over \$1.5 million saved per year on outside printing
- Professional quality colour output that enhances the brand
- Benchmark Document Outsourcing services that can be easily replicated on an enterprise-wide basis
- A long-term relationship designed to help IHG sharpen its focus on its core strengths and achieve its strategic goals

About Xerox Services. Xerox Corporation is a world leader in business process, information technology and document outsourcing services. Our unique combination of industry expertise and global delivery capabilities helps you reduce costs, streamline operational processes and grow revenue while clearing the way for you to focus on what you do best: your real business.

For more information on how we help hospitality, travel and leisure companies, visit www.xerox.co.uk/services.

