

# Global consistency, from contract to billing



“The print solution provided by Xerox Global Services has cut costs, simplified processes and grown with the business. Remarkably, it’s done all this within a global contract that delivers real global consistency and global billing.”

Sean O’Shea  
Xerox Global Services Service  
Delivery Manager

## Background

This €50 billion company is one of the world’s top manufacturers of mobile phones, equipment, infrastructure and services. Its 50,000 employees work across more than 300 offices in over 70 countries.

The company operates in an intensely competitive and rapidly changing market. It needs flexible infrastructure so that it can continue to lead the market, but this flexibility must be balanced with cost control. To get best value from its infrastructure it has pursued a policy of global outsourcing, initially with its IT helpdesk, IT network and data centres.

This company is looking to its outsourcing projects to deliver wide-ranging value. It wants users to receive a consistent, high-quality service experience from day one, wherever they are, and to experience continuous service improvements. The company wants to control and manage costs with convenient, locally competitive pricing. It also requires a contractual relationship that’s extremely flexible, with terms that provide for unfettered response to changing business needs.

## The Challenge

The company’s existing printing setup was complex and inflexible. It had a huge variety of printing devices, including obsolete models. They were owned, or leased on inflexible terms, by multiple departments.

Management, maintenance and cost control were difficult. The assets had a significant capital value. Keeping stocks of all the different consumables chewed up funds that could be better spent elsewhere. And for older models, maintenance and spares were costly. It was practically impossible not just to monitor but – as a consequence – also to control the costs with so many different owners. Mobile workers also had issues with the time it took them to print.

The company decided that its print environment, which produced 120 million pages per year, was to be the next service it outsourced. It wanted a high-quality, simple printing service for all its staff, including mobile users. The goal was to achieve a consistent experience for finding, connecting to and using devices, with advanced functionality and high service levels available throughout the business’s operations. The chosen solution needed to work at small sites without requiring print servers. It had to adapt rapidly to business change, such as the opening of new offices and closure of others that were no longer needed. The company required effective management control both regionally and globally. Global service and billing were especially important. The company wanted a partner that could align with this operating model.

To meet its requirements, the company chose Xerox Global Services and its Managed Print Services. The service commenced in four countries in March 2006, and was rolled out worldwide by the end of 2006.

## The Solution

After full analysis of the company's requirements, Xerox Global Services provided an outsourced service, which rationalised the existing printing, scanning and copying estate of over 10,000 networked devices down to a tightly controlled estate of 3,500 devices. Xerox Global Services took over ownership of the company's existing devices wherever possible, thereby removing assets from the company's balance sheet. It redeployed these devices where they could best be used, and supplied other devices to meet the remaining requirements. The company now has just 12 different categories of device, offering defined levels of functionality, and a globally consistent service.

At each print station, Xerox Global Services supplies a device that prints and may also scan and copy, depending on local needs. Xerox Global Services provides delivery, installation and removal, including setting up printing for new users. At some sites it provides and installs consumables such as toner and paper.

Employees are supported by a portal that enables them to find and print to the nearest device, quickly and easily. There is no need for print servers, which delivers significant further savings.

Xerox Device Manager (XDM) collects and manages data about the devices, ensuring that over- or under-used devices can be moved or upgraded to give the company the best value for money. XDM also provides remote diagnostics and monitors problems so they can be resolved proactively. Additionally, users can call their global IT helpdesk, which routes relevant trouble tickets to one of the three regional Xerox Service Delivery Centres, for remote fixing or handoff to on-site technicians. Like the rest of the service, support is globally consistent, and provided 24x7.

## The Results

Xerox Global Services has provided what the company required: high-quality printing facilities, appropriate device capabilities, simple processes, constantly-improving service, global contract consistency, and service level agreements for peace of mind. Additionally, the company is achieving significant and escalating cost savings. "The transfer to Xerox Global Services was seamless, smooth and rapid, and is providing a level of consistency, functionality and reliability that couldn't be achieved with the previous in-house provision," says Sean O'Shea, Xerox Global Services Service Delivery Manager

The design of the contract and the ongoing relationship with Xerox Global Services has allowed the company to expand and contract operations in line with changing business needs, within the existing term of the contract. Operationally this flexibility has been particularly valuable as the company has expanded its activities in many Middle Eastern and African countries and consolidated offices in other places.

## The Future

The project has proved such a great success that the company has been keen to expand its scope. Already it has worked with Xerox to incorporate into the service the print infrastructure of a strategic joint venture between the company and another technology vendor. The outsourced solution is accommodating an additional 2,000 networked devices and a further 80 million pages each year.

## Case Study Snapshot

### The Challenge

- Provide global consistency, for everything from the contractual terms through delivery to billing
- Reduce printing costs for 120 million sheets per year – consumables, maintenance, spares, management
- Take capital assets off the balance sheet
- Adapt to the rapidly changing business environment

### The Solution

- Outsourced printing, scanning and copying service covering 3,500 networked devices globally
- Redeployed existing devices where possible and added new devices as required
- Covered installation, management, maintenance, fault fixing, adds and moves, disposals and consumables supply
- Enabled remote monitoring for precise decision-making and problem resolution, using Xerox Device Manager
- Enabled mobile staff to use any device quickly and easily

### The Results

- Elimination of print servers
- Global consistency
- Significantly reduced, simplified costs
- Simpler printing for mobile staff
- Service that grows with the company and is aligned with its operational strategy

About Xerox Global Services. We transform business processes through more effective document management; every week, our 30 global delivery centres process more than 15 million business-critical document images. Organisations outsource a range of business processes to us, including financial, administrative, client acquisition and account opening, and office and print centre optimisation. Across marketing, legal, finance and HR, they trust our expertise – and the experience of our dedicated global delivery staff – to cut the cost and improve the speed of their operations.

For more information on how we help high tech and communications organisations, visit [www.xerox.co.uk](http://www.xerox.co.uk)

