

Xerox is a global leader in document services. For more information about Xerox solutions, contact your local Xerox representative or call **1-800 ASK XEROX** in the U.S. or Canada. You can also visit us at www.xerox.com.

THE DOCUMENT COMPANY
XEROX

Case Study

Results you can measure.

Eliminated outsourced print jobs, saving \$300,000 in one year alone.

Improved workflow, saving as much as eight hours per job by using a Xerox-written software program that automates job tickets and eliminates operator intervention.

Increased average monthly digital color volume output from 30,000 to 340,000 impressions using the DocuColor® 2045. Recouped and justified cost of Xerox Docucolor® 2045 in just a few months.

Eliminated obsolescence and storage costs by utilizing the print-on-demand capability of the DocuColor® 2045.

Gained greater control over scheduling with print-on-demand and enhanced workflow, eliminating the need to outsource “rush jobs” and dramatically improving customer satisfaction.

Demonstrated value of in-house color printing, justifying purchase of additional color equipment: Xerox DocuColor® 6060 digital color press.

Highmark Inc. saves money by bringing outsourced print jobs back in-house while improving workflow and eliminating material obsolescence.



©2004 Xerox Corporation. All rights reserved. XEROX®, The Document Company®, the digital X®, DocuColor®, DocuTech®, DigiPath and FreeFlow are trademarks of or licensed to Xerox Corporation in the U.S. and/or other countries. Creo is a trademark of Creo, Inc. All non-Xerox product names are trademarks of their respective companies. 05/04 36 USC 220506 610P718700



Highmark Inc.

Highmark Inc. is the largest health insurance company in Pennsylvania based on membership, and one of the largest health insurers in the United States. Highmark provides health, dental, vision and life and casualty coverage to 23 million people nationwide. A more than 60-year-old mission to provide access to affordable, quality health care enabling individuals to live longer, healthier lives guides the company. Highmark offers traditional and managed care coverage to all segments of the health insurance market, from large and small group customers to individuals. It distributes a variety of documents to its members, including benefits booklets, brochures, letters, and invitations. Based in Pittsburgh, Pennsylvania, the company has operating centers in Camp Hill, Erie, and Johnstown; and subsidiary operations throughout the nation.

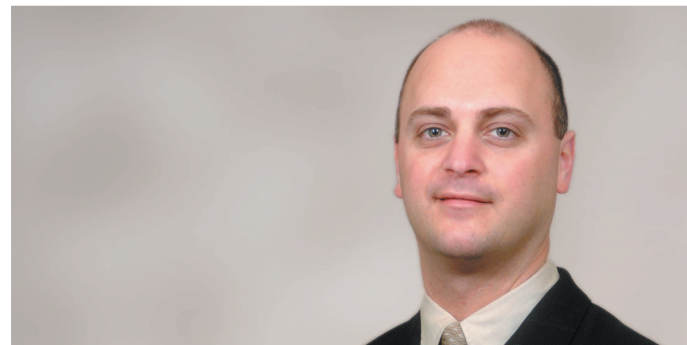


The Challenge

1

“We needed to convince departments that our in-house printing capability could produce jobs faster, for less cost and with the same or better quality than commercial vendors.”

Jeffrey S. Taranto, Manager, Corporate Printing Services, Highmark Inc.



Highmark’s in-house printing department didn’t have the solutions needed to support the volume and turn around times its in-house customers demanded, so most four-color print jobs were being outsourced. As part of a company-wide program to save administrative costs, Highmark’s Corporate Printing Services department launched an initiative to bring the jobs back in-house. “Outside printing charges increase the cost of our products and services for our members. We needed to show we could save costs by producing the color print jobs internally.”

The Solution

2

“Based on the Xerox reputation and our partnership with Xerox, we decided on a Xerox DocuColor® 2045.”

Jeffrey S. Taranto, Manager, Corporate Printing Services, Highmark Inc.



To bring jobs back in-house, Highmark had to support higher volumes, meet turnaround requirements and improve workflow. The company asked Xerox for recommendations. Highmark decided on a Xerox DocuColor® 2045 digital color press to meet the department’s volume of 30,000 impressions a month, with room to grow. A Xerox analyst helped reduce workflow up to 8 hours per job by writing a software program that automatically tickets jobs to print on demand without operator intervention and improved workflow by moving files from traditional press formats to DocuColor® 2045 format. A Creo™ front-end and DigiPath® 3.0 software, part of the Xerox FreeFlow™ digital workflow collection, also improved workflow. According to Taranto, “Now we can offer lower costs in-house. We have more control over workflow and scheduling and can be more accommodating for rush jobs.”

The Benefit

3

“The new Xerox 2045 can produce the materials at lower costs than outside vendors.”

Linda Deutsch, Manager, Creative Services, Highmark Inc.



Highmark Inc., which now uses exclusively Xerox equipment, supplies and toners, saved more than \$300,000 by bringing back jobs that were outsourced. “The DocuColor® 2045 paid for itself in just a few months,” Taranto reports. He says the department is saving money because it has more scheduling control. “When an outside vendor prints a rush job, the customer pays more.” Its increased average monthly digital color volume output (from 30,000 to 340,000 impressions), improved workflow efficiencies and cost savings helped the department justify adding a Xerox DocuColor® 6060 digital color press in the next three to six months. The department prints jobs with color and black and white by using the DocuTech® 6180 and DocuColor® 2045 with an Interposer. The print-on-demand capability of the DocuColor® 2045 has eliminated the need to stock materials, eliminating obsolescence and storage costs.