



Audio cast

A Greener Dallas through Xerox Managed Print Services

One of the greenest cities in America
improves efficiency and reduces waste.

Jill Jordan
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March 2010

Narrator: Dallas, Texas is the eighth largest U.S. city. It's the epicenter of a vast metropolitan region with more than 6 million people. It also has an unusually large number of Fortune 500 companies located within city limits—more than any other city in the U.S. except for New York and Houston.

Those are some of the reasons why this world-famous city is one of the leading business centers of the 21st century global economy.

But there's another side of Dallas that's just as important. This dynamic city is a global sustainability leader. In fact, it's the first U.S. city to earn the prestigious ISO 14001 certification for its Environmental Management System—a comprehensive program that empowers every city employee to protect the environment.

No question about it. Dallas is making a Texas-sized commitment to the principle of sustainability. And it's all because the forward-thinking leaders of the City of Dallas know that green makes sense for the environment...for local residents and businesses...and for the bottom line.

That's why they developed a strategic partnership with Xerox Global Services a few years ago.

Hi, this is Mike Rusinko for Xerox Global Services. And to learn more about this growing green partnership, we spoke with Assistant City Manager Jill Jordan at the Xerox Thought Leadership Summit in Dallas on March 8, 2010.

Jill Jordan: Dallas is a can do place. It's a place where people can come to and fulfill their financial dreams. It's a place where businesses thrive and you can come and really make your mark in the world. As a result, people don't think of Dallas as a green city. They don't think of green and going with business all in the same breath. I guess it's that old J.R. Ewing from Dallas TV show kind of thing. But in fact we are a very green city.

We're the only city in the United States that is ISO 14001 certified. So we have a very active environmental management system here...

Narrator: The city's approach to sustainability dates back to the early days of the new century when local leaders recognized that the drive for efficiency and environmental responsibility were closely connected.

Jordan: As we made the decision to become a more sustainable city and really pursue green initiatives, we did so with cost in mind.

We realized that we needed to start trimming our costs and looking for better ways of doing things.

Narrator: City leaders implemented a green building ordinance for all new construction. They developed rigorous programs for water and energy conservation. They accumulated one of the largest fleets of green vehicles in the country. And they also established a green purchasing policy for vendors and suppliers.

That's how they discovered that a better approach to document management could help Dallas become a greener city while reducing costs at the same time.

Jordan: We wanted to save money. But we also wanted to be green. And it was the marriage of those two things—being green and saving money—that really put us as a partner with Xerox.

Narrator: At the time, the City of Dallas had a problem faced by almost every organization today. They had printers, copiers, fax machines and scanners from a variety of manufacturers scattered throughout their facilities.

Naturally, these devices played a big role in day-to-day productivity. But they were hard to manage efficiently, because they had widely differing requirements for service, support and supplies.

Jordan: Before we started working with Xerox, if you looked at any of our offices, we had printers. We each had our own copier. We didn't like to share. You know, some people would take their emails and just have their secretary print them out. And, you know, we didn't care about paper too much and everything was single-sided.

We had a lot of office expenses going on. But we are a public agency, and we have to live up to the public trust. And we've got to take care of our financial responsibility to be good stewards of the public funds. As a result, we're always looking at ways of how we can save money.

So we realized that working with Xerox, we could kind of collapse all of those different pieces of equipment—the fax machine, the copier, the printers—and put them all in one big device. And so now we have one machine that does it all. And instead of having one machine for everybody, we've got one machine for a whole area.

Narrator: With help from Xerox, the City installed more than 500 brand-new multifunction systems—most of them certified by the Energy Star program—in hundreds of municipal facilities throughout Dallas. Right away, that gave the City more control over this vital infrastructure.

Jordan: We went from like 1,100 machines down to like 500 machines. And as a result, we've saved paper, we've saved toner.

We also save on all of those Help Desk calls...So it saves us money, saves us time, and it also saves the environment because we're using less energy. We're using less resources. And so it's a win-win. It's good for the environment and it's good for the financial bottom line.

Narrator: The City also turned over the day-top-day management of this infrastructure—including service, end user support and supplies—to a dedicated five-person Xerox team.

Thanks to this enterprise-wide optimization program, the City now gets one monthly bill instead of more than 400. Service also improved. So did the satisfaction levels of City employees.

Jordan: Everything just kind of works magically, and that's the beauty of this thing is that the equipment is there. It's doing its job. And you don't have to worry about it.

The city's productivity has improved as a result of all this...

Narrator: Xerox also worked with Dallas officials to implement digital faxing in City Hall. So high-ranking administrators and staff members can now send and receive faxes right from their PCs.

Jordan: We're able to move documents quickly, scanning documents, and so now we just send things to each other so much easier and faster...

It's really been a great improvement for all of us, because we're able to do our work so much easier and quicker and more efficiently.

Narrator: The results of these programs opened the door to other opportunities in Dallas, including an innovative project in the Water Department.

Jordan: One of the things that the city has a lot of is paper and a lot of old records. And our water department has a number of old records, field logbooks of all of the different kind of facilities that they have out in the field. And those paper records, you know, they take up a lot of space. They deteriorate over time. And so one of the things that we've wanted to do is scan those documents in, get them digitized, and then we can make them available on PDAs for the engineers and the field people so that they can have those documents out in the field and be more efficient with their time.

Narrator: It's an ambitious project that involves the imaging of more than 100,000 engineering drawings—some dating back to the 1920s. But when it's fully operational, maintenance crews will be able to find the information they need—when and where they need it—simply by using any mobile computing device.

This new way of working will eliminate the need to drive back to the water department to hunt for old documents. And that will improve the speed and efficiency of the repair and maintenance operations. It will also improve the satisfaction rates of city residents. Last but not least, it will reduce the City's carbon footprint by eliminating thousands and thousands of unnecessary driving miles every year.

Jordan: We don't have to go driving back and forth. So we're saving on emissions, we're saving on gasoline.

It's another example of how we've used Xerox technology to really assist us and make us more efficient and effective in our jobs.

Narrator: When you add it all up, here's the bottom line. Xerox is helping the City of Dallas boost productivity...lower its operating costs...improve the satisfaction levels of city employees and residents...and strengthen one of the most comprehensive municipal sustainability programs in the country. Those are some of the reasons why this strong green partnership continues to grow.

Jordan: Our vision for Green Dallas is that we are a sustainable city. You'll hear every city say that they want to be the most sustainable city in the world. And we say the exact same thing, but we're actually making that happen...We're doing it through engaging our suppliers and our vendors and our contractors. It's all of us working together...

We're trying to do our part here in Dallas, Texas. And Xerox is part of that, and we really thank Xerox for helping us to make that happen

Narrator: For more information on how Xerox Global Services helps school systems and other educational institutions reduce costs and advance learning with a better approach to document management, visit xerox.com/globalservices.

This podcast was recorded on March 8, 2010 and at the time of recording all information was factually accurate. Because this will reside on the Internet for a period of time, Xerox assumes no duty to update the podcast to reflect new information. Listeners should visit xerox.com/newsroom for up-to-date factual information.

That concludes this podcast. On behalf of Xerox Global Services, thank you for listening.

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