

# One of the greenest cities in America improves efficiency and reduces waste. Outsourcing to Xerox supports comprehensive Green Dallas strategy.



“We wanted to save money, but we also wanted to be green. And it was the marriage of those two things that led to our partnership with Xerox.”

– Jill Jordan  
Assistant City Manager  
City of Dallas, Texas

## Background

The City of Dallas—the eighth largest U.S. city—serves as the epicenter of a vast metropolitan region with more than 6 million people. It also has a large number of Fortune 500 companies located in the City itself—more than any other U.S. city besides New York and Houston.

No question about it. This thriving City is one of the leading centers of the global economy. But it also stands for something else: a remarkable commitment to the principle of sustainability. In fact, Dallas is the only U.S. city to achieve ISO 14001 certification for a comprehensive environmental management system that promotes green construction and transportation, water and energy conservation, and other sustainability initiatives.

## The Challenge

City leaders understand that sustainability is good for the long-term health of the planet. But they also realize that sustainability is all about increasing efficiency and reducing waste. And when you make smart decisions about sustainability, you can lower your costs, improve productivity and reduce your environmental impact at the same time.

That’s why they decided to optimize the document management infrastructure in hundreds of city offices and facilities throughout Dallas.

At the time, this infrastructure was costly and difficult to manage. Like most organizations, the City had hundreds of printers, copiers, fax machines and scanners from different manufacturers spread throughout its offices and facilities.

As a result, it was a challenge to arrange for service, support and supplies. In fact, the City was paying more than 400 separate bills each month to maintain this vital equipment.

Many City employees also relied on work processes that revolved around paper documents, which inevitably increased costs and waste.

To transform this essential infrastructure and help employees make the leap from paper to digital documents, the City of Dallas turned to a proven innovator in the field of document management...Xerox.

# Leaner document processes. Greener results.

## The Solution

We worked closely with City officials to analyze their current infrastructure and develop a cost-effective optimization plan.

The first step was to replace more than 1,000 document devices located in hundreds of City facilities with approximately 500 energy-efficient Xerox® multifunction devices (MFDs) designed to support a work group rather than an individual employee. We also provided service, supplies and end-user support with our full-time, on-site team.

To help the City reduce its environmental impact, we also made two-sided copying and printing the default option on the equipment on an enterprise-wide basis.

Since the implementation would have an impact on City employees and their work processes, we applied our expertise in change management to smooth the transition. We also actively participated in an effective training program.

Next, we helped City Hall officials implement a digital faxing solution designed to increase the productivity of administrative leaders and staff and reduce their reliance on paper documents.

## The Results

The City gained more control over its document management infrastructure by outsourcing equipment, service, supplies and support to a single, reliable partner with a proven reputation for innovation.

More than 400 monthly bills were reduced to a single invoice.

Costs were reduced significantly—in some cases dropping as much as 85% based on the price of a printed page.

The quality of document services available to City employees improved, thanks to the implementation of state-of-the-art MFDs.

Equipment uptime improved. So did the response time for service calls.

The productivity of City Hall administrators and their staff members increased with a fast, efficient digital faxing solution.

The City also built a strong, enterprise-wide foundation for streamlined workflows that revolve around the use of digital documents.

Based on these results of the infrastructure optimization effort, the City asked us to implement an innovative document management solution in the Water Department.

When this project is completed, field engineers and maintenance crews will be able to instantly access more than 100,000 engineering drawings right at the point of need simply by using a mobile computing device. This solution will have a transformative impact on the department's maintenance and repair operations.

All told, these improvements are helping the City of Dallas increase efficiency, productivity and cost-effectiveness while advancing the cause of sustainability.

"We're using less energy. We're using fewer resources. And the City's productivity has improved as a result of all of this, because we're able to do our work so much easier and faster," said Jill Jordan, Assistant City Manager, one of the leaders of the Green Dallas program. "Our goal is to make Dallas the most sustainable city in the world, and we're working hard to make that happen. Xerox is definitely a part of that effort, and we really thank Xerox for helping us become a greener city."

## Case Study Snapshot

### The Challenge

- Managing over 1,000 document devices from different manufacturers
- More than 400 monthly bills
- Suboptimal service response times
- Excessive reliance on printing and paper documents
- Need to implement streamlined workflows and become a greener city

### The Solution

- Rigorous evaluation of the document management infrastructure
- Installation of 524 state-of-the-art, energy-efficient MFDs
- Implementation of digital faxing and enterprise-wide two-sided printing
- Comprehensive outsourced management of equipment, service, supplies and support with a dedicated on-site team
- Effective training and change management to help employees adapt to a more efficient way of working
- Single monthly bill

### The Results

- Simplified management of a hard-to-manage infrastructure
- Reduced costs
- Increased efficiency and productivity
- Reduced impact on the environment
- Strategic partnership focused on transformative green solutions

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