

“We were able to streamline resources and reduce costs and still provide the services needed by the citizens of Jacksonville.”

– Kevin Holzendorf, *CIO*
City of Jacksonville



Our Challenge

“We’re constantly looking for ways to use our technology infrastructure to allocate resources in the best way possible without affecting our service delivery. What are the things we can do better, faster, cheaper and still provide a really great experience for the citizens of Jacksonville?”

The Solution

“Working with Xerox, we integrated our disparate desktop systems into a single, enterprise print solution that benefits everybody. We didn’t just look at purchasing printers. We looked at the business side first, at what’s going on in the city. We didn’t let the technology drive the business, but let business drive the technology.”

Real Results

“We were able to decrease our cost per device and our energy costs without reducing service delivery. The partnership exceeded our expectations.”

- Replaced single-function desktop systems with networked multifunction devices
- Increased user-to-device ratio from 1:1 to 4:1
- Cut average cost per device
- Trimmed technology footprint by 50%
- Reduced energy costs by 50%

“Xerox didn’t just look at our printers. We had conversations around the needs of the city, the budget shortfall and other issues we were facing.”

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Jacksonville serves citizens more effectively with Xerox printing efficiencies

As the largest city by area in the continental United States, Jacksonville, Florida, provides approximately 850,000 residents with vital services that include police, fire and many others. Needless to say, the city’s government knows a thing or two about sizable challenges.

So when Jacksonville was faced with a growing sprawl of desktop devices—and enormous related costs—they took a big step: the implementation of an enterprise print solution codeveloped with Xerox. Says Ken Holzendorf, the city’s CIO, “Imagine providing services for citizens across 840 square miles. With the Xerox solution, we were able to cut our print infrastructure costs by 95 percent without reducing a single service.”

From multitudes of devices to multifunction efficiency

Jacksonville replaced hundreds of single-user desktop devices (printers, copiers, etc.) with shared multifunction devices throughout the city. As Holzendorf noted, “Everybody was out there doing their own thing.”

“Everybody had printers on their desks and there were a number of different contracts with multiple vendors. We began a journey to bring those systems together in one solution.”

Rather than simply consolidate technology, Jacksonville’s first step was to analyze the way departments used their technology. The Jacksonville-Xerox team listened to employees and developed a citywide print solution based on their input. The needs of the public came first; the needs of each department followed closely.

As a result, Jacksonville significantly streamlined its printing infrastructure and, according to Holzendorf, “put devices in new places where they could have a direct impact on citizens ... because the more we connect our services, the better.”

Managing change for employees

Jacksonville employees were initially reluctant to give up their personal devices. They were also skeptical of the solution’s single point of contact for supplies, support and future purchases. A paradigm shift was in order.

The IT team led by example: they pulled their own desktop devices first. They also built confidence by addressing each business area’s specific requirements and by thoroughly explaining the advantages of the new enterprise approach.

“Once employees realized we would be there for them when they relinquished control, it became this level of trust. They bought into the print solution and satisfaction went up.”

Saving money—and the planet

In addition to keeping operations in the black, Jacksonville’s print solution supports the city’s green initiative. On average, a single energy-efficient device now does the work of four prior systems, trimming power costs by 50 percent and toner costs by 73 percent.

“We’ve reduced our footprint and cut our electricity bill in half. We’re also saving on toner and on the disposal of toner cartridges. The city of Jacksonville and the IT department are very happy with Xerox.” Holzendorf is even more excited about what’s ahead: “Our print solution is about doing business better and helping others do business better, so now we can build on what we’ve done and expand it into something really incredible.”

“We began by understanding how each business does its work. Then we provided a print solution to meet their needs and facilitate growth.”

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