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– Rick Mapes,  
*IT Client Services Manager*  
City of Aurora



### Our Challenge

“Our operating budget had been ratcheted down annually for a decade and we had become a very lean organization. We needed to find new ways to save money. If we didn’t, employees were going to be let go.”

### The Solution

“By reducing our fleet from 1,200 printers and copiers to around 300 multifunction devices, we’re saving about a quarter of a million dollars a year. That’s a pretty compelling cost reduction and a lot of jobs saved.

“MPS also freed up our IT staff, so they can focus on in-depth business support rather than printer service and repair.”

### Real Results

- Optimized print environment with centralized Managed Print Services
- Reduced print devices from 1,200 to about 300
- On track to cut costs by 35%
- 10% reduction in paper purchases in first year alone
- Avoided workforce reduction and freed up time for IT staff

“We radically changed the way we do business in terms of hard-copy output. We knocked down old paradigms and created something that’s benefiting the city’s employees and finances.”

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## Saving Money and Jobs With Managed Print

The city of Aurora, Colorado, knows a thing or two about technology. For six years running, Aurora has been named one of the top five digital cities in the U.S. So when city leaders were looking for a new way to cut costs, they turned to a digital document leader.

“We faced operation cost reductions consistently since 2001,” says Rick Mapes, Aurora’s IT Client Services Manager. “We were coming down to a question of jobs. My mantra was ‘we dare not leave any rock unturned before we lay off one person.’”

Mapes and his team realized that hidden savings might lie in their printer fleet. Xerox helped Aurora find them.

“We wanted a third party to really look at what we were doing and why we were doing it to see if there was a better way.”

There was—a Managed Print Services (MPS) solution.

## The High Cost of Convenience

Virtually all the business units of Aurora’s government are centralized. Therefore, the IT department had a clear view of printer costs, which were growing. Says Mapes:

“It was almost a daily occurrence of having a technician come into my office and say, ‘They’re getting another printer. Can’t you do something about this?’”

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Xerox surveyed the environment and, as Mapes states, “it was very apparent there was an opportunity.

“Xerox based the survey on real, verifiable metrics and numbers. And the results shocked management. We knew our spend down to the penny. Xerox framed that as a Total Cost of Ownership number, with an institutional cost per page that was alarming.”

## Fixing User Problems, not Printers

Aurora’s monochrome and color printing costs averaged 5.6 cents per page. Multiply that by the city’s printing of 1.2 million pages each year and management’s concern is understandable.

“We had 1,200 devices, almost all single-function printers. Now, we have 300 networked multifunction devices and our cost per page is only half a penny. We’re not only saving money, we literally saved jobs.”

Not to mention saving time for Aurora’s IT staff. Explains Mapes:

“Thirty to 35 percent of our tech support demand was printer related. We’ve outsourced the lion’s share of that. That equates to recovering one full-time employee. And we’re providing more in-depth business support because we’re not servicing and repairing printers.”

## Green. And Growing.

Aurora’s MPS solution also offers environmental benefits, including decreased power consumption and a 10 percent reduction in paper use. In fact, one department cut paper purchases from 24 cases a month to nine.

“We called it the Green Office Initiative because of its ecologic and economic benefits. It was green all the way around.”

The project has been so well received, that “areas we didn’t think would benefit, such as public golf courses and libraries, are coming to me and saying, ‘We want to team with you and Xerox next year.’”

Mapes credits the MPS success, in part, to Xerox’s “full engagement,” which included soliciting the input of departmental representatives to ensure the ideal printing solution.

“Xerox committed to me from the beginning that they would be in my office every week and we would be working out issues and solving problems. They did not disappoint. It’s been a great partnership.”