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– Stewart Gibson, Sr. VP & CIO  
USI



### Our Challenge

“The insurance business was under pressure. Declining property and casualty rates, and the impact of unemployment on our employee benefits business all put pressure on us to continue to make the margins and the profits that we make.”

### The Solution

“Xerox offered a scalable managed print solution that brought better technology and reduced the amount of print we generate by 27 percent. Secondly, it improved our sustainability. And third, it’s allowed us to better utilize our physical assets, our real estate assets and our human assets. All at a dramatically lower cost.”

### Real Results

“In terms of the Xerox partnership, we’ve certainly been happy with what we’ve done.”

- \$1.1 million in annual savings
- Transformed infrastructure of 1,300 single-function devices into network of 400 multifunction devices
- Improved user-to-device ratio from approximately 2:1 to 8:1
- Decreased energy costs

“Xerox had the products and services we were looking for, the ability to execute and a solid reputation.”

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USI



## Claiming Millions in Savings through a Managed Print Solution

Founded in 1994, USI Insurance Services is the 8th largest insurance broker in the U.S. and the 12th largest in the world. Much of the company's growth has been acquisition-driven, leading to a print infrastructure jammed with decentralized desktop devices and diverse leasing contracts.

The infrastructure's flaws became strikingly apparent during the 2008 economic crisis. Factors such as rising unemployment, which affected USI's employee benefits business, drove the New York-based firm to seek new cost-cutting measures. According to Stewart Gibson, USI Senior Vice President and CIO:

“We wanted to upgrade the technology, simplify the environment and improve our sustainability. So we looked for a strategic partner to work with us to come up with new ideas to overcome our challenges.”

The partner was Xerox, who implemented a scalable, managed print solution that is delivering significant savings.

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## Consolidating Devices, Conserving Dollars

From 2008 to 2009, USI removed approximately 900 single-function devices, such as printers, from 80 different locations. In their place, USI now has about 400 networked, multifunction devices managed by Xerox. This shrank the company's hardware footprint and trimmed the user-to-device ratio from around 2:1 to 8:1. Says Gibson:

“We reduced the amount of print we generate by 27 percent. We saved on energy costs. We saved on toner costs. And we saved on real estate—it took a lot of real estate to house 1,300 printers.”

Many of USI's 3,000 employees were unhappy about sacrificing their printers. Gibson's team worked to understand their reluctance before educating them on the advantages of the new approach. Gibson also achieved a symbolic victory when he “personally walked into our CEO's office and removed his printer. He was none too pleased at the time, but he understood the objective.”

## Reducing Hundreds of Invoices to One

The USI project began with a total cost-of-ownership analysis involving 10 of the company's largest locations. The resulting data indicated that a managed print model would deliver substantial savings. The company also uncovered areas where complexity could be eliminated. Gibson notes:

“We had a number of relationships and leasing companies that were very complex. And we were receiving hundreds of bills a month. With Xerox, we manage our portfolio with one bill, one relationship, one place to call. It's made my life a lot easier.”

## Over a Million Saved Each Year

Response to the Xerox USI solution has been positive and the cost savings have been substantial. But what USI doesn't have is almost as valuable as what it does.

“In the pre-Xerox days, I would hear about printer problems in our offices throughout the country on almost a daily basis,” says Gibson. “Today, I don't hear those problems.”

Gibson speaks highly of his “very important” relationship with Xerox, indicating it will grow in the future. But for now, he is more than happy with what's in place:

“It's brought better technology, improved our sustainability and allowed us to better utilize our assets. And it's saving 1.1 million dollars a year. The Xerox managed print service is working very well at USI.”



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