

# Managed print approach cuts document costs for the City of Rochester.



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– David Mayor  
Chief Information Officer  
City of Rochester

## Background

Faced with the tasks of increasing efficiency and cutting spending while maintaining services to employees and residents, the chief information officer of Rochester, New York, considered the printing costs of city departments. An asset consolidation project with Xerox would reduce the number of printing devices from 459 to 168 citywide. The result: millions in savings over the next five years.

## The Challenge

Like most municipalities, the City of Rochester in Upstate New York works to implement the best technologies available while reducing IT costs. CIO David Mayor realized that printing was a largely untapped opportunity to achieve savings. Though employees produce over 1 million printed impressions per month, the city required a strategic approach to printer management.

To meet this need and to establish a partnership with the city, Lynn Wilmarth, Vice President, Xerox of Upstate New York, introduced Xerox Print Services. Targeted toward mid- and large-size enterprises, XPS is a set of tools that manage an organization's printing infrastructure, helping control the hidden costs like consumables, service and cost per page. It's all part of Xerox's industry-leading Managed Print Services portfolio, which has been proven to cut document-related costs by up to 30 percent.

“It's a set of offerings specifically to help CIOs like David Mayor take some of that angst and work off their plate,” said Wilmarth. After discussing the possibility of reducing costs and outsourcing services, Mayor invited a team of consultants to evaluate the city's current state.

# Xerox Print Services helps city consolidate assets and cut print costs by 37%—with more savings to come.

## The Solution

The team conducted a complete walk-through of 80 percent of the city's departments and offices, recording an individual asset tag for each device they encountered, including copiers, printers, faxes and scanning equipment. An electronic asset tracking system was used to monitor all network-connected printing devices. In the end, the team uncovered some unexpected findings.

The City of Rochester operated 459 print devices, representing more than 16 different manufacturers and 222 models. This worked out to one device for every two office employees. Calculations showed the magnitude of maintenance and consumable supplies associated with these devices. The team determined a number of different avenues of improvement for the city—with asset consolidation as the focal point.

Xerox recommended reducing the number of devices down to 168, a move that would produce immediate energy savings while boosting productivity. Other recommendations included increasing access to newer, more cost-effective equipment and expanding capabilities for double-sided and single-step printing through multifunction devices. With XPS, all consumable supplies, maintenance and repairs are brought under a single umbrella managed by Xerox. This means Xerox is able to maintain the existing equipment, as well as the newer replacement equipment, regardless of the various manufacturers.

Alongside the recommendations, Xerox provided analytics to substantiate cost-saving claims and spell out the financial impact of the consolidation plan.

"They really brought a lot of awareness to the problem and helped us to see the value," said Mayor. "This analysis was instrumental in helping me to sell this whole initiative to the senior management team."

**About Xerox Services.** Xerox Corporation is a world leader in business process, information technology and document outsourcing services. Our unique combination of industry expertise and global delivery capabilities helps you reduce costs, streamline operational processes and grow revenue while clearing the way for you to focus on what you do best: your real business.

**For more information on how we help state governmental organizations, visit [www.xerox.com/stateandlocal](http://www.xerox.com/stateandlocal) or call 1-800-ASK-XEROX.**

## The Results

Before the asset consolidation analysis, the City of Rochester's monthly print-related costs totaled \$60,906. When the plan is fully implemented, Xerox projects monthly costs will drop to \$38,493. That represents a 37 percent cost reduction from printing and total savings of \$1.3 million just in consumables alone over the next five years.

Taking a holistic view of all costs associated with printing, total savings is estimated to exceed \$2 million through more efficient print outsourcing, asset consolidation over time, desktop printer break-fix services and reduction of power consumption. In addition to reducing cost per page, City officials are planning increased employee education and policies around print usage.

Alignment of printing with the City's sustainability initiatives is supported through Xerox's solid ink technology. Solid ink eliminates up to 90 percent of the waste of traditional ink cartridges. Automatic duplex printing and other technology advancements will also help make Rochester a greener community.

"Through this process, I really established an awareness that Xerox is much more than just a printer company," said Mayor. "They have a lot of services they can bring to the table to help us really address some of our financial challenges and find ways to leverage technology to reduce our total cost of ownership."

## Case Study Snapshot

### The Challenge

- Establish Citywide document management strategy.
- Reduce costs.
- Support sustainability goals.

### The Solution

- Conducted extensive print device assessment.
- Developed asset consolidation plan.
- Recommended approaches for greater printing efficiency.
- Convinced City of cost-saving opportunities with Xerox Print Services.

### The Results

- Full implementation of the asset consolidation plan will yield 37 percent monthly print-related cost savings.
- More than \$1M total savings in consumables over five years, with total savings estimated to exceed \$2M through asset consolidation, reduction of power and other initiatives.
- Building ongoing partnership with Rochester through sustainability initiatives.