



Audiocast: Xerox makes the grade at the University of Calgary

Enhancing education and research through improved
information management and document services.

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Narrator: When you're a senior leader at a top-ranked research university, it's important to keep searching for ways to speed up the flow of information. Because that's what helps your students and faculty stay on the cutting-edge.

At the same time, in a challenging economy, you have to find ways to operate more efficiently and cut costs. Plus there's the growing global need for every institution to lower its impact on the environment.

So how do you make progress on all of these goals at the same time?

If you're the University of Calgary, you develop a strategic relationship with a proven partner who can help you make dramatic, enterprise-wide improvements to your approach to document and information management.

Hi everyone. This is Mike Rusinko, on behalf of Xerox Global Services with a special audiocast about a remarkable university located in the foothills of the Canadian Rockies...the University of Calgary.

Based in Alberta in the heart of one of Canada's fastest growing regions, this dynamic university has grown quickly since its founding in 1966 to offer more than 100 academic programs to more than 27,000 students. In fact, it's now one of the top seven research universities in all of Canada.

We spoke with Harold Esche the University's Chief Information Officer, and Gail Stephens, the Vice President of Finance and Services, at the Xerox Thought Leadership Summit in San Francisco on March 9, 2009.

They shared their thoughts on how Xerox Global Services is helping the University of Calgary achieve its goals by transforming its approach to document and information management.

Stephens: We're always looking at new ways to streamline operations and find resources...the intention is to be highly cost-effective in how we support the business side of the University.

Esche: Another major issue at the University of Calgary is trying to ensure student success...there's a lot of things that technology can do to address the student success issue.

Narrator: A few years ago, the University decided to reinvent the way it manages documents and information. University leaders wanted to move from a paper-based system into the digital age. They wanted to increase efficiency, streamline document-driven business processes, promote sustainability and reduce costs.

Most importantly, they wanted to help students and faculty succeed by providing better ways to work with documents and information. It was a bold, innovative undertaking designed to encompass the entire enterprise.

Esche: We decided at one point that we would extend the vision all the way from the creation of information through the printing of the information to the management of the information to the archiving of the information.

Narrator: Right away the University began looking for a partner with proven experience and expertise and a clear understanding of its challenges and opportunities. After a careful review of more than a dozen proposals, the University chose Xerox Global Services to help it re-engineer major improvements on an enterprise-wide basis.

Esche: They really grasped the idea that it wasn't just about doing one of the segments and being efficient at it. It was trying to look at the whole problem from end-to-end.

Narrator: The partnership quickly launched a multi-faceted improvement project called Imagine. One of the first steps was to create a benchmark production print center to optimize efficiency, improve service quality and reduce overall costs.

The project also included a team of Xerox Document Advisors and graphic designers who could provide guidance on the most cost-effective printing options and give the University more control over branding.

Esche: We have an efficient central print shop connected into what we call our creative or our graphics area. So we can help you create the documents and we can help you do the appropriate production of them.

We now have a centralized set of services that people can come to that provide a consistency of brand across the organization and drive down the cost, because of economies of scale.

- Narrator:** Xerox also helped the University optimize its campus-wide approach to office printing, copying, faxing and scanning by replacing outdated office devices with state-of-the-art networked multifunction systems. These systems give faculty, students and staff the ability to quickly bring paper documents into a fast, efficient digital workflow.
- Xerox also provided a single, reliable source for everything from equipment and service to supplies and support.
- Esche:** We have better pieces of technology out there. We have multifunction printers instead of separate copiers and photocopiers and fax machines. We've got a consistency of service out there that is much better than what was before the project.
- Stephens:** In the past, everyone had their own standalone printer and we've now gone to shared printers and it has had a huge impact, especially in some of the labor-intensive areas like research areas where you can have hundreds of printers in a small area.
- Narrator:** Building on their successes, the University began to explore opportunities for making breakthrough improvements in key business processes.
- Esche:** Where it really gets interesting from my perspective is what we call 'strategic information management.'
- Strategic Information Management quite simply is moving away from paper-based documents holding our information to electronic documents, changing the way we move information around the campus. Strategic Information Management also is about trying to look at those workflows, ensuring that they're doing them in a very effective way.
- So it's more than just taking a paper-based process and turning it into an electronic process. It's looking at how do we do the business, how do we move through things through approvals, how do we manage the data after the project is finished or after the immediate need is completed. And so, what Xerox is doing is helping us examine those processes and looking at better ways to do them.
- Narrator:** The University and Xerox also tackled the problem of lowering the University's impact on the environment by reducing the use of paper...replacing old equipment with state-of-the-art, energy-efficient technology...and increasing the use of digital documents. The overall impact has been dramatic.
- Esche:** One of the nice and most consistent measures of the impact of this project on sustainability or on the environment is the fact that we've moved 72 million sheets per year down to 56 million sheets per year. That's quite the amazing savings.
- Narrator:** They also reduced energy consumption, waste and paper use. It simplified management of its extensive printing infrastructure by outsourcing service and support to an expert, on-site Xerox team. And it has already saved \$3.76 million dollars with additional cost reduction efforts currently underway.
- Stephens:** When we signed the contract with Xerox in 2006, we set some fairly ambitious targets and we have met them.
- Esche:** We're exceeding our service level agreements as we move through this project.
- Narrator:** The improvements have also been noticed by another hard-to-impress constituency—University of Calgary's students.
- Stephens:** I think students see faster turnaround, better quality product, accessibility. I've had very positive comments from students about the Xerox experience.
- Narrator:** Multi-million-dollar cost savings...progress on sustainability...dramatic improvements in document and information management. And that's just the beginning as the University begins to explore opportunities to improve document-driven processes like student waivers...contract management...payroll...and more.
- Esche:** There's thousands of potential projects on campus. Because we have so many of our processes using paper as the means to move the information, so there's no shortage of projects for us to go and address.
- Narrator:** Consider it further proof of the power of a strategic partnership between a dynamic research university and the document management experts from Xerox.

Esche: We knew that we wanted to move to a better management of our central print, we knew we wanted to do fleet management, and we knew we wanted to do document records management, but we needed help to figure out how to do that in an effective way.

We chose Xerox for that because in the process that we went through, they seemed to understand this issue—this need to do it from an end-to-end perspective.

Stephens: We have a nice long relationship with Xerox spanning at least seven years and I think that helps make us integrate better, understand each other better, and come up with more innovative solutions.

Esche: Innovation in the project is absolutely critical....And Xerox has brought innovation.

I'm very satisfied with the relationship with Xerox. It's delivering on what I needed.

Narrator: For more information on how Xerox Global Services helps innovative companies around the world reduce costs, achieve operational efficiency and transform their businesses, visit www.xerox.com/globalservices.

This audiocast was recorded on March 9, 2009 and at the time of recording all information was factually accurate. Because this will reside on the Internet for a period of time, Xerox assumes no duty to update the podcast to reflect new information.

Please visit www.xerox.com/newsroom for up-to-date information.
That concludes this audiocast. Thank you for listening.

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