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Case Study

Results
you can
measure.

Streamlining printing operations was one of several cost-cutting measures that have helped StorageTek deliver eleven consecutive quarters of earnings growth through first-quarter 2003.

The print center contributed to significant corporate savings by maintaining service levels while absorbing 10 percent year-over-year budget cuts each of the last three years.

In the first year that the print center controlled external as well as internal printing, StorageTek saved \$1.2 million on external print jobs.

By reducing the use of preprinted offset marketing communications, the DocuColor 6060-based collaterals-on-demand system eliminated 10,000 square feet of warehouse space and the associated storage cost.

The Xerox DocuSP controller, which is part of the Xerox FreeFlow digital workflow collection, drives the DocuColor 6060 and the three DocuTech Publishers, providing a common print operator interface, simplifying operations and minimizing training costs.

Image quality on the Xerox DocuColor 6060 is excellent and indistinguishable from offset to four of five print center users.

By replacing offset equipment as the print center's color output workhorse, the DocuColor 6060 contributes to a more efficient workflow and faster turnaround.

According to customer satisfaction surveys, 87 percent of print center customers are satisfied—a strong result for a service organization.

Xerox FreeFlow-based collaterals-on-demand system and shift to digital color helped **StorageTek** save millions to shine in the storage sector.



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Storage Technology Corporation (StorageTek)

StorageTek (NYSE:STK), a \$2 billion worldwide company with headquarters in Louisville, Colorado, delivers a broad range of storage solutions that are easy to manage, integrate well with existing infrastructures and allow universal access to data across servers, media types and networks. StorageTek provides practical and safe storage solutions in disk, networking, services, tape and tape automation. For more information, see www.storagetek.com, or call 1.800.786.7835.



The Challenge

1

“I felt we could reduce our print center spending significantly. How were we printing? What were we printing? And what was the potential to outsource the whole business?”

Annette D. Bendickson, Senior Business Manager,
General Services Organization, StorageTek



Shortly after becoming president and chief executive officer in July 2000, Pat Martin developed a strategy for growth through storage services and cutting expenses by streamlining operations. While the corporate print center already had merged data center printing with the corporate print center in 1998, many employees didn't use the shop, turning instead to one of nearly two-dozen external vendors. Most print center work was for black-and-white output—primarily software and hardware product documentation. Among its color work: marketing pieces produced on offset equipment and stored in expensive warehouses, where some materials inevitably became obsolete. Internal customers initiated print requests with inefficient hard-copy forms.

The Solution

2

“Four out of five users don't notice a difference between an 11" x 17" brochure produced on the DocuColor 6060 and one produced on offset.”

David Opp, Manager of Print and Graphics, StorageTek



Management determined that, with adjustments, the print center could provide high-quality printing less expensively than external vendors. To control costs, management cut the center's staffing and gave the center responsibility for both external and internal printing. Now, print decisions are made in the company's best interest, based upon job requirements. In addition, the center began a strategic transition to digital color by acquiring a DocuColor 6060 Digital Color Press with Xerox DocuSP controller, part of the Xerox FreeFlow™ digital workflow collection. Now, most of the company's collaterals are stored print-ready in a Xerox DigiPath archive—another FreeFlow component—for printing as orders are received via the company's intranet.

The Benefit

3

“We don't want to spend one dollar more than we have to. But we must produce the best quality product we can get to meet our customer requirements.”

David Opp, Manager of Print and Graphics, StorageTek



The reorganized print center absorbed 10 percent year-over-year budget cuts three straight years without reducing service. Controlling external print costs saved \$1.2 million in the first year, while the high quality of the DocuColor 6060 has permitted more jobs to be produced cost-effectively. The streamlined collaterals-on-demand system eliminated 10,000 square feet of costly warehouse space for offset preprints. The common DocuSP controller, which is also used for three Xerox DocuTech Publishers, enhances productivity by simplifying operations and minimizing training requirements. Users now place orders more efficiently via the Web. On average, 87 percent of the shop's customers were satisfied with their service over the last two years.