

“We’re in an incredibly changing market. You have to keep moving forward, to constantly challenge yourself to stay relevant.”

– Craig Hall, Managing Director  
Capita Document & Information Services



## Capita opens the UK’s first white paper facility with Xerox® Impika® Inkjet Presses

The Document & Information Services department of leading business process outsourcing and professional services company Capita had a mandate to bring significant volumes of outsourced transactional print back in house. To accommodate the repatriated work and achieve the anticipated savings, Managing Director Craig Hall was charged with building a new state-of-the-art transactional print shop from scratch.

The firm bought and renovated an abandoned plant in Mansfield. When it opened in October 2014, it was the United Kingdom’s first “true” white-paper facility.

What does Capita’s plant have that other so-called white paper facilities don’t? “A lot of shops have white paper workflow on the front end,” Hall said. “But their productivity drops off on the back end.” Not so at Capita, where a CMC paper wrap fashions windowed envelopes from plain paper on the fly. White-paper efficiency is maintained, and printing is enabled anywhere on the envelope, adding value with messaging that can pique the recipient’s interest to open an invoice immediately, rather than throw it in a pile.

Hall maintains shop efficiency by insisting on accepting only work that fits shop’s detailed work stream specifications. Jobs move from other in-plants and outsourcing

partners only after they comply, and all new work is designed to the spec.

Another differentiator: Capita’s shop is automated not only for production, but for providing the very granular audit controls needed to achieve and demonstrate compliance with regulations. Every piece the shop produces is documented with a line screen that can be called up with just a few taps in Capita’s Ironsides management system. That system also provides real-time data about every piece in production—including immediate, proactive warnings at the first sign anything is going off track—to maintain peak efficiency.

A third key differentiator is the degree to which the shop is “future-proofed” by acquiring “best-of-breed” systems and equipment. Hall bought two Xerox® Impika inkjet presses—the Evolution and Reference—because he felt Xerox vision meshed with his own. By building our future products to fit the same field-upgradeable chassis, the Xerox® Impika presses potentially enables Capita to add speed, new inkjet heads and inks, and other enhancements in the future, extending the life of his seven-figure investment.

Xerox also served as the lead vendor of the overall solution, working with all the partner companies to integrate their components and be operational just two and a half months after equipment delivery.

“Is there good return on investment?” Hall asked. “Yes. Within Capita, we are looking to rationalize our other print facilities into

here. And we’re starting to pitch out into the commercial market as well. In three years, we want this to be three times its size. That’s exactly where we’re heading.”

The plant’s capacity is about 1 million mail packs per day. Each is produced in less than 30 seconds, with 100 percent integrity, fully traceability and at a cost that is 30 percent lower than previous production costs. Furthermore, job streams have been reduced from over 250 to 3 and the ability to make changes to applications is faster and far less expensive improving the plants overall efficiency.

Capita is also developing ways to use today’s multiple communications platforms to make it easier for recipients to interact with printed transactional documents. For example, an Augmented Reality app under development lets users perform such tasks as automatically submitting their gas and electric meter readings. “We’re in an incredibly changing market,” Hall said. “You have to keep moving forward, to constantly challenge yourself to stay relevant.”

That noted, the plant has already achieved the white paper facility’s most critical deliverable. Hall: “The real key to all this is giving people the confidence that effectively, I’m controlling all their data... from start to finish. It’s very powerful.”

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