

# Villanova University Case Study

## Supporting a Web-to-print solution for faculty, staff, and students.

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## Villanova University

Located in a suburb of Philadelphia, PA, Villanova University has a total enrollment of more than 10,400 undergraduate and graduate students. Like most higher education institutions, it has on-campus facilities for copying and printing. In fact, Villanova University Graphic Services has three full-service print locations that are staffed by 17 employees.

What sets Villanova apart is that it was one of the first universities in the country to implement a widespread Web-to-print solution for its faculty, staff, and students. In fact, this capability was part of the reason that Villanova was rated “the most wired college campus in America” by *PC Magazine*.

Supporting that system, and the university’s printing and graphic needs, is Xerox digital printing technology. The thousands of jobs produced each month include course packs, on-demand books, wide-format posters, stationery, resumes, bound reports, exams, recruitment materials, and much more.

“Xerox has been integral to our success, providing reliable color printing devices that meet our customers’ quality needs and our department’s workflow efficiency requirements.”

Michael George  
Director of Central Services  
Office of Auxiliary Services/Graphic Services  
Villanova University

## Online job submission and Xerox digital printing technology are helping Villanova University Graphic Services meet more customer needs, more efficiently.

### Challenge

Like many in-house production facilities at higher education institutions, Villanova University Graphic Services was faced with finding creative ways to respond to ever-changing needs. Current and potential customers wanted easy job submission, faster turnarounds, and access to color printing and other capabilities that rivaled what they could get from local printers. The university’s administration wanted the department to work efficiently so it could cover its expenses—and then some.

“To sustain our presence on campus, attract new customers and new work, and process more and more jobs, we needed to think outside of the box,” says Michael George, Director of Central Services, Villanova University. “But any solutions we put into place needed to work within our existing architecture.”

### Solution

With the installation of WebCRD, a Web-submission solution implemented by Rochester Software Associates, Graphic Services’ customers can submit their jobs simply and securely—at any time and from anywhere. Known on campus as iPRINT, it’s the customer-preferred method for submitting print jobs.

A Xerox digital workflow gives the department the expanded capacity it needs to process all of these Web-enabled jobs, as well as additional capabilities that make its services even more attractive.

All production jobs that get printed at the university go through one of Graphic Services’ three locations. They’re equipped with digital printing technology that includes the Xerox® DocuColor® 5000 Digital Press, Xerox® DocuColor 252, Xerox® 4595®, Xerox® FreeFlow® workflow software, and XMPie® variable data software.

## Benefits

Thanks to a customer-friendly process, demand for printing has increased. With the right equipment and people in place, Graphic Services has been able to not only keep up with this demand but also to offer more services. “We’re processing jobs faster while providing more output options,” says George.

**Keeping work on campus.** “We’ve made it easy and convenient for faculty, staff, and students to get their printing done right here on campus,” says George. “Plus, we’re able to offer things like wide-format printing and various finishing options, all of which help drive up our revenue.”

Customers also get the quality that they’re looking for, delivered with fast turnarounds, thanks to Xerox digital technology. Graphic Services gets the reliability that it needs.

“Considering the number of customers we serve, and the nature of our outputs, we really can’t afford to be down,” says George. “We depend on our Xerox equipment—and know that Xerox will be responsive to our service needs.”

**Gaining students as customers.** Since implementing this solution, Graphic Services has seen a huge increase in the amount of work it gets from students. Convenience is the biggest selling point.

A student can finish a report late at night, submit it online from anywhere, and pick it up before class the next day. Plus, students can pay for these services with their “wild cards,” the same debit cards that give them secure, reliable access to other university services, such as dining, laundry, and even tickets to athletic games.

“People thought we were crazy to address students as a target market, but we’ve really seen growth in this area,” says George. “With our low-cost black-and-white copying and affordable digital color services, our students are relying on us more and more for their printing needs.”

## Getting personal with personalization.

Villanova prides itself on offering an academic environment that provides a personalized experience for its students. Personalization is also a key element in many of the materials produced on behalf of the university by Graphic Services.

XMPie variable data software and Xerox digital printing capabilities are at the heart of this customization. Projects have included personalized recruitment postcards, development fundraising letters, meal plan reminders, financial aid packets, and more.

“Now, nearly 40 percent of the work we do on our digital equipment uses variable information for addressing, presorting, matched mailings, and more,” says George. “And I see the potential for even more growth in targeted marketing and alumni fulfillment with the help of our customized digital printing capabilities.”

