

“We were struggling to find ways of meeting our faculty’s printing needs in a cost-effective manner. We also wanted to ensure our students could afford class materials. Thanks to Xerox, we are now able to be fully in control of our printing projects, regardless of the job’s size. This has allowed us to fix textbook prices for five years and create up-to-date materials that we own the intellectual property rights to. We hope that we can continue to work with Xerox in the future.”

– Dr. Kamal Sharoubeem, Vice-president for Community Services and Environmental Affairs, Suez Canal University.



## Starting point

Universities are always in need of user-friendly and advanced printing technology to make sure their students have the most up-to-date textbooks and course materials. Suez Canal University is no exception. The school’s in-house publishing equipment was only designed to print large volumes. Having offset printing technology in place, meant that the University had to print a minimum of 7000 books even though they actually needed less than half that amount. This made it very expensive and almost impossible to update course materials and print limited runs. In addition, as they only had monochrome printing capabilities, the University had to outsource all digital printing jobs requiring color.

Suez Canal University decided to look for an expert who could provide a print-on-demand digital printing solution enabling the school to decrease wasteful book production and cut costs.

## Solution

Being a governmental organization, the University launched a call for bids for a turnkey project, for the printing of student books. Xerox in Egypt with its digital printing solution won the tender due to its ability to accommodate professors requests and meet students’ demands.

Xerox assigned a professional team of experts to assess and evaluate the University’s workflow issues. Seeing the University’s vital need for digital printing, the Xerox team installed three production devices: Xerox® D125 Copier/Printer, Xerox Nuvera®144 EA Digital Production System and Xerox® Color J75 Press, to help Suez Canal University overcome their current printing challenges and make it easier to upgrade the learning materials offered to students.

These three presses are designed for print-intensive environments, they easily and efficiently managing even the most complex workflows. To allow users to control, monitor and tailor every printing job, big or small, all three devices were equipped with FreeFlow™ Process Manager™ workflow automation software.

Xerox® D125 offers an array of finishing options that provides a professional touch to documents, including booklet-making, creasing, stitching and hole-punching.

The advanced scanning and copying features of the Xerox® Color J75 Press provide workflow efficiencies making the process easy for the University to use, providing the best possible print quality in monochrome and color modes for its publishing materials.

Xerox Nuvera®144 monochrome system printing up to 144 pages per minute was chosen to implement the University’s quick turnaround book production.



## Result

By incorporating the Xerox technology solution, the Suez Canal University was able to regain control of its printing environment, print custom-sized batches in monochrome or color and increase productivity, while lowering overall operations costs:

- Professors were able to update materials and textbooks whenever needed
- Students were eager to buy textbooks printed on campus as they were less expensive and more up-to-date than those available commercially
- Printing in-house color flyers, advertising and promoting various university initiatives, enabled the School to reduce costs as this job was previously outsourced
- Having full control over costs, the University was able to fix textbook prices for students for the next five years

As a result, costs of all University textbook print jobs have been reduced by 25%.

## About Suez Canal University

Established in 1976 and with over 49,000 registered students, the Suez Canal University is a well-known Egyptian university that offers degrees in more than twenty fields distributed among six campuses, with plans for further expansion. Over 85,000 students have graduated with bachelor degrees from the University since its opening.

## About Xerox

Since the invention of Xerography 75 years ago, the people of Xerox have helped businesses simplify the way work gets done. Today, we are the global leader in business process and document management, helping organizations of any size be more efficient so they can focus on their real business. Headquartered in Norwalk, Connecticut, we have more than 140,000 Xerox employees and do business in more than 180 countries, providing business services, printing equipment and software for commercial and government organizations. Learn more at [www.xerox.com](http://www.xerox.com).