

A Print and Mail Centre of Excellence in NE Scotland

“Working with Xerox we’ve realised our ambition to develop a print and mail centre of excellence here in North East Scotland. As well as helping us cut costs and raise productivity, it positions us to support the local economy and create jobs.”

– Craig Innes, Head of Commercial and Procurement Services, Aberdeenshire Council and Aberdeen City Council



ABOUT ABERDEENSHIRE COUNCIL AND ABERDEEN CITY COUNCIL

Aberdeenshire is a diverse and vibrant region with a strong sense of identity and an outstanding natural environment. Its prosperous economy is attractive to investors, employers and employees.

Aberdeenshire Council’s strategy is to spend money wisely and plan high-quality services that will sustain its communities into the future. Its 15,000+ employees serve more than 260,000 residents.

Aberdeen City Council’s vision is for Aberdeen to be an ambitious, achieving and smart city. The council employs around 8,000 staff who deliver services to more than 228,000 people in and around the city.

CASE STUDY SNAPSHOT

The Challenge

- Rationalise an ageing and disparate fleet of ~4,000 school and office printers.
- Reduce the cost of printing and postage in schools, offices and the central print room.
- Develop the central print room into a regional facility that’s fit for the future.
- Avoid redundancies among print room staff.

The Solution

- Managed print solution based on a refreshed fleet of 2,300 Xerox® printers and MFPs.
- Onsite Xerox staff to manage the contract and keep printers in schools and offices running smoothly.
- Xerox-managed print and mail centre equipped with latest Xerox digital technology.

The Results

- £500,000 annual savings on school and office printing.
- 10%–15% savings on bulk printing and mailing.
- Increased user satisfaction.
- Enhanced career development opportunities for print room staff transferred to Xerox.
- A state-of-the-art print and mail centre poised to support the local economy.

THE CHALLENGE

A printing landscape in need of modernisation

A bulk print and mail room at Aberdeenshire Council's headquarters also provided services to Aberdeen City Council. In addition, more than 4,000 printers, scanners and copiers were in use throughout the two councils' offices and schools. Some devices had been purchased; others were leased. Brands, providers, contract terms and volume commitments varied. Many devices were ageing and becoming unreliable.

To maintain output quality and keep costs competitive, the council's print landscape needed a major overhaul.

"As well as more control over school and office printing, we wanted a solution for production print that would set us on course for the future," says Craig Innes, Head of Commercial and Procurement Services for both councils. "We decided to look for a print specialist that could offer a cost-effective managed solution across both areas."

THE SOLUTION

The councils partnered with Xerox for:

- A managed print solution covering offices and schools
- A fully outsourced bulk print and mail service

Harmonised fleet, simplified pricing

Xerox assessed the printing, scanning and copying requirements at every office and school, and designed a managed solution that replaced the disparate fleet with 2,300 new devices — a reduction of more than 40%.

"As well as refreshing and optimising the fleet, Xerox radically simplified the pricing," says Craig. "We don't own or lease those devices, or pay for consumables. Everything's incorporated into a pay-as-you-go charge for the pages we print. We're saving over £500,000 a year compared with previous costs."

Office printers default to black-and-white double-sided printing, and staff enter a code at the device to release their printout — helping to control costs and reduce waste. Environmentally friendly device manufacturing and operation help the councils meet their sustainability targets. And Xerox on- and off-site support teams keep everything running smoothly.

A print and mail centre that delivers

Xerox built a new bulk print and mail centre in Aberdeen to replace the old council print room. "Our vision was to create a centre of print and mail excellence to support the councils initially, with the scope to deliver services to other organisations across Scotland. We also wanted to give our print room staff career development opportunities with a global technology provider," says Craig. "We've been able to do all that with Xerox."

The latest Xerox® digital and finishing technology and the Xerox® Hybrid Mail Service took the place of ageing litho and other equipment. To request jobs, staff simply upload specs and artwork to a Xerox-designed portal. Services delivered from the centre include:

- All digital and transactional printing and mailing, including council tax and housing benefit notifications
- Wide-format printing, such as street and housing plans, and pull-up banners
- Envelope overprinting (business reply envelopes)
- Staff ID passes
- Payslips and other pressure-sealed communications
- Procurement of specialist print from outsourced providers

THE RESULTS

The Xerox® managed services are helping the councils make considerable savings. In addition to the £500,000 a year cut in school and office print costs, they're saving 10%–15% on printing and postage handled by the managed print and mail centre.

Soon, staff at most of the 500 or so council sites will be able to print and send letters via the Xerox® Hybrid Mail Service — benefiting from lower postage costs, doing away with franking machines, and freeing up local printers.

"Our strategic intent is to bring in printing and mailing work from other public and private sector organisations in Scotland," says Craig. "We have a slick and effective operation here that can be further developed to support the local economy and create new jobs."

DIGITAL HUB AND CLOUD PRINT SERVICES

Our Digital Hub and Cloud Print Services let you upgrade your approach to customer and employee communications. The multi-layered digital hub solution makes it easy to speed development and time to market, and gain clear line-of-sight to costs and insights. Our cloud printing services ensure consistency across both print and digital communications.



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[xerox.com/
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