

“In delivering the London 2012 Olympics, a number of critical elements depended on robust and reliable print services. From accreditation passes to official results, Xerox delivered the solutions we needed.”

– Gerry Pennell, *CIO*
LOCOG



Our Challenge

“So many behind-the-scenes things had to go right to make the 2012 London Olympic and Paralympic Games a success. For example, most people wouldn’t realise the implications of failing to have a reliable ‘back-office’ print service.

Every result of every event had to be captured from the scoring system and printed within minutes, with copies rapidly distributed as the formal record to a wide range of officials and press. An accreditation pass had to be printed for every athlete, official, volunteer, sponsor, journalist, supplier — anyone who had any kind of ‘backstage’ access.

We needed a provider who could deliver these and other print-related services on the grand scale of the Games.”

Our Solution

“From 2006 Xerox supported our headquarter offices with the day-to-day print services needed to administer all the Games preparations. Then, from 2010, they helped us design and implement a solution for printing accreditation passes, a results printing service, and a variety of print services for the Olympic family at more than 100 venues during the Games. The Xerox service included backup devices, on-hand support staff and roving engineers to ensure continuing service.

Xerox, working with LOCOG, also rolled out the first successful mobile printing solution for the press at an Olympic Games, designed to allow them to print documents from any email-enabled device to an appropriate printer in their vicinity.”

Our Results

“The Xerox team understood our vision, was passionate about the Games and collaborated positively with us to find workable solutions to all our print-related challenges. Despite the number of venues and tight access control, they delivered the service we needed with no major issues. They did this not just for the Olympic and Paralympic Games but for all the London Prepares test events for a year beforehand.”

- >650,000 accreditation passes securely printed
- Almost 4,500 print devices deployed and managed
- Sustainability supported with FSC paper and energy-efficient devices
- Mobile printing implemented for the first time at an Olympic Games
- Costs controlled through implementation of a stringent print policy
- Millions of results printed, covering every round of every event

“Xerox understood the scope of the issues we would be dealing with and the challenges of meeting them in a very cost-conscious environment.”

– Bob Cottam, *Head of Business Technology Services*
LOCOG



A Passion for the Games

In April 2010, following a thorough commercial tender process, the London Organising Committee of the Olympic and Paralympic Games (LOCOG) awarded a contract for Games ‘reprographic services and support’ to Xerox.

Among other things, LOCOG was looking for a provider with the scale and experience to manage an event the size of the Olympics — the largest multi-sport event ever held in the UK.

Xerox fit the bill, having provided printing services to many Olympic Games over a 40 year period, most recently the 2004 Athens Games.

Another criterion met by Xerox was the ability to serve a diverse range of printing needs from a single portfolio of devices: high-volume black-and-white machines for results printing; large A3 multi-functional devices (MFDs); small desktop MFDs and printers, both black-and-white and colour; and special production machines for secure printing of accreditation passes.

Preparing for the Games

Under an earlier 2006 contract Xerox had already been providing for the print needs of LOCOG’s headquarter offices, supporting some 6,000 LOCOG staff at the peak of the pre-Games preparations. From 2010, Xerox started working with LOCOG’s business technology services team to design and

test the print services required for the London Prepares test events and the Games themselves.

A major area of focus was a solution for printing hundreds of thousands of accreditation passes, the key form of identity and access control during the Games. The Xerox solution for the paper and print element of the process included a bespoke software solution to enable bulk printing via LOCOG’s accreditation system.

Some 650,000 passes were produced in total, more than 90% of them being printed on demand as people arrived to collect them from accreditation centres and venues across the UK.

Xerox’s other Games responsibilities were to deploy a print service for priority print results distribution; and to make on-demand printing available to the whole Olympic family during the Games, from the International Broadcast Centre and Main Press Centre to transport hubs; from the Olympic Village to competition venues such as the Weymouth and Portland National Sailing Academy; from hotels to Olympic satellite offices.

Having helped LOCOG choose the right number and types of devices for every venue and purpose, Xerox turned to service design. The right number of backup devices had to be deployed to balance cost and service resilience. At many venues, where security made it time-consuming to gain entry, the right supplies and people had to be on site to keep devices stocked with paper and toner and respond to any technical issues.

Game On!

Thanks to careful solution design and thorough preparation and testing, everything went smoothly during the Games — including a mobile printing solution, the first to be successfully deployed at an Olympic Games. Intended mainly for members of the press, it enabled documents to be printed on a small number of dedicated printers, simply by attaching a document to an email, sending it to a specific email address, receiving a code in reply, then punching that code into the printer.

Ultimately, a Xerox team of 350 were deployed during the Games to support close to 4,500 devices. They included around 80 volunteers from among Xerox employees, their families and friends, and industrial placement students.

Once the Paralympic Games were finished, the service had to be rolled back to the pre-Games level: support for LOCOG’s continuing administrative duties until the organisation is dissolved in 2013.

“Before, during and after the Games, Xerox has been very focused on meeting our needs and working with us to overcome challenges,” says Bob Cottam, LOCOG’s head of business technology services. “With printing, you know you’ve done a good job when nobody says anything. We’re very satisfied with the silence regarding print during the Games.”

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