Centralized Print Services
Optimize your production output to maximize results with exceptional quality at the right cost.
Looking for ways to optimize output management, improve effectiveness and produce outstanding quality while reducing costs and satisfying end users?

Centralized Print Services is a managed print service that delivers reductions in cost, obsolescence and waste and provides a single point of control to your production print and mailroom operations.

This is the place.
The print center is a hectic environment. Managing production output and distribution for an enterprise is an enormous challenge:

- Receiving orders from every department with multiple points of entry—hardcopy and electronic
- Scheduling the jobs and balancing the loads
- Applying the finishing touches from simple stitching to complex trimming, scoring, folding and binding
- Providing tracking and accountability from receipt of request to delivery of documents
- Achieving optimal postal rates and timely delivery
- Managing the cost issues related to multiple print buyers using multiple suppliers
- Dealing with security and regulatory compliance issues mandated by HIPAA, the EU Data Directive and Sarbanes-Oxley
- Reducing the environmental burden associated with production print

We can help you manage the evolution of documents from static to dynamic, from paper to cross-media.

It’s an environment full of challenges.
For many organizations, this is an area of major concern. In addition to the rising costs of print and staffing challenges, organizations are faced with tighter deadlines, complex finishing and fulfillment requirements, and under-utilization of expensive printing and finishing equipment.

“...we needed a strategic partner to step up and assist us in finding cost-effective solutions to the challenges we were facing. Xerox stepped in and helped us achieve our goal; that’s the kind of cooperation we were looking for.”

– W. Steve Joachim
Output Services Director
Highmark

Compounding the problem is the increasing need for personalization and the conversion to electronic communications coupled with demanding service level expectations for turnaround times.

It’s also an area of great opportunity.
With the right team of production output experts, you can significantly improve the quality, timeliness and effectiveness of your communications—marketing and sales collaterals, proposals and presentations, booklets and manuals, reports and more.

A Xerox® Solution That Captures It All
Centralized Print Services covers all aspects of output management, production print and distribution processes including order entry, document preparation, variable and on demand printing, complete finishing, pre-sorting for high-volume mail, distribution optimization and print procurement.

By leveraging Lean Six Sigma principles to optimize workflow and using industry best practices and innovative technology, we are able to reduce total cost of ownership, drive efficiency and productivity and support security and compliance requirements.

Our team of production experts can help organizations optimize the buying of offset and digital print from outside sources, too. By working directly with key partners, your organization benefits from competitive rates, superior quality, fast turnaround and more efficient workflows. And our service provides a comprehensive view of print spending and identifies opportunities for continuous incremental savings.

With over 35 years’ experience managing production and mail centers all over the world, Xerox can deliver an advanced, flexible and customized solution that is backed by our broad and deep portfolio of document services, technology and experienced document production, and output management experts. Your people benefit from one simple process to order, print and distribute documents around the world by leveraging our expertise and integrated workflow capabilities.
Start with an assessment.
You can’t improve what you can’t measure. At the heart of our Centralized Print Services offering is a comprehensive assessment portfolio. We help you gain a clear line of sight into your in-plant and print centers enabling you to make informed, strategic decisions about how to produce, manage and improve your internal and external communications. Our assessment portfolio provides baseline data for recommendations that reflect our extensive knowledge of production print optimization and an informed starting point from which to target and measure improvements. We help ensure your in-plant and print centers have strategic relevance to your organization by continuing to do great work, leading to more customers and benefits to your organization.

Optimize your output management infrastructure.
As in-plant and print centers look for ways to reduce costs and streamline their work processes, the need for standardized solutions to achieve these objectives becomes even more critical. Using data from your assessments, Xerox will configure your output management solution to improve utilization rates and provide capabilities to meet your requirements. We help transform highly complex, costly and moderately effective application catalogs into an agile, lean and productive portfolio, aligned with key business needs and adaptable to an ever-changing macro-economic climate. This approach helps ensure your cost structure achieves industry benchmark, and provides a strategic foundation for communication management.

Environmental sustainability is smart business.
An essential part of our Centralized Print Services offering is reducing your environmental impact. We monitor the daily flow of data and documents through the production area. We strictly manage supplies and consumables. Using key digital output strategies, such as print on demand and cross-media communications, we eliminate unnecessary printing and the storage and transportation of printed materials to reduce your print shop’s energy usage, carbon footprint and solid waste output.

Secure and Compliant Document Production
If your production center or print and mail operations handle personally identifiable information (PII) or other sensitive data, Xerox will assess the security issues and regulatory requirements governing your organization, industry and location. Proper document management protocols will be established to help ensure compliance.

Proactive support drives greater productivity.
With Centralized Print Services, uptime and availability improve because of our exacting Service Level Agreements. On-site or on-line, Xerox people manage, monitor and maintain all aspects of the operation, enhancing the availability of service, the quality of finished output and the satisfaction of employees.

Higher Satisfaction and Lower Costs at Highmark
Our Challenge
The corporate printing services department of Highmark, one of the largest health insurers in the U.S., was facing a growing demand for materials. Production capacity had to be added, but costs and complexity needed to remain under control. What’s more, the entire process required more efficiency and flexibility.

The Solution
Highmark increased capacity with Xerox® iGen® systems, which have provided over $5 million in savings to date. In addition, Xerox is developing a new automated workflow with a customer portal the Corporate Printing Services Manager calls “a one-stop shop where everyone can order and track their jobs.” The solution’s ultimate benefits? “Quality, automation, cost savings and profit.”

Real Results
- Significant increase in production volume with minimal increase in staff
- Elimination of waste and cost through implementation of print on demand
- Cost-effective addition of color to virtually all print materials in support of corporate rebranding initiative

Leveraging the Platform and Integrated Workflow
Xerox can provide user portals, web and online catalogs to dramatically improve the process of ordering, customizing, proofing and delivering print for all your employees. The simple-to-use web submission tools can take time, labor and cost out of the process, improve order accuracy and enhance user satisfaction. Centralized online catalogs of frequently printed materials provide greater control over your brand with customizable templates. We provide tracking and accountability for print spend and detailed management reports that provide the necessary information to cut costs and efficiently meet requirements.

Centralized Print Services gives your users access to your advanced printing capabilities right at their desktops to simplify the entire process—ordering, proofing, delivery and re-ordering. Now they can select advanced finishing capabilities such as saddle stitching, spiral and perfect binding, scoring, folding and more to add a professional finishing touch to important documents including brochures, flyers, proposals and booklets.

A Strategic Platform for Communication Optimization
As dynamic content composition and cross-media communication continue to emerge and drive the need for optimizing your communications, Centralized Print Services provides a platform and a strategic approach to get the most out of your documents and output giving you a competitive advantage.

Change Management: The Key to a Stable Transition
Xerox will work with you to build a cultural change management plan that provides a smooth transition to new ways of working. Xerox® change management puts you on the fast track to achieve the desired state and realize the benefits of process improvement and cost savings. The goal is to speed up the adoption rate of the new process and relationships, anticipate problems and remove obstacles.

Global Delivery Capabilities
Many of our clients start with a pilot program, generate results and then scale the service across their enterprise. Because Centralized Print Services is fact based and data driven, we are able to replicate and scale the services for global companies thanks to our coherent technology platforms, our worldwide operation and our consistent application of Lean Six Sigma tools and methodologies.

Partner with Xerox for all your enterprise printing needs.

Centralized Print Services is just part of an enterprise-wide managed print service known as Enterprise Print Services. When you incorporate the full breadth and depth of our document management expertise into your organization, you will see more savings, more benefits and more value faster.

“With Xerox, we’re getting quality work and phenomenal customer service. I really didn’t dream it would go this well.”
– Director of Facility Services
Baptist St. Anthony’s Health System

About Xerox. Xerox Corporation is a world leader in business process, information technology and document outsourcing services. Our unique combination of industry expertise and global delivery capabilities helps you reduce costs, streamline operational processes and grow revenue while clearing the way for you to focus on what you do best: your real business.

To learn more about Centralized Print Services, contact your Xerox representative or visit us at www.xerox.com

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