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—Charles Kling,
Director of Support Services,
EMC



Our Challenge

EMC, the world's largest provider of data storage systems, has grown both organically and through acquisition. As EMC expanded, it became increasingly difficult for them to manage a burgeoning worldwide fleet of printers. The company's IT leaders had no way to monitor print devices, usage or support—not to mention the associated expenses, which involved everything from paper and toner to maintenance and the devices themselves. Faced with mounting costs and complexity, EMC looked to Xerox for help.

Our Solution

EMC partnered with Xerox to bring consistency and centralization to its print operations through a global Managed Print Services (MPS) solution. The initial MPS rollout focused on reducing print devices and output in the U.S., resulting in a 30 percent decrease in print costs and more than \$7 million in annual savings. The U.S. program became the model for worldwide implementation in more than 30 countries, enabling EMC to efficiently monitor, manage and optimize print operations throughout the enterprise.

Our Results

- Implemented global Managed Print Services (MPS) in more than 30 countries, encompassing the U.S., Canada, EMEA and Asia-Pacific.
- Initial MPS rollout resulted in a 30% decrease in print costs and more than \$7 million in annual savings.
- Standardized and centralized print devices, capabilities, support and expenses worldwide.
- Improved employee-to-printer ratio from approximately 7:1 to 22:1.
- Introduced proactive device monitoring, so more than 65% of global service calls are now handled proactively.
- Dramatically reduced energy consumption, consumables waste and paper usage, conserving more than 20 billion BTUs, 1.2 million pounds of solid waste and more than 15,000 trees in the U.S. alone.

“We have global consistency across our print operations. The models may vary a bit from country to country, but we have done very well with standardizing our equipment and services—and cutting our costs—thanks to our partnership with Xerox.”

—Al Winzenried,
Regional Manager, Support Services for the Americas,
EMC

EMC and Xerox: Data Storage Leader Efficiently Expands Worldwide Print Capacity

As a leader in information technology as a service (ITaaS), EMC knows a thing or two about data management. Yet, as the Massachusetts-based company was becoming a \$24.4 billion powerhouse, they discovered a gap in their data: a lack of information about enterprise-wide print operations and costs, driven by a lack of centralized print management.

With approximately 60,000 people in 86 countries, EMC recognized that a centralized print infrastructure would not only increase control of worldwide printing, but also substantially decrease costs. To bring their vision to life, the company partnered with Xerox to develop and implement global Managed Print Services (MPS).

Centralized Control, Consistency and Cost-Cutting

The MPS project began with an assessment of EMC's U.S. print infrastructure. The analysis uncovered 4,800 network devices, a quarter of which were either out-of-date or malfunctioning, plus a multitude of print vendors with varying devices, consumables, support and costs. Enter MPS.

With MPS, Xerox centralized the monitoring and management of EMC's U.S. print operations. The first step was the creation of a database for global tracking, billing and reporting, complemented by an integrated IT/print help desk. In addition, a portion of the company's print fleet was replaced with energy-efficient multifunction devices.

As a result, EMC trimmed its print costs by more than \$7 million a year (30 percent) while significantly reducing print waste and energy consumption. The next step was clear.

According to Al Winzenried, EMC's Regional Manager for the Americas: “We used the U.S. model to standardize printing in Canada, EMEA and other regions, not only in equipment, but in the services around the devices.

“The Managed Print Services that we are so pleased with in the U.S. are now applied and available around the world.”

A Single Help Desk for Multiple Support Needs

At present, EMC employees in more than 30 countries benefit from MPS, relying on consistent printer models, capabilities and support. Employees also order paper and toner through a single portal and turn to a single help desk for assistance.

“EMC has about 400 locations around the world,” explains Charles Kling, EMC Director of Support Services. “If IT had to deal with printer issues, we would need a very large army with a different skill set and different relationships with local vendors.

“There would be a significant additional level of cost and complexity in our environment without support from Xerox.” Because Xerox proactively monitors EMC's print devices, over 65 percent of service needs are now addressed before they become issues, and uptime is much greater. Furthermore, EMC's internal second-tier service team is engaged much less frequently, which enables IT to focus on more strategic imperatives instead of printer maintenance.

New Visibility into Printing and Pricing

MPS is also providing EMC with global visibility into the majority of its print assets, strengthening control and compliance, particularly budget compliance.



“We establish a print budget in advance,” says Winzenried. “By the end of the year, we usually come within 1 percent of our target. That's how close we are to estimating our exact costs. Xerox helps us make sure we have the right numbers in place a year in advance.” Contributing to that accuracy is a pricing model based on usage, adds Kling:

“We're shifting to an organization where our internal customers use IT services in a consumer model, paying by the drip or the quantity. It's a much more realistic pricing structure.”

The model also produces less waste. To date, EMC's usage pricing, streamlined print fleet and energy-efficient devices have resulted in the conservation of more than 20 billion BTUs, 1.2 million pounds of solid waste and more than 15,000 trees in the U.S. alone.

A Partnership with More in Store

As MPS continues to expand, EMC is piloting several new features, such as Secure Print Release using employee badges from on-site devices and mobile printing from smartphones and tablets.

“This isn't a vendor relationship. It's a partnership,” Winzenried concludes. “We work together with both of our interests in mind, talking about the best way to optimize the environment. I've even had Xerox team members help us cut costs knowing it will impact the Xerox bottom line.”

“In the end, it's all about partnership, communication and getting the right technology in the right places. That's what allows EMC to print faster, better, cheaper.”