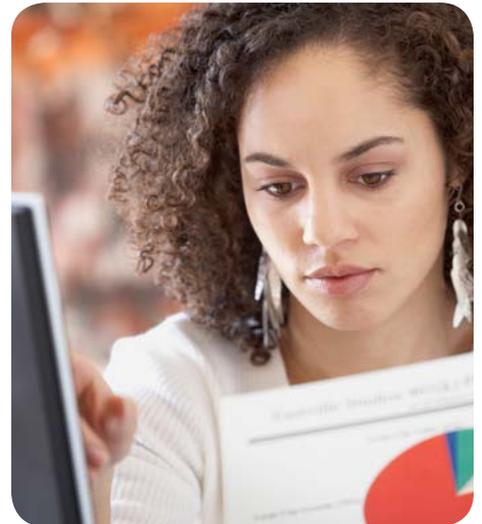


“At a university with our reputation for excellence, expectations of IT are high. Xerox is enabling us to change the everyday experience of students and staff for the better, through quality print and scanning services that enhance learning, teaching and general admin.”

– Bryan MacGregor  
 Director of User Services Division, Information Services  
 University of Edinburgh



### The Challenge

“We may live in a fast-moving digital age, but paper is still vital to learners, lecturers and researchers; we’re seeing no drop-off in demand for printing. We also know that with mobile and cloud technologies at home, users expect to be able to print from any device, at any University location.

We launched this print service procurement project because we had aging devices that couldn’t support a service fit for one of the world’s top universities; we needed a suite of new functions. We knew it would be a challenging project because we have a large and complex setup. More than 35,000 students and 12,000 staff study and work in more than 150 major locations across the city.”

### The Solution

“We had no prior relationship with Xerox. We chose them, after a thorough procurement process under a Scottish government framework agreement, because their range of devices and overall service best met our business requirements.

After two-and-a-half years our relationship with Xerox could not be stronger, despite significant unexpected challenges during initial service rollout. Our difficult start forged a close collaborative partnership that continues to go from strength to strength.

We’ve found that Xerox knows how to handle a tough situation. We have good rapport at every level of the organisation, and I know that Xerox feels the same about us. Working together with honesty, commitment and understanding, we’ve established a print service that everyone is delighted with, within a very complex and demanding environment.”

### The Results

“The user response to the new service has been a real endorsement. Departments aren’t obliged to use the service, but overwhelmingly they’re choosing to do so. Staff satisfaction is high and feedback from the Students’ Association is extremely positive.”

- Enhanced service for mobile print, scan-to-email and cloud printing
- >100% growth in take-up over two years
- Consistent experience for users
- Value for money
- Environmental sustainability through shared printers, duplex printing, less toner stockholding and vehicle delivery efficiencies
- Significantly less time spent on print management processes:
  - Automated metering, billing and toner ordering
  - A centrally managed service that eliminates costly duplication of effort
  - A full-time on-site Xerox fleet executive working with the central team

“The University’s IS team knows better than anyone how complex their setup is. I work as an integral part of the team, and their knowledge and trust are invaluable in helping me deliver on the Xerox service promise.”

– Albert van der Zwan, Xerox on-site Fleet Executive, University of Edinburgh



## Held Back by Legacy Technology

The University of Edinburgh has a well-deserved global reputation for excellence in higher education, and it is the role of the University’s Information Services (IS) department to deliver teaching, learning and communication technologies to match. When aging technology doesn’t support important new capabilities, the department works on finding better solutions.

This was the case with some 300 non-networked devices originally leased primarily as photocopiers, which were managed by the IS department alongside more than 1,000 networked printers.

With limited printing and scanning capabilities, the 300 old multifunctional devices no longer met the needs of students and staff, and they were also time-consuming to manage and audit. Local administrators had to monitor the use of consumables and order replacements, book engineer visits, take meter readings, check invoices, get errors corrected, and upload invoice data to the financial system for onward charging to departments.

## Transforming Print Management

Xerox has replaced the 300 MFDs under a managed service that includes proactive device maintenance and consumables supply; while still allowing the new devices to operate with the existing print management system used for the University’s other networked printers. A key point in Xerox’s favour was that its devices readily integrated with the University’s existing environment and preferred desktop platforms.

The Xerox service, which the University has branded SelectPrint, uses a high level of automation to simplify print management. Automated remote meter reading makes billing more efficient and virtually eliminates errors, saving days of administration. All devices are covered by one bill per quarter, which can be directly uploaded to the financial management system for authorisation and automated onward charging.

The University was an early adopter in the UK of the Xerox Automatic Supplies Replenishment (ASR) service, which connects remote monitoring to automated consumables ordering and delivery. With more than 150 University buildings, many used by multiple departments, the ASR service was really put through its paces.

“With perseverance and the invaluable help of our on-site Xerox fleet executive, we solved all the issues that arose,” says Bryan MacGregor, Director of the User Services division within the IS department. “We now get toner delivered where and when we need it, without having to monitor usage or place orders. And we’ve helped Xerox develop a robust service, honed to cope with the most complex of environments.”

## The Forging of a Partnership

Initial rollout of the SelectPrint service was delayed by a combination of factors: a Xerox system migration together with the complexity of the University’s print environment.

“The University of Edinburgh truly understands the value of give-and-take partnership,” says Mark McPhillips, Director and General Manager at Xerox.

“We knew we could rely on their patience, local knowledge and help; it was a truly collaborative effort.”

MacGregor agrees: “When we face significant challenges, what really matters is how we respond. The active involvement of Xerox senior management, and the dedication and skill of the Xerox account management team, were invaluable in minimising our business risk.”

## The Service of Choice

With its teething issues behind it, SelectPrint is transforming the printing and scanning experience of students and staff, and has become a ‘must have’ service. The University’s Procurement department confirms that as contracts for non-Xerox devices end, departments are overwhelmingly choosing to buy or lease approved Xerox devices and join the SelectPrint service. In its first two years, the service has grown from managing around 300 devices to almost 700.

Students love the fact that instead of pressing print and hoping they can locate the relevant printer, their print jobs are sent to a queue and released when they request them from their chosen device: genuine cloud-based printing. They appreciate being able to print from their smartphones, tablets and laptops, and how scan-to-email functionality simplifies library use and document sharing. Their print credit also goes further with default black-and-white duplex printing.

It’s a service that is exceeding all our expectations,” says MacGregor, “and a platform to build on as digitisation increases, when paper use may actually decline and we’ll need to support different document needs.”