Case Study

XEROX HAS STARRING ROLE AT SONY PICTURES ENTERTAINMENT
Sony Pictures was looking for relief from paper and process hassles—they wanted to get support from experts so they could focus on the business of entertainment.

“Prior to the Xerox relationship, we had a situation that was less than favorable,” noted Irwin Jacobson, Vice President, Finance, and Controller, Studio Operations, for Sony Pictures Entertainment. “We had a lack of expertise in-house to handle the needs of the company. We had an administrative nightmare in terms of paper processing (and document production). We had a number of different pricing structures. Prior to the relationship with Xerox Business Services, we had probably in the neighborhood of 400 to 450 invoices a month we were dealing with.”

Selecting one supplier for all of its document equipment, labor and services simplified life for SPE.

A 17-member team of associates handles all of the day-to-day documents, including business communications, scripts, storyboards, press kits, promotional materials and more.

In addition to the copy center, Xerox manages all of the on-site walk-up machines, performs maintenance, and coordinates supplies such as paper, fax cartridges and transparencies. Thanks to the five dedicated DocuCare Associates on-site, downtime has been significantly reduced.
Working on-site gives the Xerox team a chance to recognize opportunities for improvement that sometimes even SPE doesn’t see.

Xerox identified an area of savings when it saw a better way to manage the documents stored in rows of old filing cabinets. By implementing scanning services and a digital repository, SPE was able to access the documents more easily and eliminate the need for the space to warehouse huge volumes of paper.

Now that trust has been established, SPE turns to Xerox, tapping into the years of knowledge management experience within the company. To reduce ongoing operating expenses, Xerox is now helping redirect print flow to multifunction devices, raising the device-to-employee ratio to a more cost-efficient 1 to 5.

To ensure a good, ongoing dialogue and a proactive approach, monthly meetings are held with the SPE Information Systems staff. As Lucienne Hassler, Vice President of Administrative Services at Sony Pictures

explained, “The most important thing to us is service. This is a business that cannot wait. If we need something, we need it ASAP. We must be able to reach a technician or representative—even an account manager—within minutes. Our collaboration with Xerox has demonstrated an ability to meet these needs.”

The Xerox team worked with the Information Systems department to develop standards for SPE color printing and implemented a new system to reduce overall expenditures. Xerox is now the color supplier of choice—more than 70 color machines have been installed to date.

When reflecting on the relationship, Jacobson added, “There are a lot of advantages of our partnership with Xerox and it really is a true partnership. Xerox is like another department on the lot, as opposed to being a standard third-party vendor.”

Overall, what does Xerox mean to the operations at Sony Pictures? Jacobson concluded, “Xerox provides the best technology while reducing our costs.”
Client Benefits Close-up

- Implemented large format color printing in-house, increasing control and lowering expenses.
- Established scanning services and digital repository, expanding accessibility and reducing the need for warehousing old paper documents.
- Reduced equipment maintenance calls by 80% through on-site DocuCare Associates.
- Removed redundant equipment, saving on maintenance and operations costs.
- Redirected print flow to multifunction devices to lower costs and increase the employee-to-device ratio.
- Improved quality.
- Increased efficiency and greater accountability with single-source vendor delivering all document equipment, labor and services. Eliminated hundreds of invoices and headaches every month.

Xerox, delivering results you can measure.

As a global leader in document services, we are ready to help you achieve new operational efficiencies and higher productivity. For more information or to schedule an appointment with a Xerox Sales Representative, call 1-800-ASK-XEROX, ext. 934, or visit our Web site at www.xerox.com/Service today.