

# Bridging the Gap Between Paper and Digital in the Mobile Device Era

Using Xerox Mobile Print to Enhance Service Offerings



# Introduction

Reading and editing documents on laptops, tablets, even smartphones while on the road is now commonplace. Individuals are taking advantage of their more capable and connected devices to be more productive away from the office: receiving, reading, responding to or working on documents wherever they are.

But the printed page remains in strong demand. It's familiar and easy to navigate. It doesn't suffer from issues with incompatible file formats. It keeps on working when the laptop battery has long died. For some, the printed page means lower eye strain, a less distracted read, an easier format for making notes on documents, or a useful physical reminder to take an action.

Find Out More

Learn how Xerox document management services can help your organisation exploit the good in both paper and digital:

<http://www.xerox.co.uk/services/document-management-solutions>



Organisations large and small can stand out to employees and customers by helping them to work easily with both digital and paper documents as the situation requires, whatever device they're using.

In this ebook we show how four organisations have used the Xerox Mobile Print service to make it easier for people to benefit from using both paper and digital while on the move.

## Portugal

At Lisbon Airport, **TAP** differentiated its service from other airlines by offering its business customers the ability to securely and quickly print documents from their mobile devices before boarding a flight.



## Austria

The **European Forum Alpbach (EFA)** has been able to reduce the volume of paper wasted at its annual forum by no longer printing out complete presentation packs. Instead, attendees can easily print out the documents relevant to them, on demand.



## Spain

Gartner has enabled delegates at its **Gartner Symposium/ITxpo** not only to easily and securely print out the documents they need at the event, but also to scan and upload printed documents into online file storage services.



## France

A **global telecoms network** operator has enhanced the productivity of its field service engineers in France by enabling them to print job reports directly from their tablets at a much wider range of locations, saving them time.



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# TAP at Lisbon Airport

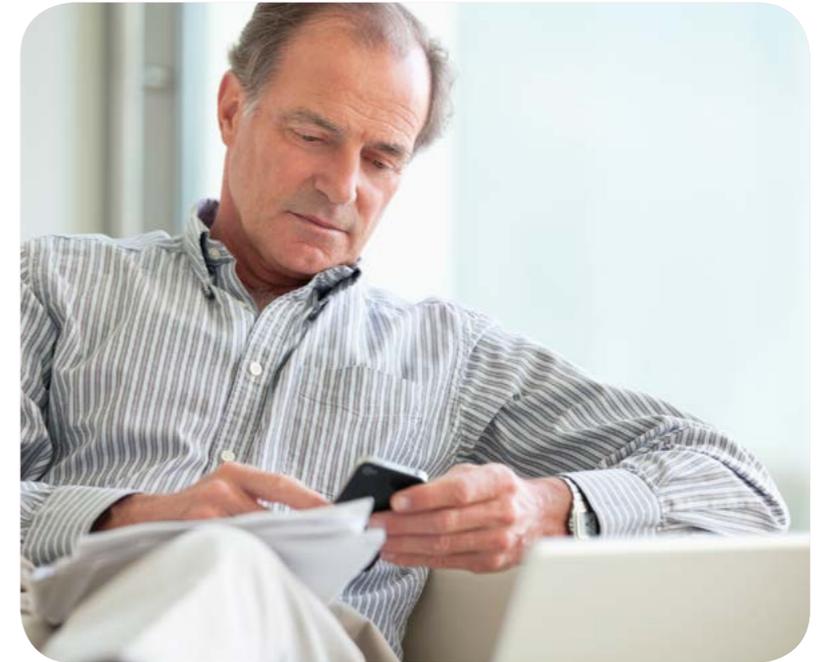
How do you enhance the experience your customers have when travelling with your airline? One of TAP's answers to this question has been to make it straightforward for its business customers to print the documents they need while at Lisbon Airport.

TAP, based in Lisbon, is Portugal's national flag carrier airline. It is the main European airline for flights to Brazil as well as flying to destinations worldwide. Every year it transports millions of passengers, a high proportion of whom are business travellers.

TAP realised that many of its business customers found printing documents at the airport to be a bother. First they had to transfer their files to a USB thumb drive and then they could face a frustrating wait

before their documents could be printed. The airline wanted to find a simpler way for its customers to print from their mobile devices while at the airport — improving the service it offered and helping its business travellers to be more productive while waiting for their flights.

TAP approached Xerox to provide a simple, convenient and secure way for its customers to print documents while at the airport.



“This partnership with Xerox allowed us to provide our customers with services in an innovative, simple, streamlined and secure way, which is unique within air operations worldwide.”

— Luiz Da Gama Mór  
Member of the Board, TAP

Portugal

Austria

Spain

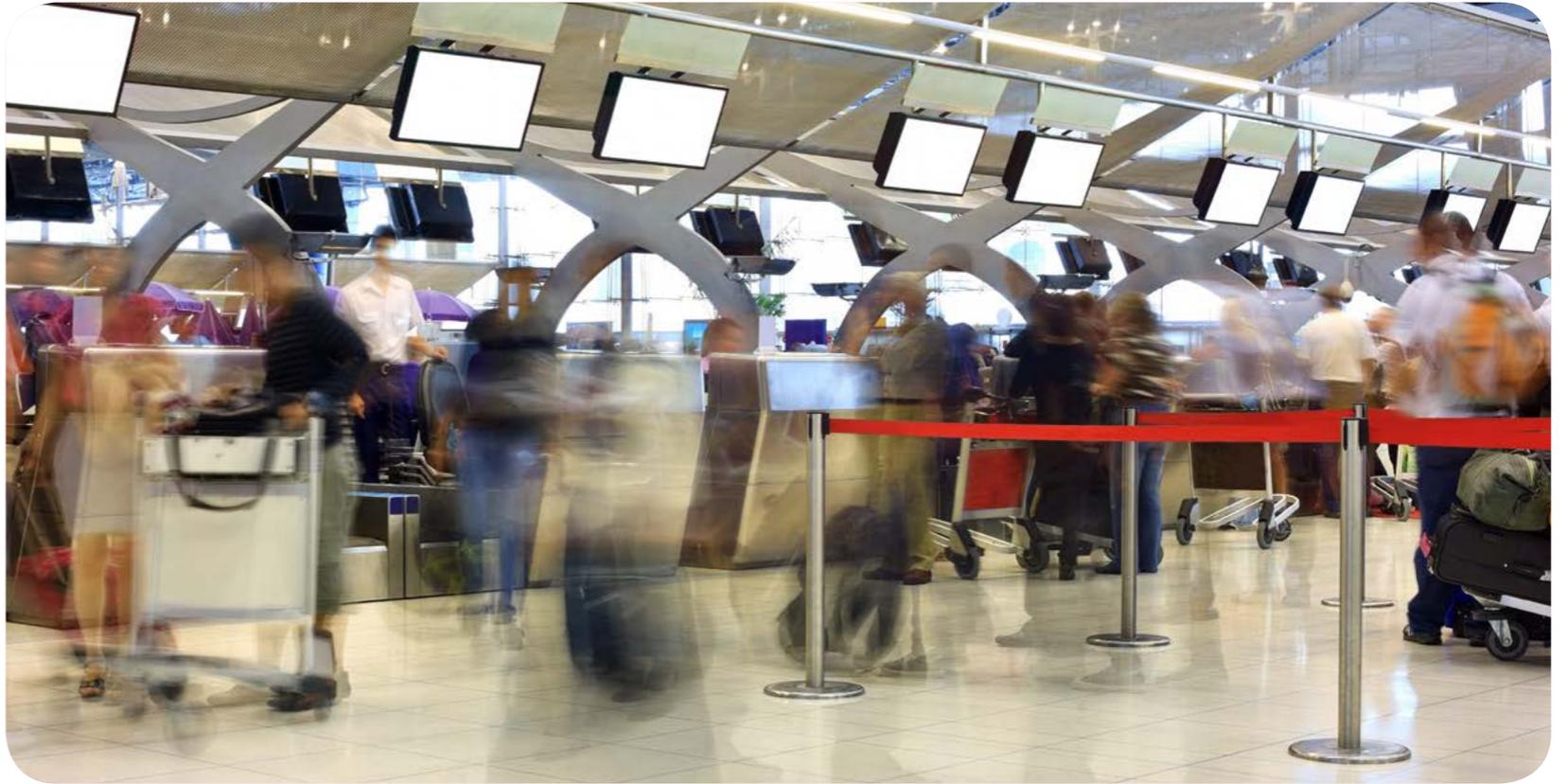
France

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# Millions

of business travellers served



**“It just wasn’t working before. We tried, with lots of problems, to make it easy for our business travellers to print while in the lounge area, but it wasn’t a smooth or easy process. Not to mention, lots of confidential documents were sitting in printing trays waiting to be picked up, leading to information security concerns,”** notes Luiz Da Gama Mór.

Xerox installed a multifunction printer in the Premium Lounge of Lisbon Airport and rolled out the Xerox Mobile Print solution.

Now business travellers can print right from their mobile devices without having to worry about how long it will take for their documents to print.

For TAP, the solution provided a way for it to improve the service it offered and differentiate itself from competing airlines.



Significantly improved security for confidential business documents

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# European Forum Alpbach

Minimising the environmental impact of its annual forum while meeting the needs of its attendees were important objectives for the European Forum Alpbach (EFA). Working with Xerox the organisation succeeded in reducing print waste while enabling its attendees to print the documents that they need for their work.

The European Forum Alpbach (EFA) is a non-profit organisation based in Vienna, Austria. Through events and its network of associates, the EFA provides an interdisciplinary platform to discuss socio-political issues. The annual forum, held over three weeks in Alpbach, is the highlight of its many events. Since its inception, the forum has been attended by more than 4,500 people from over 65 countries.

During the annual event, attendees have often requested access to print facilities — especially students for their project work, and press. In addition, historically, the EFA has had to print out a large volume of printed documentation for delegates, such as agendas and presentations, much of which had to be disposed of after the event — and of which only a small portion was relevant to each individual attendee.



“With Xerox we have a partner on board, who has the flexibility to grow with us and respond to our requirements with innovative solutions. We need to offer participants technological comfort combined with sustainability. And we succeeded.”

— Franz Fischler  
President of the European Forum Alpbach

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# Three

weeks of innovation



The EFA wanted to be able to give attendees the ability to print just the documents that they wished to have paper copies of, while also minimising waste and controlling access to particular areas (such as the press zone) and resources (such as public laptops).

Xerox, a printing solution partner of the EFA for several years, designed a customised solution for the EFA in collaboration with partner organisation, Speicherkraft, enabling the attendee name badges to be used both

for access control and print authorisation through a linkage with each user's email address.

The mobile print solution enables attendees to print, on demand, from their own devices, just the documents they need at the point that they are required — saving on unnecessary printing. As printouts are only released after user authentication on the device with a name badge, document security is also improved.



Ability to print from any mobile device without drivers

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# Gartner Symposium/ITxpo

At the annual Gartner Symposium /ITxpo in Barcelona, Spain, some 5,000 attendees, around 50% of them CIOs, gather to discuss the key trends that are shaping the IT and business world. Working with Xerox, Gartner has enabled delegates to easily print and scan documents on demand.

In 2014, Symposium delegates were, once again, given the ability to print copies of electronic documents — such as meeting notes, presentations and their flight boarding passes — from any device.

Through the Xerox Mobile Print service, delegates were enabled to print documents from their mobile devices by simply emailing their files to an automated Xerox mailbox,

which returned a 4-digit PIN. They could then print out a copy securely by entering the PIN at one of the mobile print hubs situated around the Symposium. These were equipped with Xerox multifunctional printers, through which delegates could also access and print a floor plan of the symposium, printable versions of all the key Gartner presentations and a restaurant guide to Barcelona.



“We may live in an increasingly digital age, but people have many reasons to prefer paper at times. It has been our pleasure to provide a mobile print service at the Gartner Symposium in Barcelona for many years, so that attendees can print what they need, easily and securely.”

— Conrad Mills  
Large Enterprise Marketing  
Manager, Xerox Europe

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# >10,000

sides of paper printed using the Xerox Mobile Print service



Delegates could also scan and upload their documents at these hubs to either cloud services such as SharePoint and Dropbox, or to an email address.

Both mobile printing and scanning had high demand, with over 10,500 sides of paper printed at the 2014 symposium, and with many of those who printed also uploading files.

Xerox received many favourable comments about the speed and simplicity of the mobile print service.

Scanning and upload to personal cloud storage also available



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# Global Telecoms Network Operator

The company, a major global telecoms network operator, improved the productivity of its field service engineers and subcontractors in France by enabling them to print job reports from their tablets, saving engineers' time and enhancing its customer service.

As the company expanded its portfolio of services it was increasingly important that it operated efficiently and cost-effectively while still providing excellent levels of service.

Its field service engineers typically work away from the company's offices. For each completed job they must produce two printed reports – one for the customer and another for internal use. In order to generate and print reports, engineers had to travel to a specific company office, which took up

valuable engineering time and caused delays to customers receiving their reports. The company needed a way to efficiently bridge the digital and print worlds.

Since April 2013, as part of its digital and agility programme, the company has deployed tablets to 5,000 of its engineers and subcontractors, each enabled with a Xerox Mobile Print Solution. Now engineers can generate and print job reports at any convenient office, or indeed at home.



“Xerox is an important partner that is helping us to successfully implement our digital transformation and is supporting us with the effective delivery of our services. Xerox understands that our business has evolving needs and actively contributes to making it more efficient.”

— Mobile Print Project Director for the telecommunications company

Portugal

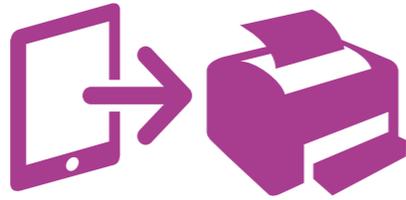
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# 5,000

field service engineers enabled to print from tablets to any of 12,000 printers, including home printers.



Xerox enabled the company to implement mobile print incrementally so that it could keep its costs down. Xerox also made integration with the company's existing IT systems easy so that IT staff could stay focused on other projects.

**“Xerox’s solution is very cost effective and meets the needs of both our engineers and our IT personnel simply and efficiently,”** according to the project director.

While on jobs, engineers now have the information they require available to them on their tablets. Mobile print has raised their productivity by reducing the time it takes them to generate printed job reports. Customers receive copies of their reports more quickly, helping the company to continue to deliver outstanding customer service.

The company plans to extend the solution to other mobile workers within the company as well as to its retail stores so that more of its staff can benefit from the convenience of mobile print.



Significant time saved for engineers — leading to more responsive customer service

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# Find Out More



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