

“With Xerox’s assistance and AUK’s community embracement of waste reduction, we exceeded our goals of reducing cost and waste by over two years. This has been an amazing project and I am proud to have partnered with Alamana Industries and Xerox,” says Rusty Bruns, Chief Information Officer, American University of Kuwait.



Starting point

The American University of Kuwait (AUK) was seeking a solution that would optimize the workflow at the campus, cut costs and make printing more sustainable.

The campus users were copying and printing 3.4 million pages a year. According to the study conducted by Xerox and AUK in 2011-2012, this translated into more than 400 trees being cut to produce the paper that AUK used each year.

Over 75% of AUK’s printing and copying devices were more than 5 years old. Challenged by maintaining 190 devices consisting of 55 different models from 5 suppliers, 60% of which were not network ready, IT department resources were being exhausted by a large number of user complaints. The cost of managing the mixed aged fleet, especially the running expenses of inkjet devices, was rapidly increasing.

Solution

Alamana Industries (Alamana) – the Authorized Partner of Xerox Corporation in Kuwait – conducted a comprehensive analysis of the AUK’s current asset base and printing environment applying Lean Six Sigma methodology which unveiled the problematic areas in the University’s workflow. The experts then identified ways to efficiently optimize AUK’s fleet, in order to increase user productivity and

grow environmental sustainability, using Xerox technology.

Having considered the assessment report and a solution proposal, AUK signed a Managed Print Services (MPS) contract with Alamana to provide new equipment and services for the University campus.

A three-pronged approach was devised to address the customer’s issues. In phase 1, 16 color and 10 monochrome Xerox® multifunctional printers (MFP) were introduced to replace old, inefficient devices that did not meet environmental standards.

Equitrac, the intelligent print management solution, was integrated into AUK’s IT system. This tool enables the users to copy, scan or send faxes by authenticating individuals on devices through a password and thus provides effective paper usage and consumables control.

Phase 2 was dedicated to creating an online document library to reduce dependency on printed output. Campus documents were scanned using Xerox MFPs and then stored in Moodle, the University Learning Management System.

The cost of the inkjet outputs was three times the cost of an MFP output. To considerably improve savings, all University inkjet printers were decommissioned in phase 3.

To ensure a smooth and user complaint-free implementation process, a top-down approach was used for introducing the MPS solution. The implementation first took place in the administration building where all the University management team resides and then changes were made in the faculty suites. A train-the-trainer approach was adopted – users trained by Alamana experts then explained how to use Xerox technology to their colleagues.

Results

With the user print authentication brought in by Equitrac, AUK’s document security was improved considerably. The President’s Cabinet now gets monthly reports on printer usage, paper and consumables utilization and can easily control the University’s printing and costs associated with it.

Just seven months after implementation of the Xerox MPS solution, the University reached the break-even point and saw the following results:

- Smaller equipment fleet consisting of Xerox productive devices with enhanced capabilities brought the printing and copying volume down by 50%
- Cost per page was reduced more than twice
- Energy consumption and waste levels were decreased considerably
- Annual paper costs were cut by 50%

“Excess printing incurs huge costs on academic institutions and has negative impact on the environment. With this IT initiative in place, AUK meets a set of goals: conserving resources, reducing cost and decreasing the negative impact on the environment”, said Amal Al-Binali, Vice President for Admissions and Public Affairs, American University of Kuwait



All this reduced AUK's annual costs more than 2.5 times.

After the first year, AUK is expecting to have its printing and copying output to be approximately 1.4 million pages - a reduction of 2 million pages.

The AUK leadership team is pleased with the benefits brought by the Xerox MPS solution and is excited to see its students become more conscious about paper and energy consumption as well as waste produced. They are changing their printing habits to further improve AUK's sustainability performance.

The Xerox MPS solution implementation has brought AUK a prestigious award. The University was honored with the IDC Insights Middle East IT Excellence Award for IT cost efficiency in the private sector. AUK was the only educational institution and the only institution in Kuwait to win an award.

About AUK

The American University of Kuwait (AUK) is an independent, private, equal opportunity, and co-educational liberal arts institution of higher education located in Salmiya, Hawaly District in the State of Kuwait. With English being an official institutional language, AUK has its educational, cultural, and administrative structure, methods and standards based on the American model of higher learning. AUK was established in 2003 and is accredited by the Ministry of Higher Education of the State of Kuwait. The university has a current enrolment of over 2,000 students, over a hundred faculty members, and offers fifteen undergraduate degree programs, as well as various other certificate programs

About Alamana Industries

Alamana Industries, a subsidiary of Alghanim Industries, is the Exclusive Authorized Partner of Xerox Corporation in Kuwait.

About Xerox

Since the invention of Xerography 75 years ago, the people of Xerox have helped businesses simplify the way work gets done. Today, we are the global leader in business process and document management, helping organizations of any size be more efficient so they can focus on their real business. Headquartered in Norwalk, Connecticut, we have more than 140,000 Xerox employees and do business in more than 180 countries, providing business services, printing equipment and software for commercial and government organizations. Learn more at www.xerox.com.