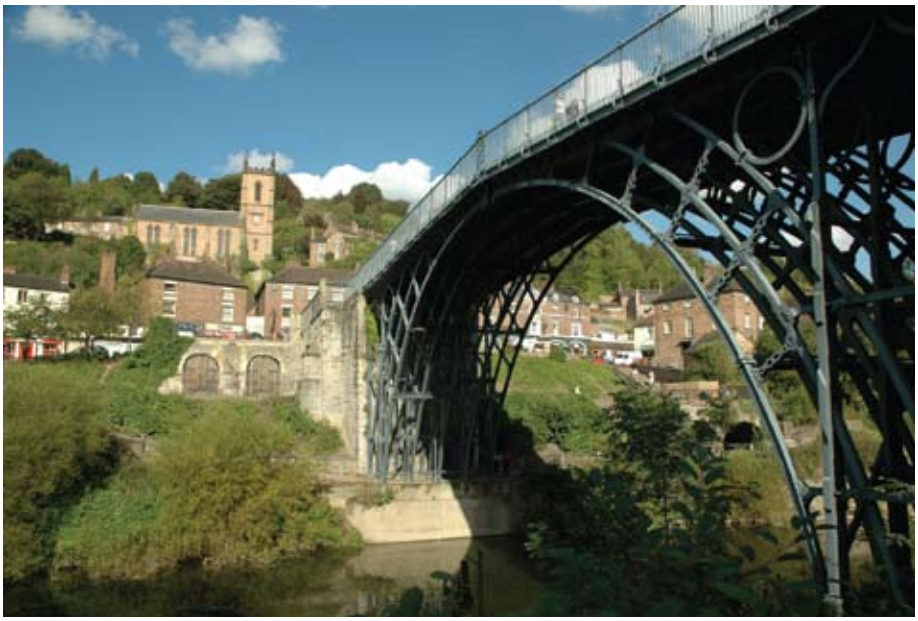
LOCAL GOVERNMENT STREAMLINES PROCESSES, REDUCES COSTS AND ACHIEVES GREEN PRINTING



In keeping with its reputation as one of the top performing boroughs in England's West Midlands Region, as well as its four-star ranking by the national Audit Commission, the Telford & Wrekin Council was searching for ways to streamline administration functions, reduce its office operating costs and integrate sustainable business practices into its everyday activities. The Council quickly recognized that improving control over its printing, copying, scanning and faxing operations would help improve employee efficiencies, cut costs and minimize paper waste.

"Of greatest importance was finding a solution that could potentially be used by everyone in the Council," said the borough's Cabinet Member for Resources. "In our ideal world, employees could walk up to any device, authenticate themselves and immediately print the documents they needed — even if they were not in their usual building."

For its transformation into a greener, more efficient and scalable office environment, Telford & Wrekin Council selected Xerox to manage the deployment of new Xerox WorkCentre™ multifunction devices (MFDs) with Equitrac Office® 4 software and Follow-You Printing® technology providing integrated print management, job tracking and user mobility.

"This project was an important undertaking and we weren't reticent to scrutinize the capabilities and business practices of potential partners," explained the Council's Project Sponsor. "Xerox was a confident choice. From the beginning they acted as a natural partner that renewed our print infrastructure, made our administration easier to manage and helped to reduce our waste and carbon footprint."

The Telford & Wrekin Council identified 14 locations that together generated in excess of 12 million pages per year. The Xerox and Equitrac solution replaced hundreds of previous standalone desktop printers, copiers, scanners and fax machines and consolidated services into 66 color and black and white MFDs and a smaller number of specialized devices.

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Organization: Telford & Wrekin Council, a West Midlands, England, borough with a population of approximately 165,000, and more than 6,000 employees at over 80 different locations and 80 schools.

Challenge: To improve document production and accounting as a way to achieve a greener, more efficient, lower cost and scalable office environment.

Solution: Replace hundreds of desktop printers, copiers, scanners and fax machines with several dozen Xerox WorkCentre™ multifunction devices with network print management and mobility provided by Equitrac Office® 4 software and Follow-You Printing® technology.

Result: Immediate improvements in efficiency and new control over printing operations, with estimated cost savings of 15 percent in the first three years and 25 percent after four years.

Client Comment: *"Transitioning our equipment into a fleet of multifunction devices, we were able to streamline internal administration. Automated internal per page charging to individual business units has enabled transparency and accountability. We reduced paper usage and waste by setting the duplex function as standard which provided both an economical and ecological advantage."*

Measurable Results For All Objectives

According to the Council's Information and Communications Technology (ICT) staff, the successful project delivered all of the desired improvements in efficiency, cost reduction and environmental sustainability.

"By transitioning our equipment from a single purpose device like a printer or copier into a fleet of multifunction devices, we were able to streamline internal administration," said the Council's Project Manager. "An automated system for charging individual business units per-page has enabled transparency and accountability. And we also reduced our paper usage and waste by setting the duplex function as standard which provided both an economical and ecological advantage."

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To monitor total print output and gain control over print use and costs, the Telford & Wrekin Council implemented Equitrac Office 4 software. With Equitrac Office in place, Telford & Wrekin can now track and analyze which devices are under- or over-used, recognize peak usage periods and determine total cost of ownership. Automatically distributed statements and reports let cost center owners see actual print usage — broken down by color and black and white — at an employee level. With Equitrac Office, the Telford & Wrekin Council can now control which devices specific employees can access.

"One of the biggest changes we've seen is the increase in employee awareness about the impact of their individual actions," explained the ICT Senior Technician. "After every print and copy job, employees can see how much each job actually costs."

New Mobility

In addition to traditional printing and copying, the Xerox and Equitrac solution provides council employees an array of helpful tools offering new ways to manage their documents. One immediately popular new capability is Follow-You Printing® that allows employees to walk up to any convenient MFD on the network, authenticate themselves, and print out their queued documents. In addition to supporting worker mobility, Follow-You Printing essentially eliminates wasteful unclaimed printing since documents are not output until the user is physically at the machine to retrieve them.

Today's Results, Tomorrow's Opportunity

Since its transformation, the Telford & Wrekin Council has lowered costs of producing higher quality printed documents. And by right-sizing the document fleet to several dozen shared devices, and integrating services including voice and document management, the Council has streamlined its processes and built a foundation for ongoing savings and efficiencies.

The primary goal of providing the Council with a scalable infrastructure has been achieved. With more than 6,000 employees at over 80 different locations and 80 schools, the Telford & Wrekin Council plans on extending the Xerox and Equitrac solution to additional locations as existing equipment requires replacement.

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