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## CASE STUDY

PUBLIC SECTOR - LOCAL GOVERNMENT

### Halton Borough Council

New print environment forecast to save Halton Borough Council a minimum of £65,000 a year

#### CHALLENGE

Halton Borough Council wanted to gain better control of its print environment, cut costs and energy consumption and in turn reduce carbon emissions.

#### STRATEGY

- New MFP print environment
- Equitrac print management Software.

#### RESULTS

- Optimised infrastructure streamlines print management improving efficiency and workflow
- Wider visibility of the networked print environment and management information including monitoring of copies and volumes printed through usage reports with Equitrac helped re-educate staff, improve processes and control printing costs
- IT staff released to deliver higher value services to the Council
- Initial cost-saving reports forecast a minimum annual saving of £65,000 for reinvesting into better public services
- Power usage and CO2 emissions reduced in line with the Council's five year plan
- Energy and paper savings expected to equate £5,500 per year.

#### ABOUT HALTON BOROUGH COUNCIL

The district borough of Halton is situated in North West England, bordering Merseyside, Warrington and Cheshire and dates back to the 12th century when land on both sides of the River Mersey belonged to the Barony of Halton. The Borough Council created in 1974 as a district of Cheshire and turned into a unitary authority area in 1998, joined the local authorities of Liverpool, Sefton, Wirral, Knowsley and St Helens in 2009, to all form the Liverpool City Region, which today constitutes the Merseyside County. Halton's population of 119,500 residents inhabit nearly 8,000 hectares and its Council has 5000+ employees based in 4 main administrative offices and nearly 40 satellite sites. In 2009 Halton Borough Council entered into a carbon management programme with The Carbon Trust, to review a wide range of council functions and work to reduce carbon emissions over a 5 year period.

**THE PRINT INVESTIGATION REVEALED** an expensive, wasteful and uncontrolled environment. "We had 72 photocopiers and between 800 and 900 individual printers," stated Jim Yates, Principal Executive Officer at Halton Borough Council. "We did not know what our print costs were and had no real control over what we were printing, or volumes. Most devices were standalone and were purchased by different council departments through their own localised budgets. We could not check whether a printer was needed, or was right for the job, and only a very few were networked together."

To release its own IT staff from solving printer problems so they could be used more strategically, the Council sought a partner who could design, install and manage a new print landscape compatible with its existing network.

*“Our new print solution has given us better control of our print environment while reducing costs by over £65,000 and bringing environmental benefits.”*

— **Jim Yates**  
Principal Executive Officer  
Halton Borough Council

**A PRINT ENVIRONMENT FULL AUDIT** on 4 main Council sites was undertaken, revealing a ratio of 2 to 3 users per device. A four-week trial was conducted using multifunction printers (MFPs) with print, copy and send-to functionality plus optional fax. This was followed by a plan to streamline the Council’s print environment with onsite training and no disruption to services during the implementation phase.

All personal printers at 40 sites were removed and replaced by 150 MFPs and a few standalone machines, including wide format plotters. In main offices, they were deployed into central printer stations to provide print, scan and fax functions.

**HALTON BOROUGH COUNCIL’S NEW PRINT ENVIRONMENT INCLUDED:**

- an Equitrac pull print solution, which increases security and efficiency by enabling employees to collect print jobs from any machine using a swipe card
- peripheral management software enabling remote configuration, monitoring and reporting of toner levels
- a Universal Print Driver which reduces the number of print drivers needed
- and payment through a channel led Pay-Per-Use contract.

“Management information through Equitrac increases our visibility of the print fleet, delivering data on the kind

of printing that is being carried out, print volumes and individual print user profiles. This is then used to re-educate staff and reduce costs by encouraging duplex printing and discouraging extensive use of colour,” stated Yates.

*“The new print solution has drastically reduced our fleet by stripping out standalone printers and replacing them with multifunction printers. In typical offices where we could have had between 15-20 devices we now have just 1 or 2. Using fewer of these more economical machines means a significant reduction in power usage and therefore lower CO2 emissions. The introduction of an enterprise wide Equitrac solution will allow us to monitor and scrutinise usage as well as educate users regarding the reduction of paper and energy when printing and we hope to achieve savings in the region of 15-20 per cent.”*

Estimates based on the Carbon Calculator showed energy savings in the region of 60 per cent compared with usage from the previous printer fleet in the 4 initial rollout sites. Energy and paper savings are expected to equate £5,500 per year.

When all Halton Borough Council premises are taken into account, the reduced cost of power usage will result in a minimum saving of £65,000 per annum, a figure that the Council confidently expects to plough back into the authority to improve services for residents of the Borough.

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