



# NUANCE

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## CASE STUDY

PUBLIC SECTOR - LOCAL GOVERNMENT

### Telford & Wrekin Council

Local government streamlines processes, reduces costs and achieves green printing

#### CHALLENGE

- Improve document production, transparency and accountability
- Integrate sustainable business practices
- Streamline administration functions
- Lower costs
- Achieve a greener, more efficient, and scalable office environment.

#### STRATEGY

- Transition single purpose desktop printers, copiers, scanners and fax machines to a fleet of MFPs
- Equitrac Office® 4 software
- Network print management and mobility via Follow-You Printing® technology.

#### RESULTS

- Immediate improvements in efficiency
- Increased employee awareness on the impact of printing and related costs
- New control over printing operations
- Easier administration, transparency and accountability
- Reduced paper waste and carbon footprint
- Estimated cost savings of 15 per cent in first 3 years and 25 per cent after 4 years.

#### ABOUT TELFORD & WREKIN COUNCIL

Situated in the West Midlands region of England, Telford and Wrekin is a unitary district with borough status and a population of 166,600. The borough borders Staffordshire, but is mostly surrounded by the non-metropolitan county of Shropshire with which it shares institutions such as the Fire and Rescue Service. The district's council headquarters are in Telford town centre and overall it employs more than 6,000 staff in 80 different locations and 80 schools.

In line with its reputation as one of the top performing boroughs, and its four-star ranking by the national Audit Commission, 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. To achieve this, the Council's Information and Communications Technology (ICT) team looked for technology providers that could help achieve a greener, more efficient and scalable office environment.

In the solution selection process the Council identified 14 locations that together generated in excess of 12 million pages per year. It therefore became apparent that improving control over the Council's printing, copying, scanning and faxing operations would help improve staff efficiencies, minimize paper waste and cut costs.

**THE MOST IMPORTANT REQUIREMENT** listed by Telford & Wrekin Cabinet Member for Resources was to find a solution that could potentially be used by everyone in the Council regardless of their location. A solution that would enable employees to walk up to any device, authenticate themselves and immediately print the documents they needed

— even if they were not in their usual Council building. This led Telford & Wrekin to restructure its fleet of hundreds of standalone desktop printers, copiers, scanners and fax machines by consolidating services into 66 colour and black & white multifunctional printers (MFPs) running Nuance's Equitrac Office® 4 software and Follow-You Printing® technology with integrated print management, job tracking and user mobility, plus a smaller number of specialized devices.

*"This project was an important undertaking and we weren't reticent to scrutinize the capabilities and business practices of potential partners. Equitrac was a confident choice. From the beginning it made our administration easier to manage and helped to reduce our waste and carbon footprint."*

— **Project Sponsor**  
& Head of Information and  
Communications Technology (ICT),  
Telford & Wrekin Council

**THE PROJECT DELIVERED** all the desired improvements in efficiency, cost reduction and environmental sustainability. By transitioning its equipment from a single purpose device to a fleet of multifunction printers has enabled the Council to streamline its internal administration. Setting the duplex function as standard has reduced paper usage and waste, providing both an economical and ecological advantage. The implementation of an automated system for charging individual business units per-page has facilitated transparency and accountability.

*"By establishing a streamlined solution at our larger locations, we are confident that we'll reduce costs by at least 15 per cent over the first 3 years. After 4 years, we expect to have reduced costs by 25 per cent."*

**WITH EQUITRAC OFFICE**, Telford & Wrekin can 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 allow cost centre owners to see actual print usage at individual employee levels — broken down by colour and black and white printing. The Council can also control and determine which devices can be accessed by specific employees. "One of the biggest changes we've seen is the increase in awareness on the impact of individuals' printing actions. After every print and copy job, employees can see how much each job actually costs." explained the ICT Senior Technician.

In addition to printing and copying, the Equitrac solution provides the Council's employees with tools such as Follow-You Printing to better manage their documents. This new capability supports worker mobility and allows employees to walk up to any convenient MFP on the network, authenticate themselves, and print out their queued documents. Follow-You Printing eliminates wasteful unclaimed printing as documents are not output until the user is physically at the machine to retrieve them.

**TELFORD & WREKIN COUNCIL'S PRIMARY GOAL** of a scalable infrastructure has been achieved. Since deploying Equitrac and right-sizing the print fleet to several dozen shared devices and integrating services including voice and document management, the Council has lowered the cost of producing printed documents, streamlined its processes and built a foundation for ongoing savings and efficiencies.

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