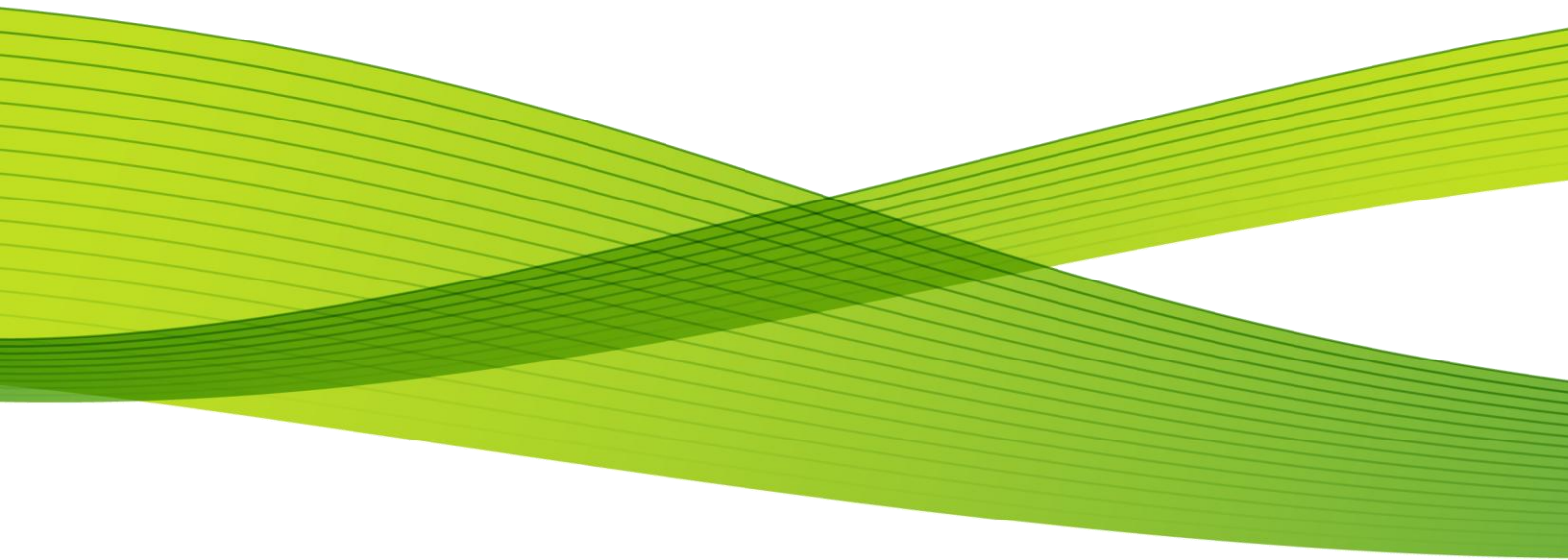


# Newport City Council's print project delivers much more than cost savings

Supported by Xerox's  
proactive managed print  
service



# Xerox managed print service supports Newport City Council's new ways of working

## Delivering a greener, more agile infrastructure



### Overview

Newport is a multi-cultural city with its own unique atmosphere, where traditional industries sit alongside new electronics and financial service sectors. Standing at the gateway between England and Wales.

It is successfully proving that it can re-establish and adapt itself as a centre of modern industry and commerce, it is undergoing major changes with many parts of the City being redeveloped to create a better environment for people to live, work and visit.

Newport is the 8th largest Council in Wales, providing all major services such as education, leisure, housing, social services, planning and highways. The council employs approximately 6,500 people and has an annual revenue budget of around £300 million.

As part of their transformation programme the council considered research into cost saving initiatives including organisational print. The potential hard cost savings were estimated at nearly 30 % and there would be other benefits in supporting new ways of working across the council.

Xerox was selected as the council's partner for a managed print service via the Government Procurement service framework. The project has yielded great efficiencies, the managed service takes away much of the burden on staff and IT and allows them to focus on what matters most to them – supporting their community.

### Challenge

The industry analyst IDC recently reported that: "Print-related costs represent a significant proportion of IT spend, and although some businesses have attempted to identify and reduce these costs, there is still widespread lack of awareness of the magnitude of print-related spending. Direct costs account for only a fraction of the total cost of printing, with companies finding it difficult to identify and quantify the remaining substantial "hidden" costs of printing". IDC June 2011 Beneath the Surface

This situation was familiar to Newport City Council (NCC). Budgets were previously decentralised with each department responsible for procuring printers, making service calls and managing consumables ordering. They did considerable research into the potential cost savings available through the correct application of a Managed Print Service (MPS). For organisations similar in size and output to Newport, Cabinet Office reports predicted that significant savings in overall print costs were possible but must be supported by a coordinated approach to print management, fully supported by senior managers across the organisation.

### Approach and Savings Opportunities

In NCC's case sponsorship started from the top, with the MD and Cabinet Member backing the initiative. The approach was to assess the current print infrastructure, establish a base line position and identify the biggest spend areas across the council. Part of this assessment was to gather an understanding of department's requirements and what applications were critical. This would be important when designing the future solution and gaining staff acceptance during implementation.

The assessment identified that NCC was producing approximately six million printed pages across all sites on desk-top printers. Non-networked inkjet printers were the most expensive printers to run and this offered a quick win - removing these devices from offices where access to other shared printers existed.

Colour printing was a major cost to the Council. Whilst 14 % of the print volume was colour the cost was 42 % of the total cost of printing. This was a priority, and with over three million colour pages produced internally every year, it was another key opportunity to save.

Consumables for the old distributed printer fleet resulted in over 750 invoices being processed each year. At an estimated processing cost of £55 per invoice, improving the process and future management was imperative.

## The Solution

NCC selected Xerox as their MPS partner. The new service includes; a range of hardware (119 A4 and A3 multifunctional devices including the cartridge free solid ink Xerox ColorQube), software (Equitrac/Drivve mobile) and the Xerox MPS toolset for supplies, billing consolidation, service, support, change management, management reporting and optimisation. The proactive nature of the Xerox service monitors all contracted devices via dedicated MPS service delivery centres.

Budgets have now been centralised and managed by one service area, printing is now delivered as a service to council departments and they are charged for their usage. Consumables are delivered to site before the users realise they are required, increasing the device availability and improving end user satisfaction. A customer service portal allows visibility of service levels and also provides valuable management reporting enabling fact based decision to be made on continuous optimisation.

NCC recognised that only after all print users understood the need to print more responsibly will the full savings be realised. To accelerate this the team gave the council wide initiative a name – Flexiprint – print less, more efficiently. Flexiprint was launched through Open Days, including key users from council departments, helping gain adoption of the new service and share with everyone the cost and environmental benefits as well as the new functionality available to users. This was vital in supporting the NCC project manager and Xerox team roll out the new service that included the council removing a further 250 desk-top printers.

Supporting the new print service is the cost control solution Equitrac Follow You printing. This now means users can now print and collect to any enabled device across over fifty council sites. New functionality, including document scanning, enables secure scan to e-mail. In addition, the new devices support printing from the council's critical applications including Oracle, Academy and Groupwise.



“A more flexible working environment is just what we need for our increasingly agile workforce. The project has other benefits, too. We have significantly reduced the administration costs of processing invoices and ordering consumables for our printers – not to mention the savings we derive from less waste paper and power consumption.”

Mark Neilson  
Head of Customer and  
Information Services,  
Newport City Council

### Assessment and Control:

- Newport City Council engaged NewField IT to provide a document assessment to give them a base line cost and understanding of their enterprise wide print infrastructure.
- Equitrac FollowYou was selected as the cost control and accounting solution for the council, providing them with visibility on the volumes printed, costs as well and providing staff a way of printing from any print related device.

### Pre-negotiated and best value:

Government Procurement Service (formerly Buying Solutions): Government Procurement Service, an executive agency of the Cabinet Office, is the delivery arm of Government Procurement. Their overall priority is to provide procurement savings for central government, health and organisations across the UK public sector. Their main focus is to deliver these savings through expert sourcing, category and centralised data management.

### Give it a name, get people behind it:

The Newport team realised that this print project was going to affect everyone and decided early on that internal communication would be important. They decided on a name and communicated all the benefits of the change under this banner. The name was Flexiprint.



## The Results

Tracy McKim, IT Infrastructure Manager at Newport City Council, said: "The cost savings of 25 % are significant, more importantly the solution allows our employees to do what they should be doing rather than spending time fixing print problems".

The new service has reduced colour printing by 50 % and black & white by 10 %.

The removal of over 250 desk-top printers in conjunction with the new energy efficient Xerox devices plus FollowYou printing has reduced power consumption and network points required and eliminated printed waste by over one million prints a year. The added benefit of this was freeing up vital floor space across the sites.

Tracy adds, "The FollowYou print solution is a huge helping hand in the council's move towards a more agile workforce and support new ways of working. By an employee being able to print from any supported NCC site, we're allowing them to be part of a more flexible working environment, while also driving business continuity and further efficiencies."

The scanning solution has improved information security through a more structured and defined set of requirements around electronic and hardcopy documentation. The single sign on and FollowYou print has reduced the risk of confidential information being sent to the incorrect recipient and printed jobs being collected by the wrong person.

The Xerox service's consolidated billing means the number of invoices processed by finance has been dramatically reduced to just one per quarter saving time and valuable resources.

## The Future

To continue the use of the latest technologies to support new ways of working, the IT team is currently piloting printing from Blackberry devices, providing critical mobile staff with a convenient and secure way of printing.

Xerox works closely with the council to review performance and optimise the print infrastructure - allowing Newport City Council to focus on what matters most – supporting their community.

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Tracy McKim  
IT Infrastructure Manager,  
Newport City Council

