

Freeing up Resources Where it Counts

“We want to make sure that as much of our budget as possible goes on things that matter to Harrow’s residents. Every penny Xerox helps us save on printing is a penny more for front-line services.”

– Carol Cutler
Director of Business Transformation and Customer Services
Harrow Council



OUR CHALLENGE

“The contract with our previous print provider had got out of hand. We had a mix of managed and unmanaged printers, and no real control over devices or print volumes.

As soon as we started working with Xerox, everything changed for the better.

When we renewed our contract with Xerox, we came up with fresh challenges for them to help us solve. Reduce the cost of printing even further. Help us print even less, especially on our office printers. And support more flexible ways of working.”

OUR SOLUTION

“When Xerox took over as our managed print service (MPS) provider, we breathed a huge sigh of relief. After analysing our needs, they provided a service that was perfect in every way. The right number and mix of fully managed, reliable multifunctional printers (MFPs). Much lower costs. And pull printing and analytics to help us cut down on print.

When we extended the contract, we added the Xerox® Hybrid Mail Service, which makes us much more agile and cost-effective in sending letters out to residents. We’ll also be rolling out the Xerox® Print Awareness Tool, to help people see for themselves how they can print less.”

OUR RESULTS

“With Xerox helping us to evolve our print services, we’re not only saving even more than before, but also making great strides towards a paper-light office and more flexible working.”

- Printer fleet down by two-thirds, from 363 to 115
- 30% reduction in annual contract costs, from £360,000 to £240,000
- Additional 20% savings achieved through:
 - 21% cut in black-and-white printing (from 14.1m to 11.1m pages)
 - 42% cut in colour printing (from 2.4m to 1.4m pages)
 - Further click rate reductions at contract extension
- Increased security of confidential information with pull printing
- Reductions in the cost of printing and posting letters
- Support for flexible working

GOING PAPER-LIGHT

Harrow Council in north London wants to transform the way it works by taking as much paper as possible out of its operations. Why? Because it's an obvious way both to reduce unnecessary spending — freeing budget for more valuable uses — and to support more flexible working.

“Printing less means changing employees’ attitudes towards printing and providing alternatives to the printed page,” says Carol Cutler, the council’s Director of Business Transformation and Customer Services.

At the civic centre, for example, where around half the council’s 2,000 employees are based, the council has installed thin clients in all the conference rooms. So everyone can follow meeting agendas and presentations onscreen, instead of relying on printouts.

Three elements of the solution from Xerox are key to helping employees print less in the office. One of them is pull printing, which means nothing is printed until a user releases the print job at an MFP. With no more forgotten printouts left lying around, wasted print (and its associated cost) is down. As a bonus, confidential information is better protected too.

MAKING BETTER PRINTING CHOICES

The two other key elements are the Xerox® User Analytics Service and the Xerox® Print Awareness Tool.

User Analytics lets the council keep a close eye on how its MFPs are used and what people are printing. It’s easy to identify heavy users or pockets of abnormal activity.

“We can report, for example, on the 20 people printing the most, or doing the most colour printing,” says Cutler. “With the stats to hand, we can have a conversation about what they’re printing and why, to help them change their habits.”

The Xerox® Print Awareness Tool will complement Cutler’s interventions by helping users understand their own printing behaviour and motivating them to make better choices. A personal dashboard will let them see their print usage, how they stack up against colleagues, and how their efforts to cut back help the council meet its print reduction goals.

SUPPORT FOR FLEXIBLE WORKING

“My vision is to get to the point where we’re only printing documents that are used outside the council,” says Cutler. “And if a document is for external use, we shouldn’t be using the valuable time of employees to print it, if we can avoid that.”

As a first step to achieving this vision, the council has implemented the Xerox® Hybrid Mail Service to handle the printing and despatch of letters to Harrow residents. Once a user creates a letter and hits the print button, it’s over to Xerox to print it, put it in an envelope, frank it and post it.

“There are lots of benefits to hybrid mail,” Cutler explains. “As well as freeing employee time, we’re making real savings on printing and postage. What’s more, anyone can get letters printed and posted, no matter where they’re working.”

That will be a big help when the council relocates to a smaller civic centre in a few years, and hot-desking and homeworking become commonplace. “We’re implementing technology and services now that will support flexible working and so help us make best use of the more limited space,” says Cutler.

ONE MFP FOR 1,000 USERS?

In the meantime, Cutler has asked Xerox to look at how the council can bring office print volumes down to a much lower level — by, for example, implementing alternative services that do away with the need to print. She’d like to think they’ll be ready to manage with just one MFP at the new civic centre.

“Xerox is already helping us to print less, and to spend less on what we do print, but I’m convinced we can take it to another level,” she says. “I’m also convinced that Xerox has the expertise and solutions to help us make it happen.”

Find out more at xerox.com