



A Xerox Company

Education Case Study

Managed Print Services
Xerox MFP's & HP Printer
Service

ESI helps Thomas Nelson Community College realize savings of over \$5,000 Per Month by Implementing Managed Print Services & Rightsizing the Printer/Copier Fleet.



Founded in 1967, Thomas Nelson Community College (TNCC) is the fourth largest community college in the Virginia Community College System with an enrollment of more than 15,000 students annually.

The Customer

The College has two campuses in Hampton and Williamsburg, Virginia and a satellite site in Newport News, Virginia.

ESI had a limited relationship with them over the past 10-15 years. Our ISG (Information Solutions Group) had helped plan some infrastructure related projects, and assisted with PC refresh. The relationship on our Print Technology side of the house was far less developed. With the opening of a new campus 30 miles up the interstate, as well as state-mandated plans to cut the budget by 5, 10, and 15 percent, Thomas Nelson Community College was open to hearing about new creative ways to cut costs.

The Challenge

With a copier/MFD fleet mostly comprised of state rentals, printer acquisitions that were unmanaged through a central entity, and supply costs that were a moving target from department to department, an understanding of the true cost of printing throughout the college was a complicated proposition. Working with both the IT and Purchasing from TNCC, ESI targeted seven of the presumed 'high-volume' areas to begin the study.

The Process

Working after hours with the support staff, software was installed and floor plans were drawn up detailing the current state of TNCC's entire output fleet for these selected areas. Costs were collected by working directly with each department, and then juxtaposed with the usage history to paint an accurate picture of each department's average monthly document production costs. If cost savings were the ultimate goal, achieving that through the effective deployment of new technology and a plan to properly use TNCC's current inventory were the means. Each area was qualified by volume, application, end-user feedback, and allocation, as those four criteria shaped the development of an optimized state.

The Solution

Once the studies were complete for all these areas, ESI presented their recommendations to the leadership team that helped define the goals of the process to begin with. A current fleet of 66 print devices producing 180,000 monochrome pages and just over 3,000 color pages was comfortably reduced to 33 devices. Stand-alone copiers were replaced with Xerox MFD's that integrated directly into TNCC's current document management system. Expensive personal printers were consolidated into workgroup capable laser printers already owned by the college.

The proposed option presented a hard-cost savings opportunity of 42%, with the promise that the introduction of scanning to so many of these departments would also have an impact on the number of monthly printed pages. While this was the theoretical version of the proposal, understanding how these changes would potentially impact the departments was the next key step.

Meetings were conducted with each of the departments analyzed during the study period. The culture shock or centralizing some of the printing is one of the most consistent obstacles when trying to develop a print strategy. By understanding the needs of each department and working together with them to craft a customized solution that stayed focused on the ultimate goal of maximized cost-savings, the implementation process was met with zero resistance.

Results

As the state contract leases of their current Ricoh copiers began to come due, each department received a Xerox MFD that suited each departments volume and application needs. With the help of TNCC's IT staff, ESI signed up the earmarked laser printers on an all-inclusive service and support agreement that streamlined the process for all of their workflow devices. As it was a tiered process rolled out department by

About ESI

Electronic Systems, Inc has been providing total office solutions in the state of Virginia since 1981. With six locations to support you we have 6 branches across the state (Virginia Beach, Hampton, Ashland, Roanoke, Lynchburg, and the DC area), over 500 employees, and over 200 of them in a support capacity.

The Results

Six months after the initial process ESI has followed through on providing the 42% cost-savings initially proposed. Due to ESI's focus on repurposing TNCC's current printing assets, we were able to minimize the investment to get from the current state to the proposed. Over \$118k worth of new Xerox and Kyocera devices have been deployed at TNCC's main campus. Users were tirelessly trained not just on the functionality of their new equipment, but on how to become better stewards of their departments print budget.

The IT and Purchasing departments appreciate how easy it is to quantify the savings on an ongoing basis. Costs that would have remained unknown are now easily understood, while also providing the framework to implement further cost-savings measures as the strategy continues to develop.

The 6-month proof of concept process was presented to the president of the college. Largely because of ESI's ability to deliver on the proposed cost-savings with data to back up this fact, a full-on print strategy is being rolled out to the remainder of the main campus, but with the backing of such a key figure, the expected ROI has the potential to be realized in half the time for the rest of the college.

Beyond the main campus, Thomas Nelson recently opened a new campus in historic Williamsburg. By demonstrating their value as partners, ESI advised on the recommended fleet configuration and has helped deploy over \$120k worth of new output devices to meet the needs of this new site.

ESI proved itself as a sound business partner as this strategy has been developed and defined. Their service team, customized billing, resources for delivery and installation all helped set ESI apart from other potential partners. But the biggest value to TNCC lay in ESI's consultative model of partnership, which allows them to provide two subject matter experts for their customers. One representative has the product knowledge of the new multi-function technology. One has the knowledge to analyze and understand the ongoing ramifications of supporting a fleet. It is the marrying of these two worlds that is critical in developing a true print strategy. With cost savings of over \$5k/month on the horizon, it is quite possible that in taking this side of their business a little more seriously, TNCC has saved more than a few dollars, possibly even a few jobs.



A Xerox Company

Copyright© 2009 Global Imaging Systems. All rights reserved.