

“With print governance, we’re empowering employees to make printing decisions all the way down to the lowest level, determining the most cost-efficient way to print each job.”

—Lea Deesing, *Chief Innovation Officer*,
City of Riverside, CA



Our Challenge

“We were facing an economic decline, which made us revisit all our services to try and implement new efficiencies and cut expenses. Print was an area that was out of control. Departments were using whatever printer they wanted and we had no visibility into our total costs. We needed to standardize our devices, supplies and processes.”

Our Solution

“Xerox developed a three-phase solution. In phase one, they began managing our toner. We standardized on the Xerox® multifunction devices (MFDs) in phase two and introduced print governance in phase three. Now we have much greater control over print operations. Users know the cost of each job, so they’re empowered to make their own decisions about what and how to print.”

Our Results

- Users make their own print decisions, with visibility into the cost of each printing option
- Annual savings of \$180,000
- Supported the city’s green initiative by reducing printer and toner use
- Freed up storage space to be used more productively
- More budget left to be allocated to beneficial city services
- Greater print management and control through standardized devices and usage reports
- Decreased the need for help desk support and device repair

“In the first year, we exceeded what we thought our savings would be. Had we not gotten those cost savings, we might have had to eliminate two or three jobs.”

—Lea Deesing, *Chief Innovation Officer*, City of Riverside, CA



Empowering City Employees with Managed Print

Riverside, California, is home of the orange tree that created the California citrus industry. Planted in 1873, the tree's cuttings were shared throughout Southern California, spawning a widespread crop of new businesses.

One hundred twenty-seven years later, the City's print infrastructure was experiencing similar growth, although far less fruitful. Printers were scattered throughout City offices and desktops, with no central management, little control and minimal understanding of total costs—until Riverside implemented Xerox Managed Print Services (MPS).

Picking Xerox from a Field of Competitors

“We had allowed departments to pick whatever printer or copier they wanted,” explains Lea Deesing, Riverside's Chief Innovation Officer. “There was no standardization or central management. We needed to find out what our actual spend was, so we brought in Xerox.”

“We chose Xerox because of their assessment tools, ease of implementation and quality of their services team. We standardized on their MFDs because of their breadth of function, performance, security features and strong industry reputation. Now anyone can print directly to the MFDs. So, for instance, executives don't have to wait for administrative assistants to make copies.”

“The enterprise print governance that Xerox could provide was also a differentiator. Their competitors didn't have anything close to that.”

About Xerox. Since the invention of Xerography 75 years ago, the people of Xerox have helped businesses simplify the way work gets done. Today, we are the global leader in business process and document management, helping people be more efficient so they can focus on their real business. Headquartered in Norwalk, Conn., United States, more than 140,000 Xerox employees serve clients in 160 countries, providing business services, printing equipment and software for commercial and government organizations.

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Xerox estimated Riverside's annual print spend at \$1.2 million—a number the City thought was “grossly exaggerated,” but soon realized was painfully accurate. The pain reliever? A three-phased Xerox MPS solution.

Phases I and II: Greater Control of Toner and Devices

Xerox assumed responsibility for managing Riverside's printers and supplies, starting with standardization of toner and devices.

“We were able to reduce significantly the types and amount of toner people had in supply cabinets. We're saving on storage space and it's helping us remain a responsible green citizen.”

Deesing's team led a “gentler and kinder implementation,” which meant older printers were phased out gradually. Or, as Deesing put it, “Our basic philosophy was, ‘don't repair them, replace them.’”

“We also ensured that devices would stay up and running through a Xerox toll-free number that every department calls, whether for stand-alone printers or LAN printers. It has worked out really well.”

Phase III: Enterprise Print Governance

The Xerox® MFDs provide many new printing options, including color, two-sided printing, stapling and more. Department heads, who are responsible for print costs, can establish default settings or let users make their own decisions. Says Deesing:

“The print governance application shows the cost based on the job and the device. It also gives you change buttons. Do you want to change from single-sided to double? From color to black and white? If you do, you immediately see the cost reduction.”

“You have the flexibility you had before, but you see the cost impact of each decision, so you don't waste money on something you didn't need.”

“We're pushing decision-making all the way down to the lowest level. That behavior change is significant and it's going to drive long-term behavior that will provide further cost reductions.”

Trimming Back Costs

The MPS cost savings have far exceeded Deesing's expectations:

“We're saving about \$180,000 a year, which is significant. That doesn't include eliminating local printers, which could probably save another \$120,000 to \$200,000.”

“We shaved off a significant amount by consolidating our leases. The lease amount was less and the device was superior. We also eliminated costs by consolidating scanners and faxes into the MFDs.”

“If we had known how significant our savings were going to be, we would have done it years ago. There's no doubt Xerox has been a key partner for us.”



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