

“As part of the Council’s efficiency programme we continue to look for new ways of working and reductions in unnecessary spend. Xerox has been instrumental in helping us print less, print more efficiently, and save more than £800,000.”

– Mark Neilson,  
Head of Customer Services and Digital Innovation  
Newport City Council



## Our Challenge

“As a UK local government organisation we face challenging cost-cutting targets. One of the reasons we looked at print was that the Cabinet Office predicts that an organisation of our size can see significant cost savings through a coordinated approach to print management, if the transformation is supported from the top.

Backed by our leadership team and Cabinet Member we undertook a full print audit to understand both the saving opportunities and how to improve service for our 6,500 staff. It revealed that besides processing more than 750 invoices each year just managing consumables, we had hundreds more desktop printers than we needed, and little control over print volumes.”

## Our Solution

“We chose Xerox as our print partner and launched our Flexiprint initiative to educate employees about the importance of printing more efficiently and, where possible, printing less.

Under the fully managed Xerox service we’ve replaced more than 300 desktop printers and around 100 old multifunctional devices (MFDs) with a flexible fleet of more efficient MFDs with more advanced capabilities. Xerox proactively manages all of our MFDs and consumables, and gives us detailed usage analytics, down to individual users, so that we can intelligently target savings in day-to-day print-related activities. With office print under control, Xerox is now helping us to use our print room to be even more efficient, and there are more document management initiatives in plan.”

## The Results

“Besides realising savings beyond expectation, we’re seeing staff becoming less dependent on paper. They’re printing less and scanning more, working more efficiently with documents in electronic form. When they do need to print they can do so securely from any device using their staff ID.”

- >50% savings over 5-year contract (>£800,000)
- >30% total drop in printed pages, eliminating >4m pages per year
- Just 4 invoices per year instead of >750
- Flexible working supported by secure ‘follow me’ printing and scan-to-email
- Almost 500,000 scanned pages in 6 months
- Improved device availability through the managed service
- Flexible contract: number of devices going both up and down in line with council needs
- Significant drop in outsourced printing thanks to improved print room quality and convenience

“Having Xerox as our single partner for printing and related document services is revealing new ways of working that save us money and make us more efficient.”

– Tracy McKim, Information Governance Manager  
Newport City Council

## Understanding the opportunity for change

From education to housing, social services to roads, parks to waste management, Newport City Council is responsible for all of the major services enjoyed in and around the Welsh city of Newport. Faced with tough cost-cutting targets and ambitious redevelopment and service improvement plans for the city, the council realised that a transformation of its decentralised print environment represented an opportunity for substantial savings, and also for more efficient and flexible ways of working.

An assessment carried out by Newfield IT, a Xerox Company, revealed that there were many opportunities for improvement. Some 80% of the council’s printing devices were desktop printers — many of them expensive inkjet printers. More than half of the council’s devices weren’t networked, which was not just a management challenge but limited the choice of staff in where they could print across the council’s 50 sites. With each department managing its own print budget, the council was processing more than 750 invoices annually, at an estimated processing cost of £55 each.

## Making it a reality

Through the RM450 procurement framework of the Government Procurement Service, the council chose Xerox to roll out a managed print service (MPS) that would address these issues and support more agile ways of working. The Xerox solution has enabled the council to remove almost all of its desktop printers and replace its existing MFDs with more efficient, networked A4

and A3 devices, including solid-ink Xerox ColorQube devices to support more cost-effective colour printing.

The council recognised that user education would be vital to the removal of desktop printers and to realising the full savings of the service. Flexiprint was launched through open sessions that communicated to staff the cost and environmental implications of printing, and showed how the new devices would support more efficient ways of working.

Besides supporting default duplex and black-and-white printing, the Xerox devices offer secure pull or ‘follow me’ printing (allowing staff to print from any device using their staff ID), and scan-to-email functionality, which has helped reduce the printing and movement of paper through the council. All of these features have contributed to a significant and sustained drop of more than 30% in the number of pages printed. Overall, Newport City Council has cut its print costs by more than 50% over five years.

## Control, freedom and insight

“It’s not just that the savings are beyond our expectation,” says Tracy McKim, the council’s Information Governance Manager. “The introduction of the multi-function devices allowed our employees to do what they should be doing instead of fixing print problems, and opened up more flexible ways of working for them.”

Print procurement budgets are now centralised and managed by one service area, with printing delivered as a service to departments and per-page printing costs charged to them. Consumables are delivered before anyone realises they are required, improving device availability



and user satisfaction. Importantly, the council also gets detailed analytics about who is printing what, enabling them to address paper-based workflows with insight and target further cost-saving and process improvements. This has informed the New Ways of Working programme.

## A developing partnership

With office print under control, the council turned its attention to its central print room, intended for large jobs and for more professional print requirements. Its aging devices were no longer delivering the required quality and it wasn’t easy for staff to submit jobs, which led to the print room being under-utilised.

New Xerox devices and a ‘web 2 print’ portal are turning this around. One of the council’s staff members, who used to spend his time getting quotes from external printers, now manages in-house printing instead.

The portal delivers an ecommerce-like experience, making it easy for users to specify a print job, see its cost and submit it directly to the print room. For internal users the cost is charged back to their department; but payment can also be taken directly, enabling the council to offer the print room as a service externally to generate additional revenue.

“Following our most recent document services tender, Xerox is now managing all of our print infrastructure,” says Mark Neilson, the council’s Head of Customer Services and Digital Innovation. “With Xerox as our partner we look forward to further efficiencies as we gain a clearer understanding of our paper use and start exploring workflow automation.”