Real Talk With
Warrington Borough Council

"As well as achieving quick-win efficiency savings, we wanted to set the council on track to a more digital future. Xerox is helping us on both counts."

— Keith Traverse, Head of ICT and Print
   Warrington Borough Council

OUR CHALLENGE

"Like the rest of the UK public sector, Warrington Borough Council has had to face up to austerity measures and look for ways to make efficiency savings. Lowering the cost of printing was an obvious candidate.

We wanted to help people use less colour, and reduce the amount they print overall. We also knew that if we had the right devices in our print room, we could outsource fewer large or complex print jobs.

We also knew that real change depended on doing more. We wanted to set the council on a journey to digital transformation with respect to print and mail, at both an individual and an organisational level."

OUR SOLUTION

"Using the Crown Commercial Service public sector framework agreement, we went out to tender for a managed print services contract. Xerox offered a pricing model to meet our short and long-term goals, together with a range of supporting services.

Through the Xerox® Managed Print Service we have 199 multifunctional devices (MFDs) across approximately 60 sites, plus 4 production devices in our print room. The service automatically orders and delivers consumables; and any device issues are dealt with remotely, or by our onsite Xerox engineer. This has kept downtime to an absolute minimum.

To simplify partnership working we have an integrated mobile print solution, which allows visitors and non-council staff to print directly to our MFDs from their mobile devices, without attaching to the network."

OUR RESULTS

"We're extremely satisfied with the service: it's helping us achieve all the aims we set out with. We are saving money on office print — yet providing a more reliable and accessible service. We have the print room capacity to do more printing in house. And the ability to scan at any MFD is a great starting point as we look for alternatives to printing."

- Office print volumes cut by 5% for colour and by 6% for black-and-white, thanks to pull printing (reducing wasted prints) and scan-to-email.

- First-year cost-saving targets of 4% on office print and 15% in the print room achieved.

- Around £60,000 saved annually by printing council tax bills in house; part of which have been invested in developing printing and scanning apprenticeships.

- Access to advice and capabilities to drive digital transformation

xerox®

QUICK WINS WITH OFFICE PRINTING

Warrington Borough Council is delighted with the results it has achieved one year into its managed print services contract with Xerox. Print costs are down. People are printing less. And with the MFDs defaulting to black-and-white, fewer colour pages are printed.

"We met all our targets for the first year, but we're not resting on our laurels," says Keith Traverse, Head of ICT and Print at Warrington Borough Council. "We regularly sit down with Xerox to review how we're using the service and look for more ways to drive down costs."

For example, ongoing device analysis allows devices to be deployed, moved or retired in order to optimise overall resource use across the council. More than that, the council wants users to think harder about what, why and how they're printing, so it plans to roll out the Xerox® Print Awareness Tool to everyone.

"Being able to see for themselves what their printing habits are, and getting tips on how to print more efficiently, will help people make better choices," says Traverse.

RELIABILITY DRIVES SATISFACTION

As in many other parts of the UK, third-party organisations run some of Warrington's citizen services — such as museums, libraries, leisure centres and adult social care. They rely on the council for a range of services, including managed print delivered by Traverse and his team under the Xerox contract.

"We provide these services on a commercial basis, so we need to be confident they're available and reliable," explains Traverse. "The service from Xerox is extremely reliable."

If there is an issue with a device, or it needs a regular service, the device itself makes an automatic service call, which is often resolved without users even being aware. The on-site Xerox engineer, who works as part of the council's ICT team, responds to any other issues that arise, to ensure that service level agreements are achieved.

"The automatic reporting of faults, combined with the way our dedicated engineer keeps everything running smoothly, is a big part of why we're so satisfied with the service," says Traverse.

MOBILE PRINT FOR ALL

Increased mobile and multi-agency working are other trends in the public sector that Warrington's managed print service caters to. An integrated mobile print solution lets non-council staff use a PIN to print documents from their mobile devices.

"We know that, to maintain security standards, organisations prefer not to allow others to directly connect to their networks," says Traverse. "The mobile print solution can allow the police, for example, to print directly from their devices to our printers without any hassle."

The PINs used by the mobile solution are integrated with the Xerox system that manages and monitors MFD use, so the council can choose to charge the print job back to the relevant agency or organisation, if desired.

LET'S GET DIGITAL

Even as the council makes great strides in reducing office print volumes, it is actively doing more production printing in house. That's because the high-quality devices in its print room can handle jobs that used to be outsourced, such as the 420,000 or so documents issued yearly that cover council tax bills, benefit letters, leaflets and circulars.

"Doing the work ourselves costs less than putting it out to an external company, so it's another way we're saving money," says Traverse.

His longer-term goal is to implement a 'digital by default' strategy at the council, that will power even greater efficiencies. The MFDs' scan-to-email feature already gives individuals an alternative to printing and copying, while the council's print room can do large-scale scanning on its Xerox production devices. This has again allowed contracts that were previously outsourced to be brought in-house. Traverse is also exploring other advanced services, such as hybrid mail and push to email.

"Xerox has plenty of insight to share and solutions to offer," he says. "They're our first port of call for advice and guidance as we embark on Warrington's transformation towards a paper-light office."

Find out more at xerox.co.uk

xerox ®