

Gibraltar Schools Increase Productivity, Reliability with Xerox® Technology

“It is so nice; these machines just work! We chose Xerox because of the service that they provide and for what they do to help us every day. We don’t have to worry about it!”

– Shawn Stirling, Finance Manager, Gibraltar School District



ABOUT THE CLIENT

The Gibraltar School District, located in Woodhaven, Michigan, includes a high school, middle school, and five elementary schools, serving some 3,600 students. It strives to provide the best educational experience and equip students with opportunities for success.

CASE STUDY SNAPSHOT



The Challenge

- Frequent printer breakdowns disrupted the district’s ability to meet crucial printing needs.
- Low levels of support from vendors and billing discrepancies.
- Limited in-house IT resources to handle technology issues.
- Additional spending to outsource time-sensitive printing when machines were down.



The Solution

- The [Xerox Business Solutions](#) team did a [360 Assessment](#) of district needs and customized a solution.
- Implemented new Xerox® Printer technology throughout the school district.
- Provided regular account reviews to monitor their environment and help manage the district’s budget.
- Digitized paper student records and helped upgrade the fax system via a third-party vendor.



The Results

- IT and administrative staff regained time spent fixing machines, increasing productivity by 20%.
- Staff can now focus on providing the highest quality learning experiences for their students.
- More efficient access and security for student records.
- Ongoing partnership with Xerox helps the district stay on top of technology needs.



THE CHALLENGE

Continued printer meltdown, unreliable vendor support

The Gibraltar School District needed to find a vendor able to provide quality, versatile, and dependable printer technology within their budget.

Like most school districts, Gibraltar has a high volume of print and copy demands daily that require reliable and robust equipment. However, its contracted printer provider was not keeping pace with that demand. The district's printers were continually breaking down, disrupting its staff's ability to prepare needed documents for classes. With a lack of reliable vendor service or in-house resources, district administrators struggled to cope.

Each time the printers malfunctioned, particularly during key morning hours before class, teacher print projects became backed up. The district had to go to the expense of having local print shops handle crucial print jobs.

The contracted vendor was also failing to provide adequate service and supplies to the 120 desktop printers distributed across the schools, leading to inconsistent maintenance and added expenses.

While resolving its printer issues was a key priority, the district was also struggling with fax phone line issues.

THE SOLUTION

A needs analysis and customized technology solutions

Gibraltar turned to [Xerox Business Solutions](#), which conducted a six-month [360 Assessment](#) of the district's technology needs.

The team found that the vendor-supplied printers were not suitable to handle the intense volume of use the schools required. As with most school districts, most of the print and copy activity for Gibraltar takes place in a short amount of time, generally during a narrow window in the morning when teachers are not yet in class. Under such demands, the machines were overheating, causing jams and malfunctions.

The Xerox team implemented a plan to install 30 Xerox® Multifunction Printers that could handle the daily demand, along with a maintenance and print management program to address any repair needs going forward. It also took over the maintenance of the existing desktop printers.

“We listened and we give them the information they need to make good decisions.”

– James M. Neal, Major Account Manager for Xerox Business Solutions, Midwest

The assessment also identified the need to upgrade the district's fax system and proposed a plan to digitize Gibraltar's paper student records dating back to the 1950s.

THE RESULTS

Machines that work, improved overall technology

The new fleet of robust multifunction printers reliably handles the district's daily printing needs, resulting in a 20% gain in efficiency and freeing up IT and administrative staff to focus on more important education efforts.

Several years into the contract with Xerox, the district replaced its desktop printers with Xerox® Equipment.

The team also helped the district upgrade its fax capabilities, converting the system from analog lines to a cloud-based digital fax solution operated by a third-party vendor.

Gibraltar also used Xerox to digitize the district's backlog of student documents and is continuing the process to digitize eligible new records — which must remain paper until each class graduates under school regulations. And it is in the process of digitizing records for a special education consortium affiliated with the district.

The school system continues to rely on Xerox as its longstanding partner to evaluate ongoing technology innovations and provide upgrades as needed. For example, the team recently helped the district implement a print release software that requires printer users to swipe a card in order to pick up their printed documents, improving security and preventing document mix-ups and backups.

James M. Neal, Major Account Manager for Xerox Business Solutions, Midwest, notes that his team continues to work with district administrators to look for solid solutions that will truly impact Gibraltar's bottom line and save them time and money in the long run. “We listened and we give them the information they need to make good decisions,” he says.

Learn more at [xerox.com/it-services](https://www.xerox.com/it-services).