

“With Xerox managing our print, our city employees can spend more time serving the community. With XPS, we are tracking beyond expectations.”

—Eric Logan, *Manager of IT Infrastructure, City of Rochester*



### Our Challenge

Like most municipalities, the City of Rochester in Upstate New York works to implement the best technologies available while reducing IT costs. The City's CIO realized that printing was a largely untapped opportunity to achieve savings. Though employees produce over 1 million printed impressions per month, the City required a strategic approach to printer management.

### Our Solution

Introduce Xerox Print Services. Targeted toward mid- and large-size enterprises, XPS is a set of tools that manage an organization's printing infrastructure, helping control the hidden costs like consumables, service and cost per page. It's all part of Xerox's industry-leading Managed Print Services portfolio, which has been proven to cut document-related costs by up to 30 percent.

### Our Results

- Full implementation of the asset consolidation plan will yield 37 percent monthly print-related cost savings
- More than \$1 million total savings in consumables over five years, with total savings estimated to exceed \$2 million through asset consolidation, reduction of power and other initiatives
- Building ongoing partnership with Rochester through sustainability initiatives
- More time for Rochester employees to serve the community

“We’ve had the XPS solution for over a year and are tracking beyond expectations.”

—Eric Logan, *Manager of IT Infrastructure, City of Rochester*



## Finding Hidden Opportunities in the Flour City

Faced with the tasks of increasing efficiency and cutting spending while maintaining services to employees and residents, the chief information officer of the City of Rochester, New York, considered the printing costs of City departments. After discussing the possibility of reducing costs and outsourcing services, the City invited a team of consultants to evaluate the City’s current state.

They conducted a complete walk-through of 80 percent of the City’s departments and offices, recording an individual asset tag for each device they encountered, including copiers, printers, faxes and scanning equipment. An electronic asset tracking system was used to monitor all network-connected printing devices. In the end, the team uncovered some unexpected findings. According to Logan:

“The team determined a number of different avenues of improvement for the city—with asset consolidation as the focal point.”

## Mapping the Route to Savings and Efficiency

The City of Rochester operated 459 print devices, representing more than 16 different manufacturers and 222 models. This worked out to one device for every two office employees. Calculations showed the magnitude of maintenance and consumable supplies associated with these devices.

Xerox recommended reducing the number of devices down to 168, a move that would produce immediate energy savings while boosting productivity. Other recommendations included increasing access to newer, more cost-effective equipment and expanding capabilities for double-sided and single-step printing through multifunction devices. With XPS, all consumable supplies, maintenance and repairs are brought under a single umbrella managed by Xerox. This means Xerox is able to maintain the existing equipment, as well as the newer replacement equipment, regardless of the various manufacturers.

Alongside the recommendations, Xerox provided analytics to substantiate cost-saving claims and spell out the financial impact of the consolidation plan.

Before the asset consolidation analysis, the City of Rochester’s monthly print-related costs totaled \$60,906. When the plan is fully implemented, Xerox projects monthly costs will drop to \$38,493. That represents a 37 percent cost reduction from printing and total savings of \$1.3 million just in consumables alone over the next five years.

“Partnering with Xerox has helped us better understand our print environment,” said Logan.

## A Bright Outlook for the City—and the Environment Too

Taking a holistic view of all costs associated with printing, total savings are estimated to exceed \$2 million through more efficient print outsourcing, asset consolidation over time, desktop printer break-fix services and reduction of power consumption. In addition to reducing cost per page, City officials are planning increased employee education and policies around print usage.

Alignment of printing with the City’s sustainability initiatives is supported through Xerox’s solid ink technology. Solid ink eliminates up to 90 percent of the waste of traditional ink cartridges. Automatic duplex printing and other technology advancements will also help make Rochester a greener community. Summing it up, Logan said:

“Our employees are happy. Our costs are lower. Xerox didn’t oversell.”

**About Xerox.** Xerox is the world’s leading enterprise for business process and document management. Xerox technology, expertise and services enable workplaces—from small businesses to global enterprises—to simplify the way work gets done so they operate more effectively.

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