

Follow-You Printing® Boosts NJ School District User Convenience.



Wall Township combined Equitrac Office® with Xerox Extensible Interface Platform® (EIP) enabled devices. EIP is a software platform inside many Xerox® devices that allows independent software vendors to create personalized and customized solutions that can be accessed right from the MFP's touch screen. At Wall Township, that means users can enjoy some extra features within Equitrac Office.

"With the EIP-enabled devices and Follow-You Printing, you can send a document to the machine, print it out and save it on the device so you can print it again later. There are all sorts of cool things that you can do. If you've sent many print jobs to the queue, you can reorder them and promote a job so that it can be printed first. That's a great advantage."

– Jeff Janover
Director of Technology for the
Wall Township Public School District

Print Convenience and Mobility on Xerox® MFPs.

"Follow-You Printing® is the 'killer app' for us," says Jeff Janover, Director of Technology for the Wall Township (New Jersey) Public School District. "Being able to walk up to any Xerox® device anywhere in the district, swipe an ID card and print just seems like magic to our teachers."

Printing wasn't always so convenient for the approximately 700 faculty and staff in the seven-school, 4,400-student district. Until the deployment of Equitrac Express® print management software with Follow-You Printing, people would print to a networked Xerox® WorkCentre® multifunction system, go to retrieve their document and often discover a line waiting ahead of them or that the device needed resources. "So they'd have to go back to their classroom computer and re-send their job to a different printer," said Janover. The inconvenience was both a source of user dissatisfaction and a drain on faculty productivity.

Janover knew what kind of solution he needed. He just didn't know if it existed. "I asked my Xerox sales rep if there was anything that would let me send print jobs to a virtual printer and retrieve the job at any physical device." In very little time, my rep found and recommended Equitrac Express with Follow-You Printing: software that works with Xerox® systems to hold print jobs in a secure print server until people authenticate themselves at the networked device of their choice. In a school district setting such as Wall Township, this gives users the convenience and mobility to release documents at any networked

device – anywhere in their building, on other servers and even in other buildings.

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To keep operation as simple as possible, Janover created just two print options in the server-based solution: one for black-and-white printing, the other for color. People choose the appropriate queue when they submit their print jobs, walk to the device of their choice, swipe their ID badge and retrieve their job. The Xerox® WorkCentre® Pro 238 and 245 systems deployed throughout the district support an attached RF card reader and Equitrac Embedded™ software for user authentication directly in the MFP's control panel. For devices such as the Xerox® 4590 Copier/Printers used

Follow-You Printing®

in the intermediate and high school, Janover installed Equitrac PageCounter® terminals with card readers. The high school is also home to a Xerox® DocuTech® 6115 Production Publisher, the workhorse of the district's 20-device network.

Janover says faculty reaction to Follow-You Printing was immediate. "They loved it. Having users control where they pick things up makes life a lot easier for everybody."

Somewhat ironically, the district's switch to fewer and centralized Xerox® MFPs was originally intended to solve problems not create them. Wall Township's previous deployment of printers in every classroom had resulted in unexpectedly high support requirements and network performance issues.

"We had different vendors' printers and literally dozens and dozens of different drivers loaded on every server," said Janover. "An update could cause a printer driver to suddenly misbehave, not accept logins, lockup or knock people off the server. Every time there was a change in class, people would try to log in at the same time, and it would bring the network to its knees."

By the spring, Janover was certain he had found the solution to these performance problems. "We decided to pull out all the desktop printers and go with a Xerox centralized printing solution," he explained. "Xerox has always been the most responsive company we deal with and we trust the equipment."

Still, however, that solution was met with resistance.

"Teachers were really upset that we were going to take their printers away," Janover said, "even though we told them that when we take them out, all these other printer problems you've been complaining about will go away. When they came back after summer, they couldn't believe their printers were really gone – but all the load problems immediately went away."

As Janover explained, those problems were unfortunately replaced by the inconveniences of long lines at the printer or devices that were in need of resources such as paper or

toner – issues which in turn were alleviated by Equitrac's Follow-You Printing.

Even though Wall Township is not tracking prints to monitor use or allocate costs, the district has nevertheless reduced paper consumption during the solution's first five months of operation, in part by eliminating unclaimed print output. "We've told faculty it's not our policy to track every page," said Janover. "We do use the tracking capabilities when we see excessive use, but for us, Follow-You Printing was the killer application."

"Follow-You Printing is part of a thought process we're going through in Wall Township," Janover continued. "We're getting away from being a paper-based district. Now, we've just installed a DocuTech 6115, so of course we're not getting rid of paper. But we're reducing the amount of paper we're using and increasing the amount of collaboration that takes place – with bulletin boards, shared folders, Xerox® DocuShare® content management solution, and a whole new generation of doing things in a far more effective and efficient way."

As Janover explained, Wall Township has built a robust infrastructure, including fiber backbone, 40 application servers, 175 programs and 3,500 client devices allowing students and staff members access from anywhere. "It pays off," he says, "because we're providing the kinds of tools that a teacher needs to deliver a technology-infused curriculum."

And though Wall Township is a relatively small district, "we're always ahead of the curve and trying new things," said Janover. Those new things include Follow-You Printing.

"The concept of centralized printing with Xerox devices and Follow-You Printing may be new to K-12 environments," said Janover, "but I think it's going to increase, because the complexity of printing is increasing. It took us two and a half years to figure out that 98% of our problems were printer-related. Now we only have two print drivers per server vs. hundreds. Other schools are going to go through the same process of discovery that we went through."

Case Study Snapshot

Organization

Wall Township Public School District, New Jersey, with seven schools serving approximately 4,400 students in grades K-12.

Challenge

To eliminate the inconvenience of long lines of users waiting for queued print jobs or equipment that needed resources when faculty and staff went to retrieve documents output to any of the district's 20 networked Xerox printers.

Solution

Follow-You Printing® capability of Equitrac Express® software, along with EIP-enabled Xerox devices, holds print jobs in a secure server allowing users to authenticate themselves and release documents at the Xerox device of their choice.

Result

Immediate positive acceptance by faculty and staff over the increase in convenience and productivity. In addition, the requirement for a user to be at the device in order to print has dramatically reduced paper consumption by eliminating wasteful unclaimed print output.

Client Comment

"With centralized Xerox devices and Follow-You Printing, we have reduced network problems by two orders of magnitude. Now we only have two print drivers per server vs. hundreds."

