



Case study

# University of New South Wales



# UNSW tops industry benchmarks while reaping cost-savings with integrated print and mail facility

After outsourcing the management of its integrated print and mail room to Fuji Xerox Global Services (FXGS), a division of Fuji Xerox Australia, the University of New South Wales (UNSW) is reaping the rewards of improved service delivery, increased satisfaction levels and significant cost reductions.

Less than one year after opening its new centralised Print Post Plus (P3) facility, UNSW is on target to achieve an estimated \$2 million cost saving, enabling it to divert resources to what it does best – providing students with a quality learning experience. In addition, the service has been benchmarked number one in terms of value for money in the university sector.

## Challenge

### Maintaining costs while improving service levels

Prior to opening the Print Post Plus facility in October 2008, UNSW operated several satellite printeries on campus, and many faculties and departments managed their own printing requirements. In addition, booking print jobs was a manual process and turnaround times were long. According to Jenny Denman, Deputy Director Facilities Management at UNSW, this was not only an inefficient and expensive exercise, but also diverted staff away from their core business of delivering education to students.

“Our main objectives were to deliver significant service improvements across our mail and print operations and streamline processes, while providing a more price-competitive service to students and staff,” says Denman. “We wanted to work with a best-in-class service provider that could deliver an efficient, commercially and environmentally sustainable solution, and provide superior customer service.”

## Solution

### Partnering with FXGS to deliver an integrated, one stop shop solution

Following an extensive tender process that lasted more than 12 months, UNSW chose to partner with FXGS in 2007 to outsource the delivery of its combined print and mail services. “From the outset, it was clear that Fuji Xerox Global Services were proven market leaders, had the right experience, and provided the best value for money,” says Denman. “We partnered with Fuji Xerox Global Services to provide high quality, competitive print and mail services

to staff and students, with a focus on meeting our environmental standards.”

The solution was delivered in two stages. Firstly, UNSW’s geographically-dispersed print services were consolidated into a new, purpose-built space aligned to the 4 Green Star Rating. The services offered at Print Post Plus include onsite digital printing, offset printing sourcing, professional binding services, full mail house services, courier management services, delivery and collection of internal and external mail, and track and trace mail pickup and delivery using scanners. To drive further organisational efficiencies, FXGS also introduced several new systems and procedures, including an online print submission and workflow tool for staff and one stop desk-to-desk printing service. By working collaboratively with faculties and delivering better services and cost savings, UNSW was able to close down several satellite printeries.

Secondly, to improve the student learning experience at UNSW, several student print centres were opened in September 2009 featuring leading-edge self-service printing kiosks and online submission of print jobs. Students can now use their student ID cards to top up their printing accounts online and collect print jobs from one of three centres in upper, middle and lower campuses at their convenience.

“UNSW, in partnership with Fuji Xerox Global Services, has introduced some great initiatives and business service improvements,” says Denman. “We’re now able to offer a much more competitive, high quality digital print service and turnaround jobs more quickly. As a result, we’ve got more satisfied staff and students, not to mention the huge cost benefits.”

“We’ve estimated the university has saved up to \$2 million by reducing the space required for its printing operations. That means we have more money to invest in education... and can focus on our core purpose of teaching, learning and research.”

Alan Egan, Director of Facilities Management, UNSW

## Benefits

### Cost reductions and best value benchmarks through business service improvements

Within a year of opening, Print Post Plus has been rated number one in terms of value for money in the university sector following a benchmarking exercise covering areas such as policy and process, resources and capabilities, and technology and price performance. According to Alan Egan, Director of Facilities Management at UNSW, FXGS has been a strategic partner for the university, helping it deliver substantial cost savings by closing disparate printeries and bringing real benefits to students and staff.

“Our partnership with Fuji Xerox Global Services has delivered great results,” says Egan. “We’ve estimated the university has saved up to \$2 million by reducing the space required for its printing operations. That type of saving is hard to come by these days and means we have more money in our pocket to invest in education. The last thing the university wants to do is run a print centre and by partnering with Fuji Xerox Global Services, we’ve been able to get out of the printing business and focus on our core purpose of teaching, learning, and research.”

Egan adds: “We’ve also reduced our printing costs so that we can offer students, who are our paying customers, a more competitive and quality service.”

### Improved cost control and compliance

Furthermore, as all print jobs must now be approved and allocated against appropriate cost centres, UNSW can control expenditure. “We can track cost savings against actual

spend, and can download and analyse reports that tell us exactly what products and services were delivered against a particular cost centre,” says Denman.

### Improved staff satisfaction levels and productivity

According to Sue Christian-Hayes from UNSW Faculty of Medicine, the university has also dramatically improved staff satisfaction and productivity thanks to faster turnaround times on print jobs and improved customer service. “I can now submit a job online or via email, and have something delivered back to me at my desk within 24 to 48 hours,” says Christian-Hayes. “Fuji Xerox provides an excellent service and ensures that all finished products, from presentations to conference brochures, are printed to the correct university standards and procedures. The whole printing process is so much more efficient and the quality is really impressive.”

Margaret Connor from the Australian School of Taxation at UNSW mirrors this sentiment as her time can now be spent more productively. “My role has changed considerably as I can concentrate on what I’ve been employed to do, offering academic and student support, rather than standing over a printer producing course materials.”

### Improved campus experience for students

As the first university in Australia to offer self-service print kiosks across multiple campus locations, the UNSW can also differentiate its student experience, according to Jani Knapp, Business Operations Manager of Arc at UNSW.

“The feedback from students has been fantastic,” says Knapp. “They can pre-order print jobs online 24/7 and pick them up at

their convenience rather than have to wait around and stand in line. There’s even a travel saving as they can pick up their work from multiple locations rather than have to walk from one end of the campus to the other to collect assignments.”

### More environmentally sustainable outcomes

Finally, Fuji Xerox Global Services is supporting the university’s goal of achieving more environmentally sustainable outcomes by applying robust environmental standards and policies and procedures. In addition to the self-assessed 4 Green Star Print Post Plus fit-out, UNSW is using 100% recycled stock as the default paper, 5-star energy rated multifunction devices, and re-manufactured toner cartridges to minimise its carbon footprint. “One of the many reasons we partnered with Fuji Xerox Global Services is that they are focused on delivering environmentally sustainable outcomes, which is one of the university’s key priorities,” says Denman.

### Long-term partnership to ensure ongoing efficiency improvements

Denman concludes that FXGS and UNSW will continue to work together to ensure ongoing efficiency improvements, maintenance of positive customer satisfaction results and environmental best practices. “We’ll continue working with Fuji Xerox Global Services to introduce the latest technologies, processes, and systems to drive continuous improvement to reduce our costs and improve quality.”

#### About Fuji Xerox Global Services

Fuji Xerox Global Services is the industry leader in document outsourcing services. Our unique combination of domain expertise, innovative technology and global delivery capabilities enable process re-engineering, integration, transformation and continuous innovation of your document intensive business processes and customer communications. As your business partner, we deliver operational excellence, cost efficiencies, and sustainable business growth.

For more information on how we help leading aerospace and defense manufacturers, email [fxgsmarketing@fujixerox.com](mailto:fxgsmarketing@fujixerox.com)

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