

Equitrac Office for the telecommunications sector

Cost control and reduced environmental impact



TELECOMMUNICATIONS - The world's largest direct selling telecommunications company was looking for a new print management solution that would not only reduce costs but mostly help them print in a more environmentally responsible manner. Via tender method the best offer turned out to be Xerox with Equitrac Office.

Challenge

The customer is the world's largest direct selling telecommunications company offering highly competitive services to consumers and small businesses in Europe, North America and Asia Pacific. Companies active in the telecommunications are characterized by their quick development of new products to adjust to quickly changing market needs. They need to be flexible and be alert and responsive to future needs of their consumers. This 'eye' for future changes also involves a green policy. Wanting to operate in a more environmentally responsible manner was key in looking for a new print services provider.

Solution

Via the popular tender method, the customer requested offerings from print providers to help them become greener and control print costs. From the various offers, only one stood out. The Dutch companies Extandit and Service2Sales, representing an offer from Xerox, came up with the ultimate green solution: a combination of the Xerox 7400 series with Equitrac software. "The 7400-series contain biomass plastic parts derived from organic residue. It produces 16 % fewer CO2 emissions during manufacture compared with traditional plastic. Combined with the LED technology that saves energy, the Xerox 7400 series make printing green. And the Equitrac software offers full control of printing costs," says Marco van Drogenbroek, Senior Software Consultant at Extandit.

The Xerox 7400 series are a set of multifunctionals that offers great flexibility to its users. A feature that fits in seamlessly with the customer. The touch screen allows for easy access and control of the print, copy, scan and fax functionalities. Combined with the Equitrac solution, it offers security and helps reduce print waste. The embedded Equitrac solution for Xerox MFPs provides users with convenience by allowing them to access all features and functionalities from the same user interface. While switching through various applications, users have the seem 'look and feel' which makes it easy for them to work with the Xerox MFPs.

Results

The customer's request for print control is met with Follow-You Printing and Rules and Routing. Follow-You Printing allows employees to submit print jobs and collect them whenever it is convenient for them. They no longer have to worry about confidential documents being left in print trays. They also have the certainty that their printed documents will be available to them when they need them. Ending many scenarios where users wait in line to get their documents. The Follow You Printing feature allows them to just walk up to the next MFP when the first one is busy. Or temporarily out of service. While the IT staff gets notified of the MFP being inactive, the user can simply move to another one and collect the printed document there.

Using Rules and Routing the customer can maximize the use of the Xerox 7400 series. Settings can be applied to certain user groups. Departments who mainly work with internal documents can automatically be forced to print monochrome. For environments working with LDAP these settings can be applied on a user level. The customer cuts costs and paper consumption in half by using the duplex setting to print all documents double-sided. Again, IT can choose to have this as a standard setting for certain departments or as a forced rule which can not be changed by employees. Alongside duplex printing the setting for controlled colour use can be applied.

This technology company which is aware of the importance of running an environmentally friendly operation, relies on Xerox and Equitrac to reduce their CO2 emissions, paper usage and toner consumption. A choice that saves them money but more importantly helps them save the environment.



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