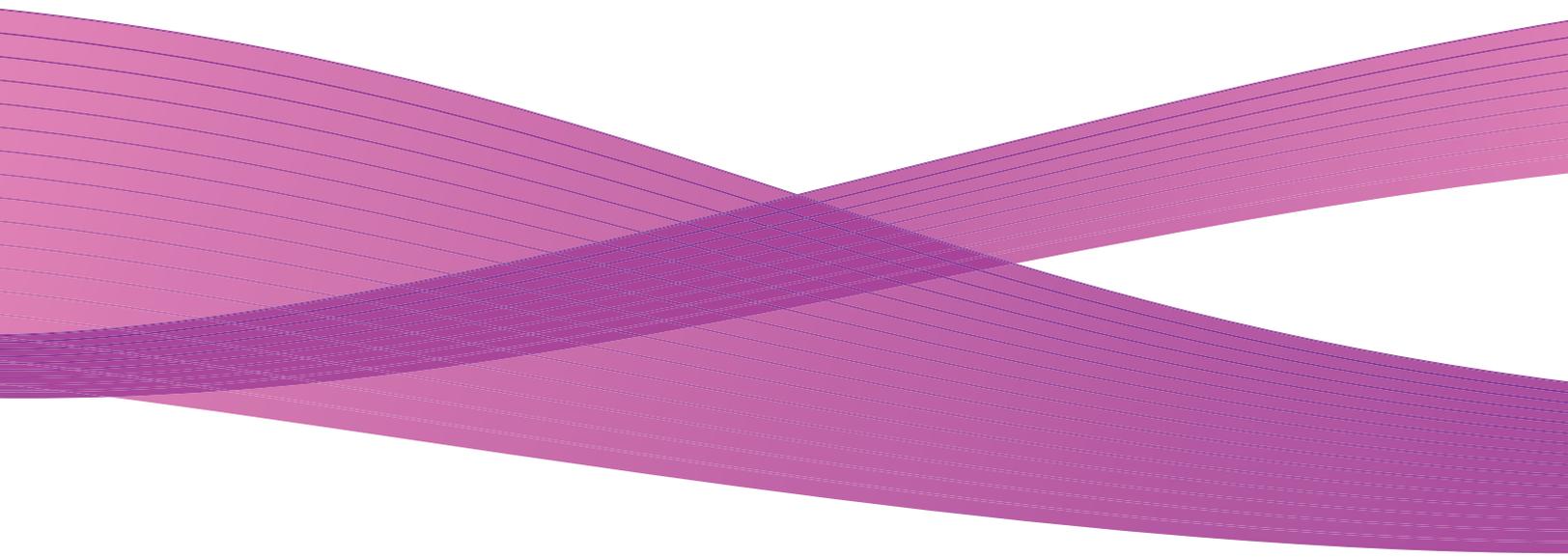


# University of Louisville

## Right sizing to reduce costs.



# With the help of Xerox, the University of Louisville finds the perfect fit to match its digital printing cost, quality, and turnaround needs.

## University of Louisville, Printing and Copier Management

A state-supported research university, the University of Louisville (UofL) is located in Kentucky's largest metropolitan area. It includes three campuses spread over 530 acres; 11 colleges and schools; and 28,000+ students, faculty, and staff.

UofL's Information Technology organization provides a wide variety of technology-based services in support of the university and its many constituents, including the services offered through the Printing and Copier Management unit.

Here is where the UofL community goes for its black-and-white and color copies, research posters, classroom materials, annual reports, brochures, stationery, business cards, bills, gift receipts, and more. The unit also manages outsourced printing, furnishes coin-operated printers and copiers for university libraries and computer labs—and provides economical, environmentally responsible, and secure solutions to help manage departmental copy, print, fax, and scan functions.

Printing and Copier Management is meeting UofL's production printing needs—economically and efficiently—with the help of two Xerox® Color 800 Presses and a Xerox Nuvera® EA Production System.

"With help from Xerox, I'm achieving my goal to provide an environmentally and financially sustainable printing solution for the university."

Bob Knaster  
Director  
Printing and Copier Management  
University of Louisville

## Challenge

Burgeoning costs for supplies, salaries, equipment, and institutional overhead had put the University of Louisville's Printing and Copier Management unit into a very tight spot. After years of operating at a loss, it had racked up a seven-figure deficit. The UofL administration charged Bob Knaster to either fix or close the operation.

"Coming from another position within the IT department, I was experienced at turning budgets around. But I knew less about printing—and I had some tough decisions to make," says Knaster. "So I asked our vendors to help us turn this situation around, and Xerox did not hesitate to step up."

## Solution

To begin the critical transformation to a self-sustaining unit, Xerox first provided a black belt analyst to identify areas for improved operational efficiency. The list of recommendations included suggestions for redesigning the work space, reorganizing workflow, consolidating responsibilities, and improving metrics and documentation. These efforts helped, but weren't enough.

"The in-plant was busy, had solid revenue, and great people," says Knaster, "but its operating costs were completely out of control."

So Xerox turned its focus to the in-plant's digital printing equipment. Here, two key issues were identified: the underutilization of some assets, and the inability of others to serve as true backups. What was needed was to "right size" the equipment mix in order to meet quality, turnaround, and availability needs while also reducing costs.

"For us, the Xerox® Color 800 Press was a game changer," says Knaster.

Two Xerox® Color 800 Presses now provide superior color quality and optimal production capacity, while furnishing a desired built-in redundancy. In addition, a Xerox Nuvera® EA Production System delivers a favorable cost per impression for black-and-white printing of bills, gift receipts, class packs, and other materials.

## Benefits

The equipment solution proposed by Xerox is helping the Printing and Copier Management unit focus on what matters most: meeting the needs of the university. From highly polished marketing materials to photocopied class packs, the operation is successfully applying its digital assets to save money and time, while delivering results that please.

### Saving dramatically on costs.

Replacing one large color production press with two Xerox® Color 800 Presses yielded a significant cost savings. The financial picture was further enhanced by consolidating heavy production at the main facility and, thereby, reducing the equipment needed at a satellite operation.

"We immediately achieved our primary goal by reducing our lease payment," says Knaster. "Now we're operating within our budget and reducing our deficit."

**Assuring production availability.**

“We can’t afford to have a machine down, because almost all of our jobs require a short turnaround,” says Knaster.

Having two color production machines helps the in-plant maintain availability at all times. Jobs can be alternated between the two 800 Presses, or consolidated on one while the other undergoes normal maintenance. At a combined 160 impressions per minute, it’s possible to keep up with demand and never have to say “no” to a request. Using its digital color devices alone, the operation is fulfilling orders totaling 100,000 to 200,000 impressions per month.

**Enhancing workflow efficiency.**

Digital printing is being cost-effectively used for a myriad of “I need it today” jobs. For most projects, customers can initiate their jobs using an online order form, proof them via email, and have the finished products delivered to their site. Digital efficiency is also helping to cut turnaround times. For example, business card orders that used to take two weeks and cost \$150 are now delivered the next day for only \$25.

**Supporting sustainability.**

To be better stewards of the environment, the in-plant operation is working to print smarter—and print less. High volume, low-value commodity items such as catalogs and 1,000-page reports are no longer printed but provided online. On the other hand, using digital color to create higher quality output has enhanced the value and extended the shelf life of other more critical pieces.

**Opening the door to new applications.**

When Knaster approached the UofL admissions office about creating customized and digitally printed materials, he didn’t expect to receive a complex project with literally hundreds of pieces of variable text and images. His unit was able to deliver, though, creating a professional-looking and tree-saving signature booklet for newly admitted students.



Automatically sent to the print queue through a daily data pull, this variable data job eliminates the time involved in the previous process of hand assembling photocopied sheets. The resulting document requires far fewer pages because it’s customized—and it’s far more visually appealing.

Clear dry ink enabled through the 800 Press has expanded creative capabilities and impact as well.

“The professional designers we work with love clear toner and use it a lot,” says Knaster. “The clear toner has given us a new way to add value to the printed sheet.”

**Looking to the future.**

Operating costs are under control, and the operation now has production capacity in reserve. “Now we have the confidence in our production capacity to turn our focus to marketing our services,” says Knaster. “Our future plans include building awareness of how print can help our clients achieve their communication goals and producing more jobs through online applications.”

For more information,  
visit [www.xerox.com/digitalprofit](http://www.xerox.com/digitalprofit)

