XMPie uStore Solution Improves Efficiency, Productivity of U.K. Government Portal

Customer

A large public sector customer in the United Kingdom that delivers a wide variety of services, touching nearly every U.K. citizen at some point in their lives.

Challenge

To ensure all staff has access to branded, configurable print products, such as stationery, business cards, event invitations, and other template-driven, customized marketing collateral, the large U.K. public sector uses an enterprise Web portal to enable staff members to select, customize and acquire products from preferred vendors. The solution the customer had been using offered about 200 configurable products to approximately 1,500 users, but was outdated, slow to load, and gave limited views of the document throughout the customization process. In addition to improved functionality, the customer needed a next generation solution that would fulfill the needs of its broad user base by being simple to use by office managers while meeting government accessibility requirements, yet feature-rich and flexible for developing fairly complex marketing pieces. Furthermore, process and data security needed to be airtight with the new system to safeguard sensitive, personal information on the department's employees.

Solution

Leveraging XMPie's PersonalEffect® and uStore®, the Xerox team developed a new portal and a revised suite of document templates. The use of the XMPie technology foundation enabled the Xerox team to create compelling, creative, eye-catching document templates, while at the same time providing an easy-to-use, intuitive process for the customer's staff to select, customize, and order marketing materials and collaterals online. At the customer's request, all of the features in the previous system were retained or improved in the new system for printing and fulfillment. Additional workflow features were also added, such as split shipping (the ability to engage several different providers to fulfill different parts of an order and ship them to different locations) for fulfillment flexibility, an approval process for better order control by managers, and an enterprise-class password policy for enhanced security. Lastly, a uStore plug-in mechanism was put in place in order to require the association of a cost-center or purchase-order number with each order placed on the Web portal, making it easier to manage budgets.

Results

"The system has been a great success, and we've had some very positive feedback from the end user community," said Dean Richardson, head of Information Technology for the Xerox team leading the project. "The new portal makes it much easier for the customer's agents to initiate local events and communicate through more relevant, attractive, and current materials." Since going live in December 2010, the portal is handling orders smoothly and with minimal manual intervention. The new approval process in uStore, and its seamless integration into the ordering and fulfillment process, has saved the customer significant time, effort and cost.

Customer testimonial indicates that the new system provides a much improved user experience, including faster processing, dynamic proofing to show how products change as they are customized, and an intuitive user interface —resulting in fewer calls to the help desk. Because of its on-demand and responsive nature, the solution has also helped reduce the customer's print spend (they print what they need, when they need it), and the innovative and flexible XMPie toolset allowed for the consolidation of 200 documents into 120, delivering lower template maintenance costs.

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