

A total Xerox solution
really adds up:
Seminole County reduces
make-ready time by 85 %
and internal costs by 22 %.

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With productivity and capability up, internal costs down, and Web business booming, this print shop is perfectly positioned for the future.



Seminole County Print Shop

The three-person staff of Seminole County Board of Commissioners' Printing Services Division provides internal production printing to approximately 500 customers who serve 1,500 county employees from all county departments and divisions.

One of the key applications that the print shop produces is the Board of County Commissioners Agenda: a 1,000+ page document produced every two weeks—including black-and-white and color pages, labeled tabs, 11" x 17" engineering folds, and three-hole punching.

The print shop also creates budget books, saddle-stitched training manuals, brochures, tri-fold leaflets, and even coloring books used by the Sheriff's Department for outreach to elementary school children to teach them about safety and Emergency 911.

The print shop's recently upgraded operation includes a customized, Web-based job-submission system that's more convenient for customers and more productive for the print shop.

"We've got an excellent system now that puts out an excellent product. I'm sure we could amaze anyone with what we can do with this."

—Mark Campagna,
Printing and Mail Services Supervisor

Challenge

The Printing Division of the Seminole County Board of Commissioners saw the value in being an all-digital shop—but it was working with different brands of digital equipment that couldn't talk to each other, on different leases with different timing. This situation was not yielding the positive results it should.

To streamline their workflow, expand their services, and maximize their customer service, they set out to create an improved system with centralized control and built-in redundancy. One that could help them do a better job with their current work, and allow them to offer new services to new customers.

According to Mark Campagna, Seminole County's Printing and Mail Services supervisor, revenue generation is a non-issue for him and his staff—as a county government providing internal services, there's no profit motive, just cost-recovery via internal chargebacks. But like any government operation, they needed to reduce internal costs and become more efficient.

Solution

"The Xerox rep really 'got it,'" Campagna says. "He understood what I wanted and gave us the tools to do it—one manufacturer, one seamless solution." These tools included monochrome and color digital printers, and the workflow and job-submission software to maximize their productivity. Specifically, the print shop installed a Xerox Nuvera® 120 EA Production System and a Xerox 4595™ Copier/Printer; two Xerox DocuColor® 242 Digital Color Printer/Copiers; Xerox FreeFlow® Output Manager™ and Xerox FreeFlow Makeready® software; and Xerox FreeFlow Web Services, powered by Press-sense™, a complete Web-to-Print solution.

This end-to-end Xerox solution allowed Seminole County's print shop to handily meet its goals. The printers are interconnected and controlled from one central location, and redundancy is built in to eliminate downtime on mission-critical throughput. A job submitted by a customer through Web Services goes to Output Manager—where it can be split between printers, directed to Makeready for book assembly, or sent straight to the printer. This automation allows Campagna and his staff to direct their time and energy to other important tasks and increase the shop's efficiency.

"The total cost of the old and new systems were about the same, but the difference in features and capability is incredible," says Campagna. His devices now have the ability to accept more types of coated stock, which is important for Seminole County as a community that relies on tourism and needs a high volume of high-quality, color brochures. Plus, the inline saddle-stitching capability of the Nuvera 120 and one of the DocuColor 242s gives the print shop a new, cost-effective finishing option. Campagna says it "allows us to get back to what we need to do" by eliminating the time-consuming manual labor that used to be involved.

Benefits

With the help of this Xerox solution, the Seminole County print shop has increased its throughput, slashed turnaround times, better managed volume, and dramatically expanded its capabilities to serve more customers—all while achieving higher quality at a lower cost. "The more we learn about the system, the more we realize we can do," Campagna says.

Faster throughput and turnaround times.

According to John Reichardt, senior print technician, "We used to have three-day deadlines, now same-day turnaround is typical. We get non-stop compliments about it." In addition, make-ready time has been reduced by 85% on a massive, thousand-page-plus document the print shop prints every two weeks for the Board of County Commissioners—so four hours is reduced down to one-half hour.

Better volume management. This significant increase in throughput and volume—coupled with centralized control with Output Manager software and the ability to split larger jobs between the two DocuColor devices—has allowed the operation to better manage and track the volume of work and more efficiently meet customer deadlines.

Higher quality. Reichardt notes that the graphic artists he works with have noticed the difference in quality of both color and black-and-white output with the new Xerox solution. Their assessments and opinions are important to the print shop. In fact, "they were part of our decision process in choosing the Xerox solution," he says.

Lower costs. The print shop was able to achieve a 22% savings by printing many 8.5" x 11" jobs two-up on 11" x 17" paper and trimming the sheets in half. "Now we're cranking out a lot of 11" x 17" sheets, so our maintenance costs are based on one click instead of two," Campagna says. "It effectively cuts our internal costs for a bona-fide annual savings of \$64,000."

Higher perceived value. Now that the print shop has dramatically increased its capabilities, it can accept more jobs internally—and shed the "copy center stigma," as Campagna puts it—helping the operation achieve a higher level of strategic relevance within the organization.

It has even captured the attention of Constitutional Officers who work for a different part of county government and are not bound to use the print shop, but heard about its capabilities. So work that used to go to chain print shops, now goes to Campagna and his staff.

Greater customer convenience. A Xerox Systems Analyst worked with the print shop to dramatically upgrade its Web-submit system using FreeFlow Web Services. "It's a really powerful tool that we've customized to the needs of our customers and our print shop," says Campagna. Within a month of the upgrade, customers began signing up in droves, and the number of users skyrocketed from 80 to 400.

Now, customers can submit job parameters or view a print preview right from their desktop. "It's so convenient for them to order from their desk and get it in the next day's mail runs," Reichardt says. "And they're wowed by the preview capability." For the print shop, it creates job histories that help staff members better track and manage workflow, and eliminates the manual data-entry processes for ordering and chargeback.

Currently, the print shop is also expanding the Web-based system's "catalog" feature, so customers can order supplies it provides county-wide, such as paper and toner for walk-up copiers.

