

Save 30% on expenditure in year one and win "hearts and minds" through Print and Copy Management Technology.

EXECUTIVE SUMMARY

Altman Integrated Technologies print and copy management technology helps Westminster Kingsway College, save 25% on printing and copying volumes with an estimated cost saving of £50,000 in year one.

Over the past decade technology has played an ever increasing role in the management of all organisations. It is only now that the true potential of technology is being understood together with how it cannot only help in improving efficiency, but can also reduce costs.

In organisations where there is a large volume of printing and copying and a large number of individuals using the system, there is also a great deal of potential for misuse. Whilst on the surface, the numbers may seem to be insignificant; the true cost and the full potential of the possible savings can be more than just significant. At Westminster Kingsway College, they have seen this potential and are now reaping the rewards.

In this paper, Integrated Card Solutions Ltd, together with Ian McDonald, Head of Information and Learning Technology, Westminster Kingsway College, have explored how the College achieved these savings; where technology has been used to change the way the organisation works, how this has impacted on the individuals and what the results have shown. We have also looked at the key issues that arose throughout the implementation and how these were overcome to ensure minimum disruption and maximum costs savings.

Altman Integrated Technologies and Westminster Kingsway College White Paper

BACKGROUND

All The College has over 100 years of history having developed as a centre of excellence for the catering and hospitality industry. The College now runs a wide range of courses for further, adult and higher education across four sites in Westminster and Camden.

In 2009, the college opened their newest site in Gray's Inn Road. This state of the art site provided the students with the latest facilities and the College had to ensure that the systems and processes at the site matched these high expectations. However, the age old issue of budget and costs was ever present. Not only did the college need to ensure that the students and staff had the best facilities, but they also needed to be able to demonstrate cost management and reductions. As part of this, they reviewed the volume of print and copy activity and some of the numbers were staggering:

- Pages printed and copied by students pa: 10 million
 - Pages printed and copied by staff: 7 million
 - Average cost per page: 1p
- Total Cost: £170,000**

The cost per page may seem relatively low, but when you look at the overall volume it represents a substantial overhead. Whilst the majority of consumption was from normal day to day work, there were also instances of people using the facilities for personal use. There was a general lack of control or consideration coupled with a high level of wastage.

It is important to note that Westminster Kingsway College is only a medium size college with approximately 60 staff yet it still has print volumes this size! Imagine the impact upon a larger organisation.



SYSTEM REQUIREMENTS

Sourcing and selecting a system to manage these levels of activity was a challenge in itself. The college needed a system that was easy to implement and use and that could be integrated within the overall IT infrastructure within the new college.

With a complete new system it was also important that it was future proof and would be able to evolve with the college IT infrastructure. The evolution would not just be about the technology however, it would also be about the approach of the users and the administrators. Using management tools can be very effective, but it is essential that the transition from the old system is managed and that the information provided by the system is analysed to ensure that every saving is made.



“It is only when you undertake this kind of exercise that you realise how much we print and copy, the financial impact is bigger than we imagined and we are not that large a college.”

Once any print job reaches 300 sheets, it is automatically routed to a central print room as this is the most cost effective place to print high volumes. However, where the job comes from another site, it is essential that the output can be delivered to the user within a set period of time.

In order to address the potential problem, the management team have signed up to a service level agreement guaranteeing delivery to the user within 24 Hours of the job being sent to print.

LOGISTICAL CONSIDERATIONS

The main issues that had to be considered were two fold: Firstly, the “[Hearts and Minds Campaign](#)” It was essential that the college got the buy in of all staff to ensure the effective roll out of the new system.

Through a process of consultation across the teams, it became clear that it would be difficult for anyone to object to a programme that reduced costs, reduced waste and was environmentally friendly, whilst not having any effect on the quality of teaching delivered. In reality, there were some “off the record” comments about “big brother” but the overall response was very encouraging.

Secondly, the roll out planning needed to be carefully considered and perfectly executed.

It was vital to ensure that installation and commissioning of the system caused little or no disruption to service and, once installed, that printing was routed to the most cost effective printer (according to volumes). The system had to ensure that users received their printing requests in good time.

Another question raised during the consultation was, “[How do we get our printing and copying if the system breaks down?](#)”

It was agreed that if this were to happen, the system would be turned off and printing would become open until the problem was resolved.

The technical installation was relatively straight forward with 50 devices, across all sites being installed with little impact on the day to day running of the college. There were a couple of minor technical issues that needed to be resolved, for example:

- There was a small 'bug' with the firmware that had to be fixed. This was completed by the card reader manufacturer within a few weeks, a relatively painless process compared to some projects.
- The system needed to be integrated into the Active Directory. This is to ensure that when a card is swiped on the control system the complete directory is not searched to identify the user, taking a considerable time, but focuses on the different segments thereby speeding up the process.

This integration has, in turn, prompted ICS to develop ADSR which ensures that all installed systems integrate with Active Directory. In order to deliver the best solution an extensive list of equipment was installed, combining a number of different packages and software products to ensure the targeted results were achieved. The main item of hardware was a PC206 terminal with Mifare reader. This was linked to the Pcounter print control software.

The PC206 is a simple, robust card terminal and key pad, which allows the centre to use most card technologies and ensure that all print and copying is controlled. The effect on volumes of print can be monitored and the impact is clear almost immediately.

HS600 provides an intelligent card reader that will track and control all activity. The system will allow the administrator to monitor all activity and in the ultimate cases block certain cards from being used. (As identification cards in use across the College move across to Rfid cards these will be replaced with PC206's)

Both systems are operated using the Pcounter software. This links all terminals and provides the administrator with detailed reports of all activity. This is the hub of the system and is where reports on the trends and usage can be produced and analysed, allowing the administrators to identify key opportunities for saving on an on-going basis.

MANAGING THE PEOPLE

Whilst the consultation period was fundamental to the smooth roll out of the system, there were a number of actions that were taken to address specific stakeholders within the college.

In this project there were two distinct groups that needed to be considered:

The Project Team

Once the College had appointed a partner (ICS) to provide and install the print and copy management system, the two parties worked together over an extended period to ensure that the hardware and software were installed, the systems were all running well and any training was completed. It was essential that the supplier did not treat the project as an "off the shelf" package. Every organisation and site is different and their needs vary.



The Users

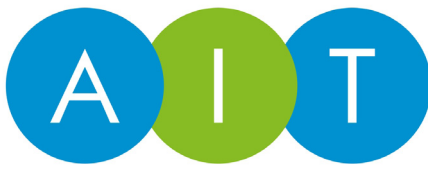
The second group of people that have to be managed are the users; in this case the staff and students. Making the switch from unrestricted copying and printing to a system where every page is controlled and accounted for has its issues. In the case of staff printing out documents for teaching purposes, there was resistance to adding in another set of controls. Understandably, staff did not see the big picture and the amount of waste that had built up.

In addition, the college had to consider the students; They have genuine requirements to print and copy information for their studies, however, there were also a number of instances of people printing and copying for personal use.

The college did not want to penalise these groups, but they had to recognise that if an individual wanted personal copying or printing they had to pay for it and the college needed to be able to track this. With the combined ICS system the college were able to introduce a new structure over a period of time and manage the transition. Staff quickly realised that there were little changes to how they worked and that producing documents for teaching was not affected. Staff also appreciated the positive impact on cost and waste reduction, as the system changed their behaviour and they moved to only producing the necessary number of documents per class.

With personal use, the College noticed an immediate decrease in the figures and have begun generating small amounts of revenue from genuine personal requirements. This is now an area that the college is looking into; with a large printing facility on the site; we have a service that we can offer to students and staff alike at a very reasonable price.





altman integrated technologies



Westminster Kingsway
central London's College

RESPONSE AND RESULTS

In assessing the success of the ICS system, the College reviewed it on two levels:

Firstly the "people" factor.

- How had the overall system been adopted?
- Did it have a negative effect on the teaching staff?
- Were staff still able to deliver the highest quality of education possible?
- Were the students affected in any way?

Secondly, had there been a tangible saving and will this saving continue?

To answer the first question is more complex. Whilst the initial feedback was good during the consultation period, some staff were resistant to the new system, expecting delays and restrictions on their activity. In some circumstances this has continued, however the majority of the staff are now converted to the system.

Students have had some of the same concerns, but the impact has been less and where students are required to copy or print for their course they have been unaffected.

The second question is easier to answer on a number of levels. When we look at the actual document printing volumes, there has been a **reduction of over 20%** leading to an **immediate annual saving of around £50,000**. These savings were made by reducing print volumes, reduction in rental costs and a reduction in wastage.

Because of the results of the first site installation, the college are now looking at rolling the system out across all the sites; this should lead to **further annual savings of around £30,000**.

With these results it is easy to overlook the beneficial environmental impact of the system. With print and copying being controlled, in addition to the reduced usage volume, the amount of waste has similarly been cut. Demand for other consumables such as ink and toner have also decreased along with the resulting reduction in energy consumption. If such large savings can be made at one relatively small site, imagine how great the impact could be if all organisations adopted a similar print and copy management system?



"The savings are considerable and now we have the system working well on the first site, we are rolling this out across all our sites over the next year. Who knows, it may help us to come through the recession as well."

SUMMARY

In times of recession and budget savings all organisations have to look inwards to see how they can make themselves leaner, more efficient and reduce costs. Often this entails looking at the large cost centres. Whether building a new, state of the art college facility, or running an existing organisation the burden of reducing overhead remains the same.

When Westminster Kingsway College built their new site in Grays Inn Road, they were looking to make the whole site more efficient and reduce their overheads; this meant looking at every aspect of the college. Whilst they already had some limited print and copy control systems in place, they were not fully integrated and had little or no management.

Having analysed the existing methods and subsequently installed the tailor made ICS system, they were amazed at the immediate results. Far from needing a large investment that took years to pay back, the initial investment was small and this was recovered within the first year. Even with a medium sized organisation the potential annual savings are around £50,000 with over 2 million fewer sheets of paper being consumed!

This project is a great example of an organisation that, not being content just to look at the normal areas of operation, has been meticulous in looking at a variety of ways to become more efficient. The results speak for themselves. Not only have costs come down, but the environmental impact will be considerable as well.

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