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KONICA MINOLTA DELIVERS COST SAVINGS AND ENHANCED SERVICE
TO KINGSTON UNIVERSITY LONDON

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Kingston University London turned to Konica Minolta to reduce the cost of print, improve sustainability and provide greater visibility and control over its entire print fleet.

Kingston University London

OPTIMISED END-TO-END
BUSINESS SOLUTIONS

Giving Shape to Ideas
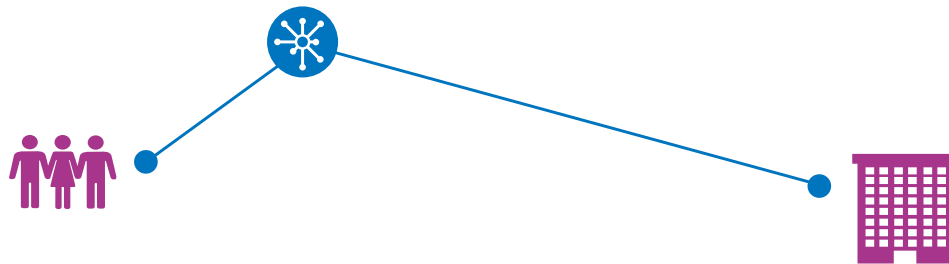
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EXECUTIVE SUMMARY/BACKGROUND

The University has more than 17,000 students and 2,000 staff located at four campuses which had around 700 print devices. Of these, just 135 printers were multifunctional workgroup models, the remainder being standalone, desktop printers that were not cost effective nor environmentally sustainable.

With its legacy contract coming to an end in 2017, the University conducted a robust competitive tender process, inviting suppliers on the Crown Commercial Service (CCS) national public sector RM3781 framework agreement to propose a solution. Key drivers included: streamlining the fleet; maximising the use of multifunctional devices (MFDs); sustainability; cutting costs and achieving greater visibility over spend, as well as benefiting from enhanced service levels.

Konica Minolta helped the University:

- Contribute to its sustainability targets
- Migrate to an MFD-first infrastructure and significantly reduce the number of standalone printers
- Reduce cost and usage
- Improve reliability and customer delight

CHALLENGES

The University was looking to achieve standardisation across its entire print fleet. With multiple contracts in place, some for very old devices, it wanted to opt for a single solution with standardised costs, consistent equipment and service delivery, campus-wide.

Whilst an ongoing programme to migrate to MFDs and remove standalone printers had been successful to some degree, there were still multiple local printers across all sites which were unaccounted for. "We were keen to maximise the use of MFDs and reduce spend on disparate local printers which weren't very cost-effective," explained David Rimmer, Head of Service Delivery.

Better service delivery was also a key driver for change, David said: "We wanted better services with stringent Service Level Agreements (SLAs) in place for response times to call-outs, uptime, the time to fix or replace a device."

Sustainability was also high on the agenda. The University wanted access to usage data for all machines and to be able to put measures in place to drive volumes down, particularly with regards to colour printing. The lack of control over unmetered printers was an issue, and one of the drivers to migrate to a networked MFD-first infrastructure was to gain insight into all volumes output across the entire fleet.

SOLUTION

Kingston University chose to partner with Konica Minolta based on its cost-effective approach to delivering Optimised Print Services (OPS), in particular, the service delivery, SLAs, account management and in-built reporting.

Konica Minolta rationalised the fleet, providing 135 MFDs comprising just two models - capable of printing 45 pages per minute (ppm) and 65 ppm. The legacy PaperCut print management software solution which enables tracking, control and secure print release directly from the devices' panel, was upgraded and card readers fitted on the MFDs, creating a sophisticated and secure 'pull print' service.

Over the spring and summer 2016, phase one saw the team replace old with new on a like-for-like basis across all four campuses, ensuring the new equipment was available for the start of the academic year. Phase two involved a number of moves and changes, removing devices which were in-situ but not required, or installing models in buildings which didn't have an MFD; this process also involved the removal of many local devices.

A number of desktop printers were retained; Konica Minolta provided 15 devices. The University implemented an exceptions policy whereby users requesting a personal printer had to meet a set of criteria.

The print room was also equipped with entry-level production printing presses and finishing solutions.

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BENEFITS, RESULTS, RETURN ON INVESTMENT AND FUTURE PLANS

The University has removed the remaining local printers and migrated more end-users to connected devices. This will enable University IT staff to understand the true cost of print, monitor and manage usage and volumes output, reduce waste and ensure better control going forward.

A print policy is now in place whereby people can request a local device in certain instances such as where the physical environment requires, or for occupational health reasons.

One objective was to better align pricing for staff and students. The PaperCut reports provide key information per device, per department and even per user, which enables accurate recharging and an overview of all spend.

With awareness and, therefore, control over usage and cost across the entire fleet for the first time, the University has been able to reduce the cost of print to students by 50 per cent for colour and further savings for duplex, a move that has been warmly received by the Students' Union. It is actively working on further refining these costs.

Daisy Du Toit, Knights Park Officer, Union of Kingston Students, confirmed that the reductions demonstrated the importance of student feedback.

She said: "The Union of Kingston Students is pleased to have worked in partnership with the University IT department to dramatically reduce the cost of printing for all students. Colour printing costs have been halved due to the collaborative work between the Students' Union and the University's IT department. We're proud to be part of a University that works hard at actively listening to students to improve their student experience."

As part of its OPS, Konica Minolta ensures continuous optimisation of the print fleet including moves and changes on a regular basis. For example, devices located in the libraries and ground floors are heavily used and, in order to maximise uptime, these are swapped out with models with lower meter counts as and when required.

David added: "Staff and students will opt to use the ground floor printers even if they have to queue, whereas ones on the floors above often lie idle. Previously, we experienced a lot of downtime on the heavily used devices, but Konica Minolta do the moves and changes as a matter of course, which has had a really positive impact on machine uptime and student and staff satisfaction."

Stringent SLAs are now in place and, as a result, the University is experiencing less printer faults. It is installing cupboards to stock paper and consumables close to each MFD and has recruited local print champions to keep printers loaded with paper and toner. Signage, detailing where to get help, how to contact the Service Desk and troubleshoot problems is also provided at every device.

Konica Minolta has located a set of gold stock at the University and trained two end-user support technicians to troubleshoot and resolve problems on campus, reducing the requirement to wait for an engineer or parts. University staff are also able to diagnose faults prior to an engineer's arrival, which enables faster first-time fix rates. In addition, an apprentice engineer visits daily for an extra layer of assurance.

As part of Konica Minolta's commitment to the tender response, Director of Document Services – Public Sector, Steve Doust has been working very closely with the University since early 2017 to offer an internship programme to Kingston students. This plan came to fruition in January 2018, when KM recruited its first two students from Kingston's Business School, to spend 7 months working as an integral part of Konica Minolta's Lead Generation team, based in their Central London office.
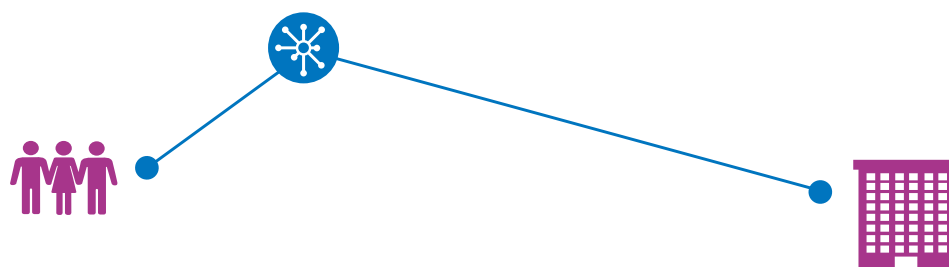
"All of the above measures have empowered end-users to self-help, reduced the number of calls to the Service Desk, boosted device uptime and first-time fix rates, as well as improved customer satisfaction," David added.

COLOUR PRINT COSTS REDUCED BY 50% TO STUDENTS

UNIVERSITY COSTS REDUCED BY 30%
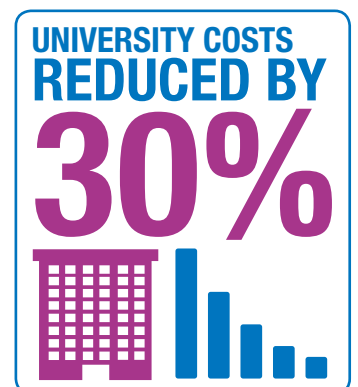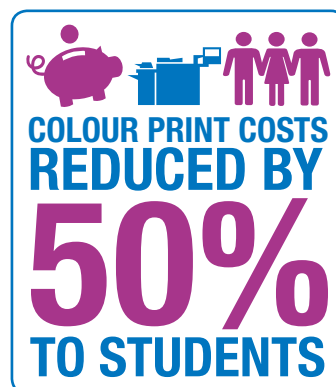
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