



KONICA MINOLTA



MANAGED PRINT SERVICE TRANSFORMATION

AT REDDITCH AND
BROMSGROVE COUNCILS

Giving Shape to Ideas



“SWITCHING TO KONICA MINOLTA CUT OUR ANNUAL PRINT-RELATED COSTS BY AROUND 65%. WHAT’S MORE, THOSE COSTS AREN’T SET IN STONE: WE HAVE THE FLEXIBILITY TO ENSURE THAT THE AMOUNT WE PAY REFLECTS THE AMOUNT WE PRINT.”

Jack Carradine, Senior Marketing & Communication Officer, Redditch Borough Council

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EXECUTIVE SUMMARY

A flexible managed print service saved Redditch and Bromsgrove councils 65% on print-related costs; while automation and business intelligence condensed a full-time print service management post into five hours a week.



CUSTOMER PROFILE

Together, Redditch Borough Council and Bromsgrove District Council meet the needs of over 184,000 people in Worcestershire. A shared management and services strategy underpins service delivery improvements and efficiency savings at the two councils.

CHALLENGES

Some years ago, a managed print contract based on a minimum guaranteed volume and paid for via a click charge set Redditch Borough Council on track to get its printing under control. The contract replaced individual purchasing of printers and consumables with corporate procurement and enabled savings on print.

Over the contract lifetime, however, the council’s needs and processes evolved and its reliance on print reduced. But with no flexibility to renegotiate the contractually guaranteed print volume, the council found itself paying well over the odds for what it was printing.

“Even when we absorbed Bromsgrove District Council’s printing into the Redditch contract as part of our shared services programme, we still didn’t meet the volume commitment,” says Jack Carradine, Senior Marketing & Communications Officer at the councils.

With that contract set to expire, Jack was brought on board to gather metrics and define requirements for a new managed print service — the first shared printing service procurement for Redditch and Bromsgrove. “Getting the reprourement right was a priority. As well as reducing our costs considerably, we wanted more contractual flexibility and better business intelligence, and a supplier who would help us transform the way we approached the service,” he says.

SOLUTION

The councils used the CCS RM3781 framework agreement to select Konica Minolta as their new managed print services provider. "Konica Minolta ticked all the boxes. Their procurement response was robust and it was a convincing win," says Jack. "They also took the time to understand and respond to our quite particular technical requirements around billing."

On reviewing the tender specifications put forward by the councils — 67 multifunctional devices (MFDs) and three production print devices — Konica Minolta advised that the service could be made even smaller. Reducing the total to 50 devices meant savings on rental costs. "This was an early demonstration of their willingness to work in partnership with us," says Jack.

The Konica Minolta managed print service contract is based on device rental, which covers capital costs, plus a click charge for the service element. PaperCut print management software drives secure printing: users must be present at a device to release their print.

RESULTS

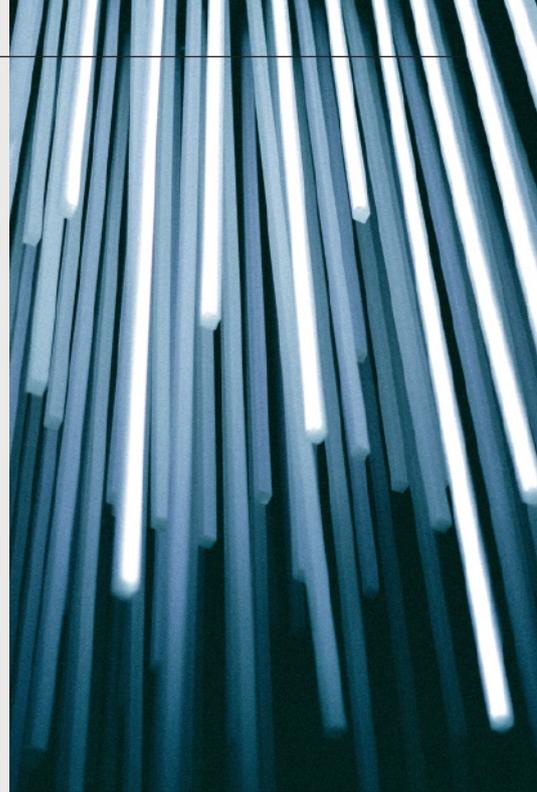
"Switching to Konica Minolta cut our annual print-related costs by around 65%," says Jack. "What's more, those costs aren't set in stone: we have the flexibility to ensure that the amount we pay reflects the amount we print." During the pandemic, for example, the councils could reduce the click charge element without affecting their ability to stay in contract.

As well as enabling secure print, PaperCut provides business intelligence that enables the councils to see — and control — the print-related expenditure of different parts of the business. "We've done away with our previously complex internal recharging process because we now have much greater transparency about who's printing what," says Jack. "We simply pull reports off the system and allocate costs as and when we need to."

Effective use of the PaperCut software has removed around 90% of the internal admin involved in running the councils' printing service. Previously, a full-time manager was needed to oversee the previous service, including supplier liaison, handling invoices and other paperwork, and responding to internal questions and complaints.

"The automation enabled by the Konica Minolta service means the business can now cover what used to require a full-time management post in about five hours a week," says Jack. "This shows the extent to which Konica Minolta have helped us transform our operations, and of course represents additional cost savings."

Like many other local authorities, Redditch and Bromsgrove continue to evolve their business. As well as closing buildings and relocating offices, they're digitising workflows and relying more on scanning. "We can now provision printing and scanning for our changing business without any drama," says Jack. "As we could tell from the start, we have found Konica Minolta to be a supplier that works with you to make what you need happen."



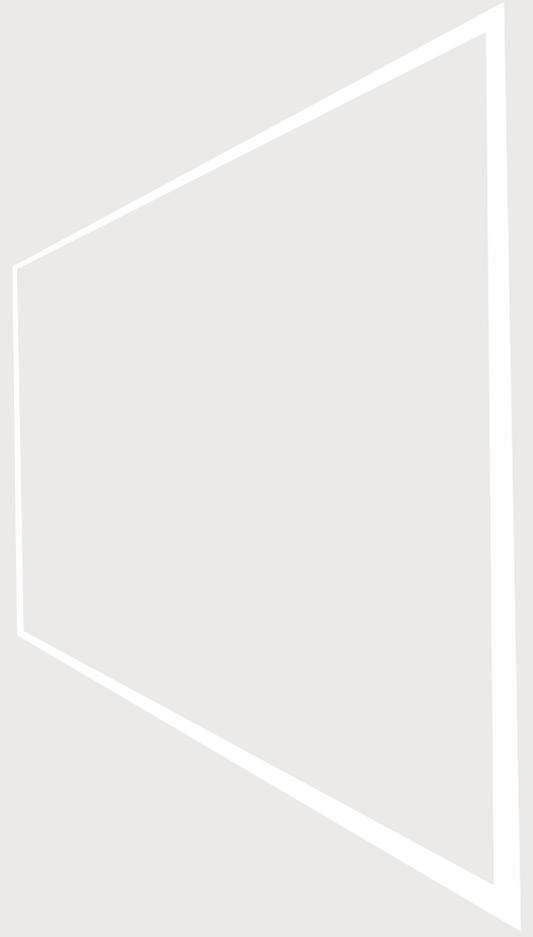
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LET'S TALK

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