ARMED WITH THE RIGHT DATA
NORSE GROUP DRIVES TRANSFORMATION

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EXECUTIVE SUMMARY

An innovative Smart Workflow Services (SWS) engagement with Konica Minolta enables Norse Group to gain insight into printed document volumes and lifecycles, address print-related issues, and plan for process transformation.

CUSTOMER PROFILE

Norse Group is the UK's largest commercial local authority trading company. Owned by Norfolk County Council, Norse Group works in partnership with councils all over the UK to deliver property consultancy, facilities management and care services.

CHALLENGES

A Konica Minolta managed print customer for around a decade, Norse Group has consolidated its fleet of devices over time in line with changing business needs. Today, 174 devices meet the needs of around 2,000 users across 100 sites.

"Rationalising our fleet and using print management software to reduce waste have helped us to streamline our print-related costs," says Chris Nichols, Infrastructure and Business Project Technician at Norse Group.

Print management software provides useful information such as how many pages are being printed, copied and

scanned; how many prints and copies are in colour; and which devices are heavily used. But it doesn't reveal what documents are being processed or — perhaps more importantly — why.

Norse Group was keen to have this information as it wants to reduce its reliance on printing and copying, and advance its digital transformation agenda. "I felt sure that our print and copy volumes were higher than they needed to be, and that we could cut costs by reducing our colour output," says Chris. "But before I could start to implement change, I needed stats to show the business what it was printing, and why."

SOLUTION

Konica Minolta offered Norse Group a Smart Workflow Services (SWS) audit, a service that's unique in the market. "SWS goes beyond the high-level information provided by a managed print service. It allows you to quantify your printing activity and scrutinise what's being printed in the context of workflows and processes," says Chris.

As well as meeting the four essential pillars of GDPR compliance, the audit is secure. This was critical for Norse Group, given the sensitivity of much of their data.

The bespoke SWS software was installed on a selection of Norse Group's devices used by the IT, Finance and HR teams. Without affecting users, it automatically captured and categorised images of all the documents that were printed, copied and scanned on those devices during a defined period.

The Konica Minolta project team analysed the captured documents without compromising any data or affecting Norse Group's day-to-day business. In parallel, the team interviewed Norse Group users to understand the purpose and lifecycle of the documents in question.

"From my point of view, it was a light-touch engagement that didn't take up much of my time," added Chris. "Communication was excellent and we built a great rapport with the Konica Minolta team."
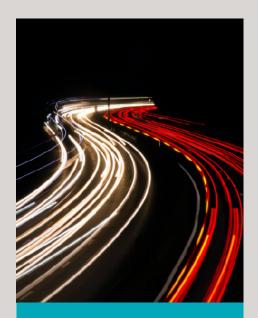
RESULTS

Once the analysis was complete, Konica Minolta delivered detailed, logical reports showing what documents were being processed at Norse Group, and the workflows around them.

"The report data exposed issues I'd long suspected but had been unable to prove," says Chris. As well as the number and types of documents being processed, the reports flagged up issues including:

- Unnecessary colour usage. For example, colour printing of multi-page documents where the only colour element was a logo on each page.

- Inefficient processes, including over-reliance on printed copies for archiving, despite the availability of an electronic document management system. For example: during one 12-month project, three copies of every incoming email were being printed, one for the desk and two for the filing cabinet.

- Document control issues, such as use of out-of-date information templates and old company logos.

- Potential data security issues, such as printed documents containing confidential information that lacked a security classification.

Konica Minolta also presented recommendations for quick wins, including education to help address identified issues through behavioural change; as well as proposals for longer-term improvements based on process transformation.

"To be able to drive real change, you need data, and that's what the SWS engagement has delivered," says Chris. "We now have information to help us resolve our immediate issues, and to plan the digitisation of print-centric processes to help us save money, increase efficiency, and support our transformation."

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 Infrastructure and Business Project Technician, Norse Group