"Supporting student success, hiring more faculty, those are core activities. For a university with finite resources, it's great to be able to move dollars away from non-core activities like copying and printing and reinvest in what's most important to us."

—Stephanie McHenry, *Vice President, Business Affairs and Finance,* Cleveland State University

Our Challenge

"We compete with 13 other public universities in Ohio for some of the same students. One of our ongoing challenges is figuring out how to keep our costs low so that we don't have to raise tuition to a point that we're no longer accessible to the types of students that we want to attract. Recently, the State of Ohio challenged all public universities to reduce energy expenditures and carbon footprint over a five-year period—on top of all our other responsibilities."

Our Solution

"When we came across Xerox Managed Print Services, we knew it could help us reach our goals. Previously, almost every employee at Cleveland State had their own printer, which drove up costs and negatively impacted the environment. We learned that we could cut back drastically on our 2,500 devices. By reducing to approximately 350 new, multifunction, high-yield machines, we're saving on energy while increasing efficiency. To date, we've saved over half a million dollars every year, introduced new scanning-to-electronic file capabilities, and are looking forward to doing more."

Our Results

- Saved $550K–$600K per year in equipment, maintenance and energy costs

- Exceeded state sustainability requirements, reducing greenhouse gases by 56 percent and solid waste by 59 percent

- Improved protection of confidential documents by adding secure scanning and printing capabilities

- Simplified day-to-day operations by centralizing device control, outsourcing repairs and using automatic supplies ordering

- Educated students and staff on the benefits of electronic information sharing for a smooth transition to new capabilities

- Freed up funds that could be reinvested in student programs and the campus, refining the university focus on student success

xerox

Ready For Real Business

"I've been pleasantly surprised at how Xerox helps us make the right decisions—not only in terms of our equipment, but in changing people's habits about what, how, and if they print."

—Stephanie McHenry, *Vice President, Business Affairs and Finance,* Cleveland State University

A Demanding Balancing Act

Like universities across the country, Cleveland State University is dedicated to providing affordable and accessible education to students of all types, from high school graduates to professionals going back for a new degree. As such, administrators are constantly looking for new ways to not only serve the student body of approximately 17,000, but to attract new students. One of the key factors in that regard is keeping the cost of tuition down.

"There are many demands on our resources," explains Stephanie McHenry, Vice President, Business Affairs and Finance. "We have to be conscious of not only what we offer in terms of quality of education, but also affordability and accessibility."

Becoming More Sustainable

That everyday challenge was complicated by a mandate from the State of Ohio which tasked all public universities to reduce energy expenditures by 20 percent by 2014.

The university's administration began investigating ways to accommodate this goal, such as transitioning to more efficient lighting, when they discovered Xerox Managed Print Services. Xerox detailed how they could make the campus more energy-efficient, and save a guaranteed 500,000 dollars per year.

"That was enough to motivate us to go to the first step," explains Jack Boyle, Senior Fellow and Former Vice President, Business Affairs and Finance. "And that first step was to do a survey of the existing facilities on campus."

It was a daunting task.

"We really didn't know how many devices were out there and where they were, and how many copies they were producing," continues Boyle. "It was an eye-opener when we discovered that there were over 2,500 devices that various departments and colleges were maintaining."

Dramatic Savings Delivered

Working with Xerox, the university soon agreed upon a plan to drastically reduce their number of printing devices down to 350—an amazing 86 percent reduction. The savings added up fast, not only by having fewer printers to service and manage, but also from reduced paper usage.

"We were actually producing 41 million pieces of paper every year through the 2,500 pieces of equipment we had on campus," says Boyle. "As it turned out, after year one, we were down to just under 32 million pieces of paper.

"Xerox has been able to bring similar experiences from similar organizations to the table to make the right decisions."

The university quickly realized their target annual savings, and in the process added new capabilities that made both students and faculty even more productive.

"One of the great benefits of our Managed Print Services contract with Xerox is our ability to scan documents and transmit them," says McHenry. "It saves on printing and allows us to electronically store and access those documents so we don't have people running around trying to find a piece of paper at a critical time.

"New capabilities also helped with the concerns people had about keeping their ideas and hard work protected. Both students and staff can feel confident that their confidential work remains protected through Xerox secure scanning and printing capabilities."

Moving Forward with Their Mission

Cleveland State University continues to generate substantial year-over-year savings through Managed Print Services—and have freed up more time by outsourcing the management of output devices. That means staff and faculty can refocus their efforts on fulfilling their educational mission.

"I believe that whenever we have strategic decisions to make about our Managed Print Services contract, Xerox will be there for us in the future."

xerox ®

Ready For Real Business