



# NUANCE

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## CASE STUDY

### PUBLIC SECTOR - EDUCATION

## Liverpool John Moores University

Changing behavior and working smarter saved LJMU more than £300,000 and 16 million pages in 4 years

### CHALLENGE

- To save money and achieve transparent cost control
- Adopt a unified print and copy strategy
- Modify staff and student printing behaviour
- Reduce waste and environmental impact
- Reduce print costs by £100,000 per year.

### STRATEGY

- Equitrac Express
- Follow-You-Printing® Technology.

### RESULTS

- Hundreds of personal printers and copiers replaced by a new 220 MFP fleet
- Automatic power saving after 2 hours
- Documents held for 18 hours for user print authorisation
- Reduced hardware & related maintenance costs by moving to a single supplier
- £395,000 approximate 4 year saving
- Additional 4.5 million pages erased from the print queue
- Reduced carbon footprint.

### ABOUT LIVERPOOL JOHN MOORES UNIVERSITY

The Liverpool John Moores University (LJMU) dates its roots back to 1825 when it was known as the Liverpool Mechanics' School of Arts and in 1992 having become one of the UK's top 20 modern universities it was renamed after its benefactor Sir John Moores. With 26 buildings spread over 3 main campuses across Liverpool, over 24,000 students and 3,000 staff members, it is the largest university in the north west of England and the only one in the area to be given the Skill-set Media Academy status, awarded to institutions that exceed in television and interactive media.

### RECOGNISED ALSO BY THE BUSINESS COMMUNITY

for its expertise and professionalism, LJMU reflects a mix of inventive, modern, innovative and fresh ideas and applies them to practical initiatives including World of Work (WOW) to improve the prospects and skill set of its graduates. This approach was also applied to how LJMU defined and implemented its new print and copy strategy using Equitrac – an implementation that has since been set as a success and copied by many other universities and organisations.

### THE DECISION TO ADOPT A NEW MANAGED PRINT SERVICE

was instigated by governmental pressure to make spending cuts and recommendations from the Gershon Efficiency Review to implement cost controls. Print became a specific area to scrutinise and potentially provide the savings LJMU needed. In its investigations senior management and the IT Systems Integration team led by Martin Connell, Senior Systems Engineer, found that the university was spending £1.7million on printing and copying, through an estimated volume of 60 million pages annually, produced by a variety of staff personal (desktop) printers, copiers and network printers plus an array of monochrome and colour networked laser printers and different machines for copying used by students.

These costs were expanded by the hidden cost of consumables, varying maintenance costs from different hardware vendors, a mix of paper suppliers, and multi-departmental separate budgets making cost accounting a complex task to track.

**A COMPLICATED PRINT ENVIRONMENT** along with disjointed and difficult to account for costs led the IT Systems Team to look for a resilient and scalable solution that would focus LJMU's cost reduction programme in 3 areas: printed and copied materials by faculty staff members, restructuring its print fleet in a way that would achieve staff buy-in and using recycled paper. The goal was to save £100,000 savings per year.

When it came to the removal of personal print devices LJMU was confronted with arguments from faculty staff used to having access to their printing when they clicked print. Comments such as 'desktop printers are cheap to buy and cheap to use'; or 'I print confidential documents and shared printers are too public' were raised. In response LJMU's IT Systems Team chose to persuade users to give up their personal devices by highlighting the benefits of shared printers and so finding a solution with easy to use reliable devices and a secure print feature was paramount.

220 new multifunctional mono and colour printers (MFPs) were distributed amongst the 26 buildings. 180 with embedded Equitrac software installed. Students and staff members could now tap their university MiFare cards using Equitrac to print or copy. The software also enabled per click print and copy charging to staff using a departmental cost code and to students using a virtual purse. Default settings for monochrome and duplex are set to ensure print at the lowest cost and that larger print jobs are redirected to the print room.

The Equitrac system is extremely flexible, reliable and easy to use plus frees up IT and help-desk resources. The Equitrac Follow-You Printing feature allows staff and students to retrieve their print jobs from any of the campus 26 buildings. When a device is offline, it sends an automatic message to the help-desk (smart monitoring). Equitrac central services are clustered so there is never any down-time. Using standard Windows features, users automatically connect to whichever of the 3 print servers are currently available. If one server goes down, users can still print automatically through the others.

The print system is scalable to enable new types of devices to be installed, and is able to cope with power failures; reassuring users that student work or business functions will not be impacted.

A single print queue that reaches all MFPs using Follow-You-Printing technology ensures prints are held securely for 18 hours until the instigator is ready to release them with their security card.

All MFPs at LJMU are registered in Equitrac to record all device activity and to provide management information. The new billing system allows cost centre stakeholders to see monthly expenditure and respond accordingly by restricting staff or informing them of alternatives such as pushing print to high speed printing facilities where necessary if costs escalate.

Equitrac has not only reduced the overall number of pages printed but has resulted in a lower price per page cost efficiency for students. It only charges for colour pages where they exist in a document, making printing in some cases 600 percent cheaper than before.

Scanning was also introduced during the implementation with different settings for students to scan directly to USB sticks and staff to file shares. Integrated OCR software is available on some of LJMU's MFPs and is extensively used by Student Services to scan-in student records for loans and other forms directly into Sharepoint. This replaces the previous storage of paper documents and allows forms to easily and securely be passed electronically to different university departments.

*"Moving to a central managed print solution has resulted in a total of £395,000 savings over 4 years. Automatic power savings after two hours, use of recycled paper and Follow-You-Printing have dramatically reduced our carbon footprint. In addition, Equitrac's automatic erasing of unreleased print jobs has reduced annual paper usage by 4.5 million unprinted pages. With 18 million pages printed annually, the unprinted volume accounts for 20%, saving us an additional £80, 000 per year."*

— **Martin Connell**  
Senior Systems Engineer, LJMU

A further £100,000 savings is estimated from redirecting jobs to the print room and monitoring external print suppliers.

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