**FUJI XEROX**

# Reading up on process efficiency with Hogeschool Utrecht

> "This project has been a real success across the board. We've saved a lot in terms of people, space, wasted material and pre-investment in unnecessary copyright payments"
>
> Jan Dekker, IT project leader, Hogeschool Utrecht

## Background

Hogeschool Utrecht, the Utrecht University of Applied Sciences, is one of the largest further-education institutions in the Netherlands, with some 35,000 students enroled across over 70 degree courses – including marketing, journalism, business, communications and engineering. Although it's a large institution, it is committed to maintaining an environment where students get close contact with their teachers and can broaden their educational horizons.

## The Challenge

Printed 'readers' are fundamental to the teaching process at Hogeschool Utrecht, just as at many universities. These black-and-white bound documents, created by each module's teachers, give students a valuable pool of text and image material garnered from all kinds of reference sources.

Until recently, teachers had to do much more than select interesting sources to create a reader. They also needed to estimate how many students were going to enrol that semester, and commission their faculty's in-house reproduction department to print enough readers for every student to get a copy.

"This way of working was incredibly costly," says Jan Dekker, IT project leader at Hogeschool Utrecht. It required the faculty to maintain a fully staffed, 50m² repro shop.

And overestimating the quantity of copies needed meant that not only did the faculty waste thousands of readers each year, it also overpaid the national copyright agency in per-copy licensing fees for the source materials it used.

So when the university's education faculty set about moving to a new building at the start of 2008, it was the perfect opportunity to find a less wasteful and more convenient publication process.

## The Solution

Xerox already managed the faculty's reproduction department, and the relationship had been a great success. So Dekker didn't hesitate to bring Xerox in to discuss options. His decision was rewarded: "I encountered a real willingness in the Xerox people to listen and learn." The two organisations collaborated closely on a unique electronic ordering system that would eliminate the need for an on-site print shop and instead deliver professionally bound readers directly to students.

Teachers now bring their source material to the on-site Xerox-run service point for images and text to be cleaned up, scanned and converted into a PDF for uploading to a Xerox print server. The electronic file is automatically sent directly to the national copyright agency which checks it against a list of copyright sources provided by the teacher, to work out exactly what copyright fees are due.

Using the accurate copyright costs and its own print costs, the solution calculates an exact per-copy print price for the document. The reader is then immediately available for secure online purchase by students. Each order placed by a student is captured by Xerox's PrintCise print-on-demand software platform. PrintCise aggregates the reader orders, scheduling print jobs at Xerox's local site in Venray. While the documents are being printed and bound, PrintCise connects to the chosen courier's systems to notify them of the order and calculate shipping costs based on order weight. The software then prints the appropriate shipping labels and the reader is dispatched straight to the student's door.

All the data on total order numbers is collated by Xerox and provided to the university and the copyright agency, which can then send an accurate bill to the university for the copyrighted material used.
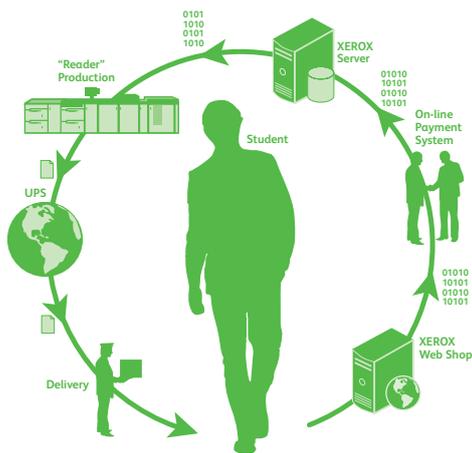


The automated system ensures the copyright agency gets accurate data, the student gets a professionally printed reader delivered to their doorstep, and the university gets a process that saves it time, materials and money.

No other educational institution in the Netherlands has a system like it, as Dekker notes: "The service Xerox built for us is truly innovative. It sets a new standard."

## The Results

The solution was piloted in September 2007 and went live in January 2008. The university immediately saw a significant reduction in the payments it made to the copyright agency and a commensurate reduction in wasted printed copies – some 20 %. As well as reducing copyright payments, the electronic verification system means there are zero errors in compliance with copyright law.

Most importantly, students and teachers are now able to focus on the business at hand: learning. Teachers can more easily manage the copyright-checking process, without having to estimate print quantities. Students get to order their readers whenever they choose, and can take delivery of materials at their home address, to get started on their research before term even starts. Students will even be able to go back and access a growing store of readers from previous semesters to expand their learning opportunities – something they simply weren't able to do before.

## The Future

"We have a great relationship with Xerox, built on mutual trust and respect," says Dekker. With such a partnership firmly in place, the two organisations have committed to working together to make the system even better. In addition to improvements to the order process that have already been made, ambitious plans are under discussion to enhance the quality of the readers themselves.

The scheme has been such a great success that two further faculties at the university are already in the process of rolling out the system, and other institutions across the Netherlands and Germany have also expressed interest.

### Case Study Snapshot

**The Challenge**

- Hogeschool Utrecht needed to manage its student 'readers' more efficiently: print and copyright costs were unnecessarily high

- A move of site for the education faculty meant that an on-site shop was no longer possible, providing the catalyst for a new solution

**The Solution**

- An electronic print service, managed by Xerox, allows the university to print exactly the right amount of readers and deliver them individually to students

- The university can accurately report its usage of copyright materials to the copyright agency

**The Results**

- The university has reduced wastage by 20 %, cutting print costs, copyright fees, and the costs of running an on-site shop

- Students get more convenient access to current and past readers, for the same price as before

- Teacher and staff workload has been reduced by electronic automation and by outsourcing tasks to Xerox

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