

Case Study: Napier University

The Current Service

The service is a largely self-financing one.

The print service undertakes digital copying on black & white and colour machines. They use an electronic submission system (Océ Doc Works). Some cleaning up of files is also offered. Variable data services are provided for marketing purposes. Much of the finishing is offline. Fulfilment services are popular. A successful pilot led to the service taking exam papers directly from Schools which reduced work for the Registry.

Two-colour offset provides some litho facilities and corporate stationery is produced on this.

The University has a joint EU framework agreement with Heriot-Watt University and Queen Margaret College for print buying. At Napier this is managed by the Marketing and Communications Department who also run the design service for the University. There has been an increase in the use of digital printing and there is an interest in print-on-demand, particularly in terms of University marketing materials and the possibility of a reduced size prospectus is under review.

The service offers three service levels: economy, standard and express for digital black & white copying and photocopying. The more notice, the less the cost. Information regarding meeting target dates is starting to be gathered. 95% of economy/standard jobs meet the target time and 97% of express jobs do. This information is published on the Intranet/Internet.

The MIS system Optimus is used. Most jobs do not require estimates.

Online surveys about the service are undertaken.

There is no customer reception area and it is hoped that this can be addressed. This would enable an expansion of student work.

The print service manages departmental and open access copiers. A Mifare proximity chip card is used. The information from the card readers is downloaded and departments are billed monthly.

There are 20 open access copiers spread around campus.

There is a move towards getting the copiers converted into online multi-function devices. There is also discussion regarding have the card linked with other card systems, e.g. YoungScot, to give value added discounts and services to students.

There is a plan to review output traffic across the University, including laser printers. There is a belief that £100K could be saved in the first year across the institution by taking a different approach to LaserJet and DeskJet Printers and cartridges.

The Journey to the Current Service

The service has been self financing for the last 3-4 years. Prior to this the service only needed to recover materials costs. In the first year of the move the service received a 50% subsidy to help in the change. Space and utility costs do not have to be met.

The changes and the service developments have involved winning hearts and minds in the University. The service and its staff now have an excellent reputation in the University, reflected in positive customer feedback.

The changes have had senior management backing with the Head of Print & Trading Services reporting to the Deputy Director of Facilities.

Small wins along the way have smoothed the process and there is a recognition of the potential benefits (service and financial) which multi-function devices might bring.

There is a proposal to the University Secretary to establish a Service Enhancement Partnership to review all University print provision, including student provision which is currently provided by C&IT Services using LaserJet printers.

Positive Messages from this Case Study

There has been a recognition of the need for the print service to be developed based on a strong business case accepted at senior management level.

The service has been developed in conjunction with customers who provide feedback through an online survey.

Management of all copiers centrally and the move to multi-function devices is a positive step.

The framework agreement runs jointly with other HEIs.

Some Issues

Any developments of output management have to be supported by the institutional IT service and ensuring that the print and IT services can have a common timescale for prioritising developments has not been easy (not an uncommon issue). Some recent restructuring of the University's services has resulted in the IT and the print services being in the same reporting line.

There is no customer reception point which limits the use of the service for some staff use and for expansion into student use.

Acknowledgement

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