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>
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>   Norton Rose

A solid case for sustainable print, argues Norton Rose in Australia

Norton Rose in Australia has a compelling case to argue. It is one of the largest international legal practices in Australia with offices across Sydney, Melbourne, Brisbane, Perth and Canberra. Its range of legal expertise is vast, ranging from finance to energy, infrastructure, mining and commodities, transport, technology, pharmaceuticals and more. According to Andrew Kets, National Service Desk Manager at Norton Rose in Australia, the firm is not just committed to excellence in legal services, but has also set ambitious goals for itself in other areas, such as corporate social responsibility.

"We're a member of the Legal Service Alliance (LSA) and as a founding member we adhere to its guidelines. One of those is to reduce our carbon footprint and it's also a goal of ours, as part of our commitment to corporate social responsibility. We're also a signatory to CitySwitch," said Andrew.

CitySwitch Green Office advises organisations on how to control their carbon impact and reduce the use of energy in offices. It is run in partnership between local and state governments to a growing network of Australian businesses committed to addressing their environmental impact.

Andrew Kets, with his team of service staff, support the firm's employees nationwide with all their requirements in IT hardware, printers, software, service and support.

Business Challenge

Part of Andrew's role is to oversee all floor printing services for the organisation. A legal firm of this size necessarily produces significant volumes of documents, many of which contain sensitive information. These documents also exert pressure on the organisation's sustainability aspirations.

"On our estimation we were doing about 2.2 million print impressions per month, of which about 150,000 impressions are colour," said Andrew. "About 60 percent of our printing is double sided. Many of the printers in our five offices were five years old, and some of those printers had done two million impressions. They were unreliable and caused problems."

According to Andrew, Norton Rose in Australia had several reasons to overhaul its print infrastructure. As part of its sustainability commitments, the firm wanted to reduce its overall print volumes to reduce its carbon footprint and cut the associated costs of printing.

At the same time, the firm's print hardware needed replacement in all 5 offices, and its fleet service requirements needed upgrading. It was decided that to deliver the best possible outcomes, a full print management service was the preferred option.

Challenges

- The firm wanted to reduce its overall print volumes to reduce its carbon footprint and cut the associated costs of printing.
- Additionally, the firm wanted to upgrade its fleet and service requirements as well as its print, copy and fax tracking capabilities, whilst improving device security.

Solutions

- Norton Rose installed 60 multifunction devices throughout its five offices.
- The devices were supported by a managed print service agreement and were embedded with Equitrac Pro software, which could track all copying, faxing and scan-to-email activities.

Benefits

- Improved reliability with device consolidation.
- Streamlined efficiencies with Equitrac Pro.
- Reduced print volumes with 'Follow-You' print.
- Saving time and resources with onsite personnel and a managed print service.
- Alignment to sustainability goals due to improved print efficiencies.

FUJI XEROX

To improve its billing regimen, which relied on Billback software, the firm also sought to upgrade the service desk's print, copy and fax tracking capabilities, and install a security system based on staff identity cards.

Norton Rose in Australia went to tender to find a complete printing solution that met all those prerequisites.

Solution

Norton Rose engaged Fuji Xerox Australia to replace the firm's ageing printer fleet and install new software to improve its document tracking capabilities.

Fuji Xerox Australia installed a total of 60 multifunction devices throughout the five offices. These consisted of ApeosPort-IV C5570 and ApeosPort-IV C4430 multifunction devices.

The devices were embedded with Equitrac Pro software, which could track all copying, faxing and scan-to-email activities, providing advanced integration with Norton Rose's practice management systems, and full cost recovery.

"We moved away from a print room environment for colour to a floor environment which made it accessible to all. To improve efficiencies though, we also took the decision to introduce a swipe card 'Follow - You' print authorisation system which enabled quality account management and reporting."

Benefit: Improved reliability and performance with device consolidation

"We wanted device consolidation for print quality and stability, through new and better technology," said Andrew. "With the new hardware we've seen a decrease in logged service requests. The devices aren't jamming or breaking down. And we're trying to reduce our printing volumes, so we have taken on an initiative to produce double-sided printing."

Benefit: Streamlining efficiencies with Equitrac Pro

By embedding Equitrac Pro into the multifunction devices, the separate terminals for Billback were no longer required at each multifunction device and were able to introduce both operational and cost efficiencies.

"We still use Billback on desktop PCs to capture our disbursements. Equitrac Pro on the printers captures the photocopying, faxing and email-to-scan, and sends it to Billback. The major reason for introducing Equitrac Pro was to implement swipe technology to capture fax and copy disbursements. Employees use their building access card to swipe on the machine to release their printing. We also use it for secure printing," said Andrew.

Benefit: Reduced print volumes with 'Follow-You' print

This function, known as the 'Follow-You' function, aids the reduction of printing. According to Andrew, "Our print queues hold print jobs for eight hours before they're purged. As a result of the new technology there has been a 30 percent reduction in our paper use, and we've reduced our print volumes from 2.2 million impressions to about 1,750,000 impressions per month. There's no wasted print with the 'Follow-You' print system."

Benefit: Saving time and resources with onsite personnel and a managed print service

Maintaining and servicing the 60 devices is now undertaken by Fuji Xerox Australia's managed print service, including DocuCare onsite support — to the relief of Andrew and his service desk team.

"The printer support has been taken off our shoulders," he said. "It's a huge headache taken care of, for us. It's very important that we have this managed service, and we rely on it. The constant, niggling problems have disappeared.

"We've arranged the DocuCare services in our Sydney, Melbourne and Brisbane offices. The DocuCare attendant is very efficient, and deals with all the problems, and staff contact them directly. We have one printer to about 20 users, so it's essential we can count on them for all our print queries."

Benefit: Alignment to sustainability objectives

Staff took to the new print system readily, finding the swipe card regimen straightforward to use and a new level of efficiency in printers that work every time.

"In the end it's about sustainability. That's important to our firm as a strategy. As a leading international legal practice we want to lead by example and reduce our carbon footprint. This contributes significantly to that goal."

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