



Millward Brown

Supply Chain

Virtualisation

Data Centre

Unified Comms

Software

Managed Services

➤ **Managed Print Services**

“We now have a state-of-the-art print infrastructure which offers a very innovative and reliable service, something which is core to our business.”

Jeff Cummings, Associate Director IT

Millward Brown is a global market research specialist, with 77 offices worldwide and relationships with more than 70% of the world's top 100 brands.

With its UK operations based across several sites in Warwick and London, the Company's print infrastructure had grown organically alongside its business and as a result was disparate, unreliable, and didn't match requirement.

SCC analysed the existing print environment and introduced an improved print estate, lowering print costs and increasing reliability across the fleet.

The Challenge

An internal audit had identified that print was the biggest cause of employee dissatisfaction within Millward Brown.

As a large market research organisation, the Company produces large reports on a daily basis, but as the existing Xerox estate didn't match the print requirements, employees were producing a massive amount of wasted print.

Older devices had also become unreliable, which meant that internal IT resource was over-stretched, spending much of its time supporting the printer estate.

In addition, as the fleet had been expanded, the Company was now working to a number of separate contracts with Xerox, with around 20 invoices per quarter relating to different devices. A key requirement of SCC was to reduce this administrative burden, standardise billing and providing Millward Brown with a single point of contact for all account management.

The Solution

Millward Brown's problem was not the Xerox equipment, but rather the fact that the wrong equipment had been introduced in the wrong area. Indeed, with fewer moving parts than printers from many other manufacturers, Xerox devices are often quicker and more reliable.

With this in mind, SCC designed a new estate, based on highly efficient Xerox multi-function printers, powered by Xerox's Extensible Interface Platform (EIP). The mix of high volume Xerox black and white and colour MFDs, along with a number of HP printers, allows print, copying, scanning, faxing and web services from single devices, with the high finishing options required by Millward Brown for its presentations and reports.

With Equitrac pull printing, all print jobs now join a single queue, with each user able to proceed or cancel their individual print by inputting a unique PIN code from any device. Any jobs left uncollected are deleted after 24 hours and this simple measure has already saved Millward Brown a massive amount in unnecessary wastage – in the first month alone, 57,000 print jobs were deleted from the queue that would otherwise have been printed and binned.