



## CLIENT PROFILE

Crawley Borough Council covers the county of West Sussex, with around 750 employees serving a population of 100,000 across the local area.

## LOCATION

Crawley, West Sussex

## KEY TECHNOLOGY

Ricoh colour MFDs, controlled by embedded Equitrac and Global Scan software and monitored by @Remote.

## KEY BENEFITS

Reduced printing costs, reduced power consumption, improved functionality & printing practices.

## WEBSITE

[www.crawley.gov.uk](http://www.crawley.gov.uk)

## CRAWLEY BOROUGH COUNCIL

# Crawley chooses Altodigital to manage print fleet

Crawley Borough Council like many public sector organisations, faced challenges around reducing their print spend, whilst reducing their carbon footprint. The bespoke solution proposed by Altodigital will ensure the council meet their targets of reducing carbon output and a significant reduction in overall print expenditure.

## THE CHALLENGE

In recession-hit times, with large cutbacks taking their toll on the public sector, it is important for all local authorities to ensure operations are running smoothly and efficiently. Due to the high volume of administrative work local authorities undertake, there is a strong need for printing and copying. If this function is not managed correctly there is the potential for considerable amounts of waste, proving costly to the taxpayer, as well as the environment.

Crawley Borough Council, presiding over 100,000 West Sussex residents, saw its current inefficient printing and copying methods as an opportunity to increase print efficiency, whilst implementing a greener strategy.

Altodigital approached the Council and subsequently recommended a full print auditing service to understand the issues and to make system improvements. From the completed audit and following ongoing conversations with key personnel, Altodigital established the Council wanted to reduce costs and power consumption and put in place the best solution possible taken from its expansive portfolio of print options.

"We were spending nearly £70,000 per annum on 115 printers and 19 photocopiers. Constant servicing of the ageing fleet was a real drain on our IT team's resources.

We therefore felt we needed a severe shake up of our printing solutions, starting with an immediate refresh of our printer fleet, and Altodigital offered us the best route to an environmentally friendly and more cost efficient printing service."

**LES SARSON**  
ICT Service Delivery Manager,  
Crawley Borough Council



## THE SOLUTION

The Council were keen to ensure that an operation of this scale was managed correctly due to an unsuccessful attempt by their previous provider. Both Altodigital and the Council worked diligently on assessing the needs of all departments and investigating different options of implementation. A pilot of the proposed solution was implemented before the tender process so potential issues were addressed and minimised before deployment.

Altodigital recommended a superior software offering, and soon implemented a revised strategy for Crawley Borough Council's printing needs. With initial deployment occurring within one month after the contract award, and a full installation after only six weeks.

Jermaine Weeden, Account Manager at Altodigital, comments, "We contacted the Council and offered print auditing services as a total review was very much overdue. From the completed audit and conversations with key personnel, we established the needs and desires of the council and offered the best solution from our portfolio of printer manufacturers and software developers."

The new solution saw a large reduction in the number of print and copy devices from 166 to just 34 units. The 34 Ricoh colour multifunctional devices (MFDs) now installed at the Council are controlled by Equitrac software, and are managed by @Remote technology.

Les Sarson explains: "The implementation of the Ricoh multifunctional mono and colour devices allowed all machines to be linked through a network, and monitored remotely by council IT staff. This has helped reduce the time our IT department spent on the printing network as well as cutting the Council's carbon footprint drastically."

"The speed and precision with which the transition took place was very impressive, and now our printer and scanner fleet is up-to-date with significant savings to the environment and the Council's bank balance too," added Sarson.

## THE BENEFITS

The use of multifunctional devices has reduced the number of machines needed in Crawley Borough Council's network. Since full implementation, it has seen reduced overall carbon footprint and power consumption. The use of fewer machines has also beneficially impacted on a cost saving basis.

Regular reviews are conducted to monitor the service and device performance, as well as the energy and paper consumption with a view of constant improvement and education regarding print practices.

Since the partnership with Altodigital commenced, the Council has achieved a duplex rate of 61%, which is the equivalent to a saving of 1,698 reams of paper per annum, or around £3,397 and 102 trees. There has been a 44% reduction in power consumption, and an overall reduction of 25% in expenditure.

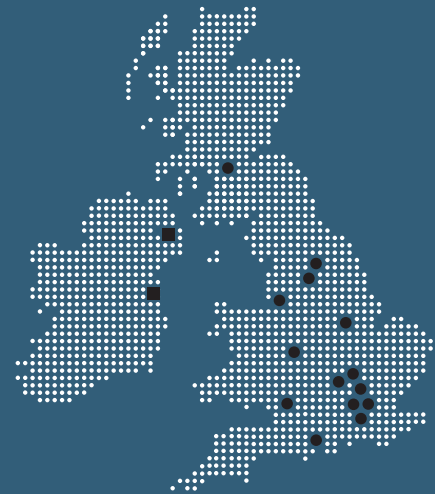
"In such times of economic uncertainty we are delighted that we have found a print partner who can not only improve the efficiency and quality of our printing at a reduced cost, but also aid us in the reduction of our carbon footprint," Les Sarson concluded.

## SUPPLIERS OF:



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Established for over 35 years, we have focused exclusively on providing unbeatable office technology solutions, and although we are a truly national operation, our success has been forged around our unique network of local offices providing on-the-spot response, rapport and reliability.



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