

SHARP

Production Print Series Case Study
Oxford City Council

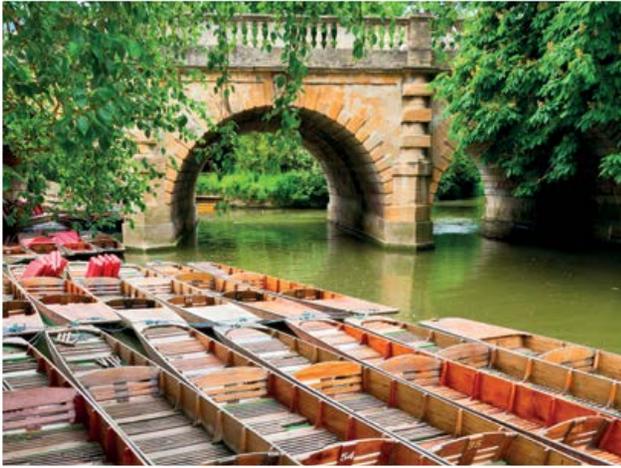


Outsourcing can prove expensive /**This is Why** Oxford City Council uses Sharp's technology to add the impact and appeal of colour to its print communication. Documents that would have been outsourced are now printed in-house, saving time and money.

Case Study: Light Production Printing, Oxford City Council

Oxford City Council

A university town and popular tourist destination with a thriving business community, Oxford is one of the fastest-growing cities in the UK. Oxford City Council supports its residents, local businesses and visitors with a range of public services, including rubbish collection and recycling, planning and building control, and health and social care.



Print is an essential communication tool for the council. Whilst black-and-white documents, such as council tax statements and service information sheets were printed in-house, colour print was outsourced to an external supplier. With growth in colour document volumes pushing up print costs, the council revisited the decision to outsource colour production.

The council conducted a review of its print strategy. It was apparent that internal customer needs would be better served by bringing colour production in-house. Consolidating print facilities would improve flexibility and reduce lead times. Cost was the only issue. Sharp came to the council's aid, presenting a compelling business case for its new unique colour printing system.

Sharp refreshed the council's print room technology, installing new colour and black-and-white printers. Designed for busy departments and in-house print facilities, the Sharp equipment is versatile, easy to use and cost effective. Using the Sharp devices, Oxford City Council's print room now meets all demand in-house, improving its service turnaround and saving the council money.

Sharp's Solution

Sharp installed an MX-6500N Pro Series printer to meet the council's colour production requirements. The high-performance system produces vibrant output of exceptionally high quality. Equipped with a booklet finisher and printing edge-to-edge onto a variety of media, it enables the council's print room to produce professional collateral with minimal effort.

The system incorporates many advanced handling features usually only found on more expensive high-end production systems. Its triple air-feed paper supply, for example, supports the use of heavyweight SRA3 media and an on-board paper catalogue, which stores up to 1000 media profiles, automates job setup and ensures optimum output quality.

To reduce turnaround times and increase capacity, Sharp also installed an MX-M1204 high-volume black-and-white production printer. The precision-engineered system, which is designed for long and intensive print runs, powers through black-and-white output, printing personalised letters and council tax statements at a speed of 120 pages per minute.

Both machines support a Fiery workflow. To simplify job management and save space, the Fiery Command Workstation is accessed via the 15.4 inch touchscreen operation panel of the colour printer. The Fiery server supports variable data printing and, because it can spool, RIP and print simultaneously, enables the Sharp production systems to run at full engine speed.



Sharp presented a compelling business case for its MX-6500N colour printing system. Bringing colour and black-and-white production in-house would improve services and reduce expenditure. The council now produces everything from personalised benefit statements to colour promotional leaflets in-house. Sharp's future-proofed solution provides scope for growth in print volumes.

“We used to outsource colour print. Now, using the Sharp MX-6500N, we save time and money by printing everything in-house. The quality is excellent and the technology is easy to use.”

Lidia Pocock, Facilities Manager, Oxford City Council

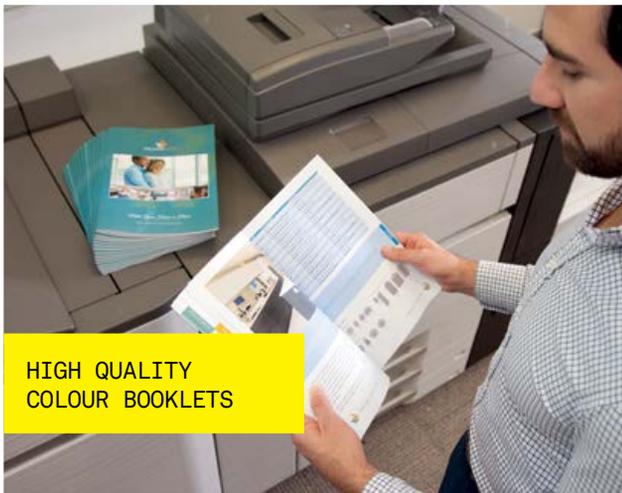
Customer Benefits

With the installation of the new Sharp MX-6500N, Oxford City Council was able to change its print strategy. Colour documents that would have been outsourced to an external supplier are now printed in-house, saving time and money. And, rather than order promotional leaflets and posters in bulk, they are printed on demand, reducing waste.

Using the new facilities to good effect, the council has improved the effectiveness of its print communication. Promotional posters, printed full bleed in high resolution colour have better impact and appeal, and personalised letters, generated using the powerful variable data printing (VDP) capabilities of the Sharp system, gain a better response from recipients.

Oxford City Council's print room operatives take pride in the professional quality of the print collateral they produce using the Sharp technology. Comprehensive operator training was provided by Sharp and, with pre-set media profiles available to simplify setup and powerful workflow tools supporting operation, the Sharp print technology is proving easy to use.

Sharp's versatile and productive solution saves time, enabling the council to meet all print requirements in-house. The daily statement run, for example, used to take three hours to complete but is now ready in an hour, saving ten hours every week. Indeed, the speed, capacity and quality of print room services are such that the council is now able to earn additional revenue by extending its services to external customers.



HIGH QUALITY
COLOUR BOOKLETS

Key facts

- Customer:** Oxford City Council
- Services:** Versatile colour printer with unique capabilities
- Benefits:**
- Cost efficient production technology
 - In-house solution for colour and black-and-white
 - Expanded range of print room services
 - Enhanced quality and effectiveness
 - Quick setup and automated handling
 - Faster and more responsive turnaround
 - Capacity to meet future growth in demand
 - Significant and sustained cost savings
 - Attainable return on investment

This is Why

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SHARP

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