



IN-PLANT PRINTING AND MAILING ASSOCIATION

INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

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Houston In-Plant Turns the Tables by Competing with FMCs for External Customers



Pictured left to right: Reba Jelks, Customer Services Representative; Dolores Gonzales, Manager Sales and Service; Charlotte "Charlie" Holden, Director Administrative Services; and Mike McClay, Manager Graphics Design

In 1998 Houston's ISD Printing Services Department (PS1) in Texas began offering its complete menu of services (design, printing, copying bindery, scanning, imaging, large format printing and DVD/CD replication) to outside entities. Today more than 25% of the in-plant's \$4.7 million annual revenue is generated from outside customers.

But that's only the beginning of an amazing success story.

“A few years ago PS1 began providing facility management services to outside school districts and governmental agencies,” explains Charlotte Holden, director of Administrative Services. Managing copy centers and fleet copiers is becoming one of the fastest growing services offered by PS1 today. By mid-year 2010 Holden anticipates facility management services will become a \$1.2 million revenue generating business for the shop.

PS1 competes with traditional copier facility management companies for the accounts. The in-plant does not solicit facility management business, other than by request, from the school districts or governmental agencies, who already have a vendor-managed operation on-site.

Holden emphasizes, PS1 is gobbling up copier vendor-managed facility operations, not in-plants. She credits their deep knowledge of the school and government business, as well as their high level of expertise in printing and copying for winning outside contracts. PS1 not only receives the revenue, but also the overflow copying, printing and bindery work that cannot be produced at the centers.



Another area of expansion for PS1 is the imaging and indexing of hardcopy documents. The service scans hardcopy, converts it to an electronic format and then indexes the information for retrieval. PS1 has a document management philosophy, so expanding into this arena seemed to be a natural extension of services. “We use high-speed scanners and imaging software that makes indexing automatic,” explains Holden. “We looked into using

the copiers as scanners, but the off-line scanners provided more imaging capabilities and the indexing software was more compatible with the offline scanners. Moreover, the overall cost was less than the copier vendor's solutions.”

The in-plant’s next new venture is eForms. This new service will give PS1 the ability to design forms with work flow properties so forms can be routed to the appropriate authority for approval with all information and attachments. These forms will be designed, programmed, and managed by their department for the customers. “We are in the beginning stage of research and hope to be ready to implement in a year.”

As an internal service department, the in-plant is self-sustaining and revenue must completely cover the cost of operation, making it vital for them to understand the market’s document management needs now and in the future. “This has lead PS1 into more electronic document management,” Holden says,” along with the traditional print materials.”