



IN-PLANT PRINTING AND MAILING ASSOCIATION

INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

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Australian In-Plant Reveals Big Surprises “Down Under”



Deep down within the bowels of the ugliest building in Sydney exists a sparkling gem of an in-plant.

“Our facility is hidden away in the basement parking level of a gigantic 27-story skyscraper, with a reputation for being the ugliest building in Sydney,” shares Robert Mascarenhas, Manager, IT Support & Printing Services for the University of Technology in Sydney, Australia.

But first appearances can be very deceiving.

Considering its drab location, most first-time visitors are shocked when entering the beautifully open and rather opulent customer service area.



Not only are all of the administrative offices surrounded by glass, but a giant glass wall provides customers a full view of UTS Printing Services. The glass makes a bold statement about the 14 person in-house printing team – they have nothing to hide and are obviously proud of what they do.

Customer comments describe a very unique print environment:

The doors wide open approach makes the customer feel very involved in their printing purchase. There is no place to hide from customers and this makes the customer feel welcome, in control and confident about the business.

Busily moving between groaning monster-size copiers is a transparent environment where all levels of management and production are visible. Professional pride springs from walls covered with clear mission statements, client citations and motivational slogans. A sense of purpose and harmony engulf the casual visitor.

Behind the fishbowl windows, like those of a fine dining restaurant, you will see the energetic staff of Robert Mascarenhas working undeterred, demonstrating their finesse and skills.

But its appearance is just one of the surprises within this predominantly digital print facility. “The uniqueness of our service is that we are not simply a central printing facility,” explains Mascarenhas.



“We have a Student Resource Centre which is a one stop DIY (do-it-yourself) shop for students, equipped with a range of multi-functional devices, binding equipment, photo kiosks, and large format printers.”

They also manage a Digital Imaging Facility, located within the Faculty of Design Architecture and Building, that provides tutorials and imaging services to students in the areas of graphic design, the effective use of design software, and digital print submission.



In addition, the in-plant team manages the university's fleet of 250 MFD's, photocopiers and printers. The centralized approach has delivered great savings by:

- Significantly reducing administrative costs and time associated with paying multiple invoices;
- Dramatically reducing the price of equipment through high-volume buying power;
- Preventing business units from being locked into ridiculously expensive lease agreements;
- Consolidating on-demand ordering of toner and supplies which means that supplies are only purchased when needed, instead of having thousands of dollars of supplies setting unused throughout departments.

Unlike many in-plants, UTS Printing Services is incorporated with the IT Department. Mascarenhas, who also oversees IT support, says combining the two functions makes for a rather unique mix. "I think this trend is gathering momentum."

Service trends are also closely monitored, expanding offerings as needed to keep pace with customer needs. For example, when customers sought an alternative to paper, the in-plant began offering CD and DVD burning. "We saw an opportunity to produce DVDs of the two graduation ceremonies involving 9 faculties each year," explains Mascarenhas. "The DVDs are very popular with graduates, providing a wonderful memento. They are produced on-demand and personalized with the student details."



They have also collaborated with the Marketing and Events Departments to produce signage and banner stands. "Demand has grown quite rapidly, having a significant impact on our large-format volume."

Mascarenhas, who attended IPMA's conference in Rochester this summer, says Australia's trends in technology closely mirror those in the U.S. He jokingly explains that customers in the U.S. and Australia also mirror each other. "They (both) want it yesterday and at half the price."



Australian in-plants are also not immune to outsourcing threats. "In fact we recently went through an internal audit that endorsed our operation. We are still here because we have demonstrated good services, add value to our clients and are cost competitive." Based on his experience, he advises other in-plants to conduct a SWOT (strengths, weaknesses, opportunities & threats) analysis of your operation to assist in your defense if an outsourcing threat occurs. He also recommends involving yourself in your organization. "Don't be an island."

Because the university community is free to choose from whom they purchase printing and the in-plant does not have "Right of First Refusal," the team is always on its toes, working hard to secure business. "We have maintained a very strong client base largely because we try to understand our clients' needs and provide solutions that make their life easier. Our reputation for understanding our clients' needs and satisfying them is our greatest asset."

"We juggle competing demands and deliver under difficult circumstances. Our motto is **Networked, On-Line, On-Demand.**" He adds, "It's not necessarily what you do on a day-to-day basis. It's the lengths you go to for your clients in times of crisis that contribute to building customer loyalty."

Equipment includes:

3 Xerox Docutech 6180s

Canon C7000 ImagePress

Canon ImageRunner iR7105

HP 5500 Large Format

Duplo System 5000 Booklet Maker

Pitney Bowes DI 950 Mail Inserter