

Local government Case Study

London Borough of
Enfield Council



Enfield Council enters high-volume colour print market with Canon



Company Name

London Borough of Enfield Council

Industry

Local government (In-house)

Founded

1965

Location

Enfield, London

Services

Digital printing, offset printing,
design and creative services

Website

www.enfield.gov.uk/

Relationship with Canon

7 Years

Objective

To strengthen the value of the council's in-house print department by producing more high-volume colour print jobs.

Challenges

- Inability to meet growing demand for colour print
- Existing digital print technology lacked the productivity, output colour stability and cost-efficiency to address demand
- Requirement for print output to meet strict brand guidelines set by the council
- Too much high-volume work was being outsourced

Approach

- Enfield Council's in-house print department has been consistently impressed with Canon's service and support since becoming a customer in 2005.
- Looking to update its colour digital print infrastructure in 2014, the customer took part in Canon's Business & Innovation Scan and also participated in the Essential Business Builder Program to gain a better understanding of the in-house and colour print markets.
- Encouraged by the consultancy and guidance provided by Canon, the customer invested in new production

imagePRESS technology and continues to work with Canon's business development and account management teams to expand the business.

The Canon Solution

- Canon consultancy - Essential Business Builder Program
- 2 x imagePRESS C700
- 1 x imagePRESS 1125

Results



Throughput has increased by 30% on all paper stocks



Productivity has increased by 50%



20% more colour work is now being kept in-house (now 65% colour, 35% monochrome)



Establishment of an internal web-to-print portal and modernised website, which brings in 70% of total work

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Canon has helped us to maximise our web-to-print service for an improved client interface which now brings in around 70 per cent of orders.

Canon

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The challenge

Enfield Council sets high standards for all of its departments. As a local government, it's absolutely vital that taxpayers receive great value for money from the council and its services. At the same time, the council must adhere to strict budgets and brand guidelines.

Providing a high-quality, cost-effective service, as the council's Design and Print Service Manager Mitchel Tait acknowledges, is no easy task. "Like any business, councils are always trying to do more with less. To support that strategy, they need to implement solutions and business models that maintain optimum performance and meet customer demand, all the while streamlining costs. This means investing in more than just technology; you need your staff to have the relevant skills and expertise."

Investing in skills and expertise is why, in 2005, Enfield Council's in-house print department merged with the Enfield Professional Development Centre's (PDC) reprographics department, which was successfully meeting the design and print needs of local schools and colleges.

PDC had impressed with its professional digital monochrome and colour print production of education materials for local educational institutions. The merger removed the need for offset production of monochrome applications such as leaflets, memos and other in-house communication collateral - all of this could now be produced digitally in-house.

However over the next decade, Tait knew the department needed to enhance its service offering with better technology that was faster and better quality, while still cost-effective. He also needed to broaden his understanding of the in-house printing market to improve the value of the department and enable it to successfully compete with external print service providers.

"We were facing the same cocktail of challenges that most PSPs encounter, such as shorter runs, personalisation, faster turnaround, higher colour volumes, great quality, low cost-per-product and maximum uptime," recalls Tait. "However by 2014, our production

environment was outdated and ill-equipped to address the needs of our core market."

The most pressing issue for Tait was the lack of capability to meet customer demand for high-volume colour. With falling volumes for black and white print and increasing demand for colour applications such as leaflets, booklets and other promotional collateral, Tait recognised the need to upgrade his production line.

"We couldn't risk losing this type of work to external competitors. But it wasn't a simple investment exercise - we needed to know more about colour print to ensure we were investing in the right technology for our business, as well as gaining an understanding of how best to sell and promote our services. In addition, the colour output had to be consistent to meet a very specific brand colour palette."



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The dedicated service and support that would accompany the investment was a crucial factor in partnering with Canon.”



The solution

Tait recognises that operating as an in-house print room has its own set of challenges, and that internal customers can be very exacting in what they want. "You need to be capable of producing quality work to tight deadlines, otherwise they'll go elsewhere and you'll weaken your reputation within the organisation," he elaborates.

"You also need to understand how to market yourself to internal customers. We were looking for a supplier who had the experience and insight to galvanise our on-going transition as a quality in-house print room. That supplier was Canon, who caught our eye with its Business & Innovation Scan and Essential Business Builder Program. The Business & Innovation Scan gave us a clear and thorough analysis of where our strengths and weaknesses were and Canon recommended its consultancy programme to build on these findings."

Tait and his team participated in a number of modules from the Essential Business Builder Program, which taught them how to promote their services and how to plan for change. "These educational modules were invaluable," continues Tait.

"We learnt how to put a modern and easy to use website at the forefront of

what we do through our third party web-to-print software, including how to use templates to simplify the client ordering process and to promote the full extent of our product portfolio, as well as how to reduce processing costs. We also received advice from other Canon customers about how to optimise an in-house print room."

Encouraged by this consultancy approach, Tait invested in two of Canon's latest production devices in December 2014. "The imagePRESS models met our stringent tests for colour stability, quality, speed and reliability. This was a technology we could heavily rely on to produce consistent colour work in high-volume runs to grow our service offering, while the dedicated service and support that would accompany the investment was also a crucial factor in partnering with Canon."

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The high standard of Canon's technology was never in question; it was how, as a partner, Canon was going to help us create a printing department that benefited the students and staff, while simultaneously contributing to the school's bottom line. We were drawn towards its consultancy services such as the Essential Business Builder Programme (EBBP) and its customer events.

Achievements

Less than a year after Enfield Council's latest investment in Canon's technology and support, the department could cost-effectively produce more high-volume colour applications, helping the council to keep over 20 per cent more colour work in-house; with colour now representing 65 per cent of total volumes.

The department is operating 50 per cent faster and has increased throughput by 30 per cent on all paper stocks (forecasting 3,000,000 impressions across the Canon technology in the first 12 months).

"The partnership with Canon has been a revelation," reflects Tait. "We're constantly working with them to fine-tune and enhance our proposition, and we can easily measure the success through the increased volumes in colour applications. The colour range on the new devices is precise, allowing us to match our brand identity and protect the council's corporate image. Canon has also helped us to maximise our web-to-print service for an improved client interface which now brings in around 70 per cent of orders."

Tait concludes: "Working with Canon, we've made fundamental steps in building the foundations to safeguard the department's position and to nurture future growth. There are ongoing discussions to incorporate more transactional print work, implement a managed print service to include the fleet of Canon multi-functional devices (MFDs) that we have, as well as potential additional investment in

a more comprehensive web-to-print platform to further modernise how we operate. We're looking forward to an exciting future."

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