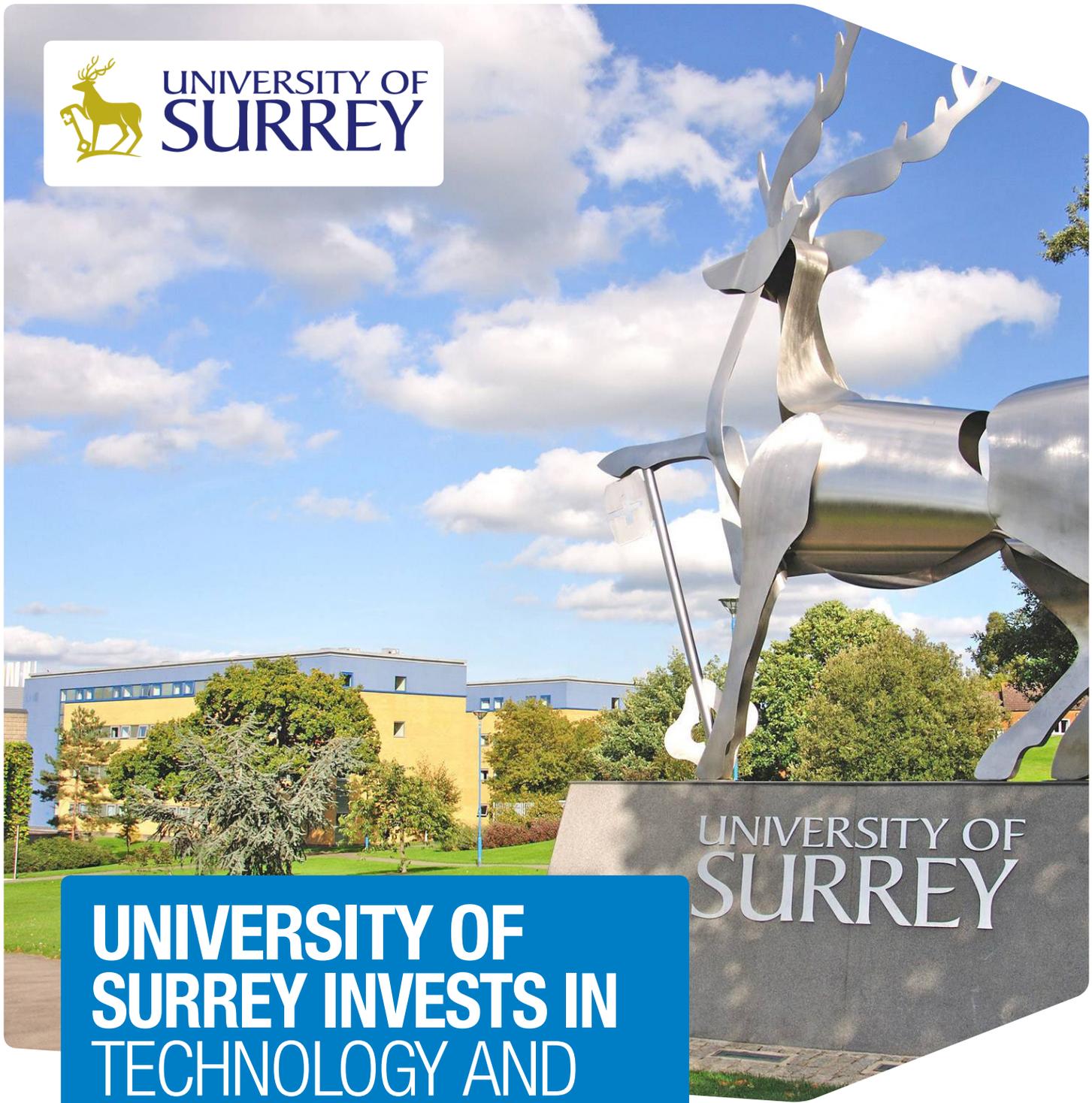




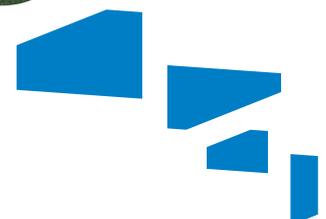
KONICA MINOLTA



UNIVERSITY OF  
SURREY



**UNIVERSITY OF  
SURREY INVESTS IN  
TECHNOLOGY AND  
SOLUTIONS FROM  
KONICA MINOLTA**



Giving Shape to Ideas



IN PARTNERSHIP WITH  
THE UNIVERSITY  
OF SURREY

# A NEW SUITE OF KONICA MINOLTA DIGITAL PRODUCTION PRINT SYSTEMS, FINISHING EQUIPMENT AND A SOPHISTICATED WEB-TO-PRINT SOLUTION HAS ENABLED SURREY DESIGN AND PRINT TO COST-EFFICIENTLY BOOST ITS OFFER TO INCREASE REVENUE, AS WELL AS DELIVER AN ENHANCED CUSTOMER EXPERIENCE.

**Surrey Design and Print, the in-house print department of the University of Surrey, offers creative design, print, finishing and merchandising services to the University's 2,500 staff, a student community that totals nearly 14,000, as well as a number of external customers.**

## Challenge

With one year remaining on the lease for the legacy production printers on site, the print and design team took the opportunity to research how, with the latest technological advances in print, finishing and software solutions, they could expand and reshape their offer to deliver a more streamlined service to the University's staff and students, as well as increase throughput and revenue by targeting the external market.

## Objective

One of the key objectives was to have access to more sophisticated personalisation options and to offer these to customers online. Surrey Design and Print wanted the shopping experience to be as seamless as Amazon and the personalisation options akin to Moonpig. A key requirement was to empower its customers by enabling them to do a lot more designing and proofing of documents by themselves, whilst providing the template structure that helped them meet brand guidelines and produce the best outcomes.

Surrey Design and Print currently manage some six million impressions per annum and future plans include reworking the University's print infrastructure so that all high volume jobs are automatically directed to the print room, a move that will potentially significantly increase the volumes throughput. This meant that the new equipment had to be future-proof and versatile, with speed, capacity, durability and reliability paramount.

Surrey Design and Print run an internal brokerage system, inviting selected providers to quote for jobs that cannot be completed in-house. As part of the process to upgrade the print room equipment, the team were also looking for technology that would enable them to reduce or potentially eliminate the work currently outsourced by having the ability to produce in-house.

## Approach

A robust competitive tender process saw six suppliers, including the

incumbent, invited to bid for the contract.

From the outset, Konica Minolta engaged with the team, conducting a full assessment of existing workflow, the types of jobs being processed and future plans. This pre-tender research ensured Konica Minolta truly understood the unique needs of Surrey Design and Print and enabled them to recommend an infrastructure that both met today's requirements as well as had the ability to scale up to support future plans.

Of the six companies invited to tender, four were selected to enter stage two of the process, with Konica Minolta successfully securing the contract.

## Solution

Konica Minolta's recommended solution included two bizhub PRESS C1085 colour production print systems, which are ideal for processing short-run and variable data printing jobs with tight deadlines. The bizhub PRO C1060L was also provided to support the requirement for high quality colour output. This light production system offers fast print/copy speeds at a lower cost and features a 7,500-sheet maximum paper capacity for long press runs without interruption, as well as versatile inline finishing options.

Three bizhub PRO 951 black and white devices which boast a production speed of 95 A4 or 55 A3 pages per minute, as well as high RIP performance for outstanding productivity were also installed.

In addition, Konica Minolta provided a range of finishing equipment as well as a market-leading web submission solution, which enables customers to submit jobs, check production status, proof, pay, and re-order items via a customised website, 24/7, from any location.

## Benefits

Surrey Design and Print selected Konica Minolta as the sole print provider for a number of reasons. In particular they liked the fact that the machines were brand new to the market. The ability to benefit from the most up to date technology as opposed to devices which had been around for a couple of years, provided them with an additional level of assurance over the longevity of the solution, across the four-year contract term. Konica Minolta's state-of-the-art colour printing technology which delivers superior quality of output has enabled the



WE REALLY LIKE KONICA MINOLTA'S APPROACH. WE NEED TO WORK WITH SUPPLIERS THAT ARE TUNED INTO THE WAY WE WANT TO WORK. THEY'VE PROVEN THEY WANT TO DEVELOP THE RELATIONSHIP AND WORK WITH US TO HELP US REACH OUR GOALS, IT'S NOT A CASE OF SIGNING UP AND THEN SAYING SEE YOU IN FOUR YEARS

**GARY IVE, PRINT AND DESIGN MANAGER**

team to increase its offering to the University as well as decrease volumes previously outsourced.

Surrey Design and Print can now manage the production of exam papers and personalised degree certificates, which has reduced costs and kept control in-house. One of the biggest benefits has been to minimise the requirement to reproduce and reprint examination papers in instances where the packaging is damaged for example. Strict protocols have to be adhered to when producing exam papers. Security is paramount and by managing in-house, Surrey Design and Print are now able to print, shrink wrap and deliver all jobs directly to the Registry, retaining control and ensuring compliance at all times.

Surrey Design and Print believe that the colour quality on the new bizhub devices is some 70 to 80 per cent better than on the legacy device. And the vastly improved colour capability has generated lots of positive customer feedback.

With the new solution, Surrey Design and Print are well placed to build the business and increase the revenue stream. They will benefit from Konica Minolta's Digital1234 business development programme and already intend to open up the facility as a working showroom that other Konica Minolta customers can visit.

### Web-to-print

Value for money and the provision of a sophisticated web-to-print solution were also key deciding factors. Staff, students and other customers can now order and re-order online. This new service has improved productivity and is enabling the team to better manage

workload and push through greater volumes, without increasing staff or costs.

The web submission solution has provided a much better connection to the student facing market, whereas previously jobs had to be placed via email, over the phone or in person, now they can be seamlessly submitted online. In addition this has also provided the opportunity for Surrey Design and Print to work with the students on mobile apps to further enhance the buying experience, improve customer retention and satisfaction.

There are plans in place to open up a print information centre in the University's existing bookstore that will offer students and staff the opportunity to fully leverage all of the functionality of the web submission tool through online tutorials and face to face tuition. Surrey Design and Print also intend to widen the range of products and services to include static items, celebration cards, academic books, merchandise, souvenirs and stationery, all of which can be personalised and purchased online.

One of the key features of the web submission solution is its ability for users to create templates for a variety of products which buyers can select from image galleries and personalise by adding their own photos and text. This easy-to-use interface also ensures that the brand is controlled and is consistent across all printed items.



KONICA MINOLTA

## NOTES

1. Konica Minolta Holdings Inc was established in 1936, has 36,000 employees and has global reach across 40 Countries in Europe, UAE, Asia Pacific, Africa and the Americas. The global HQ is located in Japan, our European HQ is in Germany and our UK HQ is in Essex.
2. Established in the UK in 1973, Konica Minolta Business Solutions (UK) trades as the UK HQ and is supported with 17 direct sales and service centres along with over 90 independent dealerships.
3. Specialising in the provision of Multi-Functional, Print Production Devices and Optimised Print Solutions, our best in class team offers specialist support, advice and consultancy to the commercial, public and governmental sectors.
4. Our strategy has our customers at its core. With strong and mutually beneficial customer partnerships, our aim is to achieve mutual sustainable growth through technological innovation. We bring flexible solutions that not only meet our customer expectations, but exceed them, time after time.
5. Konica Minolta is a true service provider taking a holistic approach to customer needs based on customer intimacy and adaptive business processes tailored to customer requirements. This approach can be best summarised as 'giving shape to ideas'. Konica Minolta's Optimized Print Services (OPS) programme encompasses document workflow management solutions for SMBs, large enterprises and the public sector. This allows customers in all sectors to focus on core business activities while we deliver optimised document workflow solutions.
6. Konica Minolta is a patron of the UK's leading youth charity The Prince's Trust. Founded by HRH the Prince of Wales in 1976, The Prince's Trust gives practical and financial support to over 50,000 disadvantaged young people every year, giving them the skills and confidence to find a job. With more than a million young people struggling to find a job, youth unemployment is estimated to cost the UK economy £155 million a week in benefits and lost productivity. This commitment is part of Konica Minolta's ongoing policy of Corporate Social Responsibility.

**FOR MORE INFORMATION**  
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