



## Company

The Courier

## Sector

Newspaper industry

## Location

Ballarat, VIC

**The Courier**  
SINCE 1867  
thecourier.com.au

# Ballarat's *Courier* discovers gold in new print solution

Just a little over an hour's drive from Melbourne, Ballarat lies in one of Victoria's most picturesque and popular tourist districts. Dotted around Ballarat are historic villages, first settled when the gold rushes of the 1850s brought thousands of immigrants and prospectors to the area hoping to strike it rich.

Boasting a history as colourful as the district itself, Ballarat's local newspaper, *The Courier*, has been keeping readers informed since its first edition on June 10, 1867, under editor Robert Clark, and has kept his pledge to "speak out boldly" on issues that impact on the district.

## Business Challenge and scenario

Like newspapers everywhere, *The Courier*, part of the Fairfax Media group, wanted to find more effective ways of operating to improve its business performance. Part of its efficiency drive involved improving its internal print infrastructure.

General manager at *The Courier*, Angela Carey, said there was no formal structure in the newspaper's print capabilities, which had been accumulated randomly over the years. Each department had its own printing outlets, with no real network for overall control. Maintaining and repairing the machines was troublesome because many of them were reaching the end of their effective working lives, and were no longer reliable or performing adequately.

"What we print here varies greatly between departments, as you can imagine. But it was all pretty disorganised and *ad hoc*," said Angela. "We had all sorts of printer brands and models, and each was doing its own particular jobs. The accounts department had a small printer for printing cheques, and our payroll officer had another one for printing pay slips. I had a printer for documents like letters, and the design and print department had a large printer for proofing and printing ads for clients. They use a fair bit of colour in their printing."

The newspaper also had difficulty keeping supplies of paper, inks and toners in stock. This wasn't controlled by one person, so there was no accurate record of ongoing costs.

## Challenges

- *The Courier's* print fleet was diverse, with no real network and formal structure that made it difficult to track and control costs
- Maintaining and servicing the fleet was difficult as many devices were unreliable or performing inadequately

## Solution

- A blended networked fleet of five devices including the Fuji Xerox DocuCentre-IV multifunction device
- A fully managed print service solution

## Benefits

- Reduced paper usage results in reduced print costs
- Improved tracking and reporting efficiencies
- Improved print quality and efficiencies
- Device consolidation improves staff welfare
- Security printing is now guaranteed

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Senior management at the newspaper decided that a more coherent and sustainable system of providing the print requirements of the various departments was needed. By adopting a unified system they hoped to improve efficiencies through a rationalisation of the printer fleet, cut the wastage of materials and slash costs, which were spiralling out of control.

“Costs were a major factor in the decision to replace the old system,” said Angela Carey. “We needed to cut down on the use of a lot of printers which needed different toner cartridges and paper sizes. It was a nightmare, to be honest.”

## Solution

*The Courier* invited Viatek, the region’s authorised dealer for Fuji Xerox Australia, to analyse the newspaper’s print needs and suggest a solution that could address all its concerns.

That solution was predicated on a small fleet of five multifunction devices located in strategic positions around the newspaper’s offices to handle the requirements of different departments. The multifunction devices were networked and supervised by a fully managed print service, which provided complete operational oversight, regular service and maintenance, and supplied consumables on an as-needed basis.

Viatek installed a blended fleet including five Fuji Xerox DocuCentre-IV multifunction devices, which are capable of printing from 25 to 50 pages per minute. Two desktop printers completed the fleet.

## Benefits

Staff at *The Courier* noticed several major differences in the way they generated print after the implementation of the managed solution.

In line with Fuji Xerox Australia’s commitment to environmental sustainability, when Viatek removed the old devices they were returned for remanufacturing, so they didn’t create unnecessary landfill.

### Benefit: Reduced paper usage results in reduced print costs

After a six month period of tracking the use of the new multifunction devices, it was discovered that paper purchases were reduced by 19 percent, with a corresponding reduction in toner cartridge use, producing significant savings for the newspaper in materials. In that period, 123,530 fewer pages were printed. The system also reduced *The Courier*’s print costs by 17 percent, improving its bottom line.

### Benefit: Improved tracking and reporting functionality

These figures were easily calculated because the fully managed print service tracked all use of the devices, providing *The Courier* with a complete record of which staff printed material, when and in what volumes, so that new efficiencies could be incorporated into the newspaper’s operations.

### Benefit: Improved print quality

Print quality, and especially for important colour proofing of classifieds and advertisements, was noticeably improved, and was appreciated by clients.

### Benefit: Device consolidation improves staff welfare

By installing just five multifunction devices and two desktop printers, most staff now had to leave their desks to retrieve their printed documents, which had a health benefit that hadn’t previously been considered. The extra activity kept staff more alert and active.

### Benefit: Improved efficiencies

Staff at *The Courier* had to adjust their work practices to suit the new regime of fewer print devices, but the system has proved to be much more efficient and easier to use.

“Nobody comes to me with problems, so everything runs smoothly,” said Angela. “I get automated notifications to tell me when new toner cartridges are needed, and it’s very easy to order these online. Occasionally I see a Viatek service person in here, but I’ve never had to ring anyone. It’s a brilliant system.

“And now we’re printing much less, and saving a lot on paper and inks. It’s second nature for us now.”

Craig Whitfield, sales and marketing manager for Viatek in Ballarat, said, “We had some challenges integrating these state of the art Fuji Xerox devices with some of *The Courier*’s legacy software programs and ensuring that they worked properly. However, it soon became evident that the new print solution delivered much better results for the newspaper, with more efficient printing, improved print quality and it provided a better way to work so they could get more done.”

### Benefit: Security printing now guaranteed

Angela Carey also appreciates the security afforded by the new devices.

“The function I really like is the secure print function. With printers centralised around the building, when our management team sometimes has to print sensitive or confidential material, they can log in, enter a code when they get to the printer, and it prints material on the spot for them. That saves leaving sensitive documents lying around for a while. That’s a very important function for us.”

*The Courier* is making headlines of its own with its innovative print infrastructure, and in the process has improved its bottom line. That’s as good as gold in the bank.

## About Fuji Xerox Australia

Fuji Xerox Australia is a world leading enterprise for business and document management services. Through its broad portfolio of document technology, services, software and supplies, Fuji Xerox Australia provides essential back-office support that clears the way for customers to focus on their core business. With awards from the United Nations and the Banksia Environmental Foundation, Fuji Xerox Australia is well recognised for its commitment to sustainability.

For more information, visit [www.fujixerox.com.au](http://www.fujixerox.com.au) or [www.fxasustainability.com.au](http://www.fxasustainability.com.au)

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