# Arena group — the document experts

## CASE STUDY: Hopwood Hall College
## SERVICE: Copy & Print, Reprographics
## KEY FACTS: Improved commercial profit
## Intoduced reliable cost control

**Hopwood Hall College is a vocational college set across two campuses in Middleton and Rochdale, with over 200 courses from accountancy to veterinary nursing. The high quality student experience provided is underpinned by the strong cultural framework within which Hopwood Hall operates, working with students, parents, employers, employees, partners, stakeholders, suppliers, and local communities alike. In this busy college environment, choosing the right print partner through the Crescent Purchasing Consortium (CPC) framework was essential.**

### Taking the cost and hassle out of print management

Hopwood Hall's original 90 strong multi-functional devices (MFDs) have been reduced down to a fleet of 40 A3 colour Toshiba devices recommended by the Arena team that have already been proven in similar environments. Streamlining the number and variety of devices previously supplied to the College has given immediate cost benefits. Managing large stocks of expensive toner supplies has also been avoided.

Ensuring better management information through print software was also important to the College. Previously, reports were limited in functionality and peppered with unreliable information. In contrast, Arena's Professional Services team has carefully configured the PaperCut software on the new devices enabling departmental managers to monitor usage and volumes to keep costs down.

Involved in the tender process was Lisa Jackson, head of the Reprographics team.

"Arena's presentation went into a lot of useful detail which ticked all the boxes, including how PaperCut would work for us and the benefits it would deliver. Ideas were put forward, but nobody tried to sell us stuff that we didn't need."

Automatic reporting will reduce the requirement for the Reprographics team to be involved in day-to-day queries and trouble shooting.

### Meeting the technical needs

The busy Reprographics team led by Lisa is at the heart of the College. They service the marketing and curriculum printing needs of the College, and also provide a valuable income stream by offering commercial printing to external customers.

Ensuring competitiveness is key to their continued success, and the technical specification of the printers had to be right. Arena delivered on both requirements, leveraging relationships with manufacturers to find the most suitable devices from Xerox and keeping prices low.

"The lower cost per click will enable us to make more profit on commercial printing" explains Lisa. "Also, Arena did not try to sell us an alternative to the repro equipment that we needed."

> Saving time and money in Reprographics and across the College is a priority.

Lisa Jackson, Reprographics Officer

**Crescent Purchasing Consortium**

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**Crescent Purchasing Consortium**
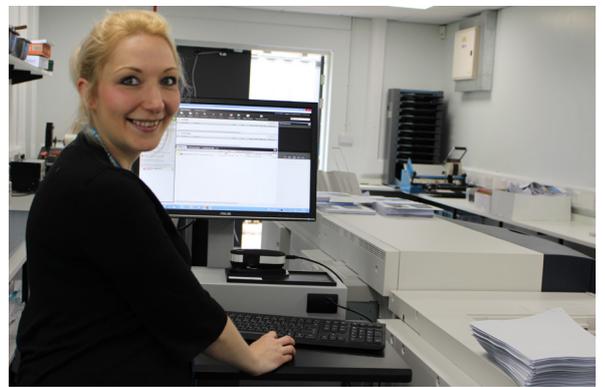


> ❝ The installation was fantastic. Everything ran smoothly on the day. ❞
>
> Lisa Jackson, Reprographics Officer

**The reassurance of a reliable team**

After experiencing disappointment and delays with the engineering support from the College's previous supplier, Arena's average response time of 3 hours 48 minutes was key to the decision of working together.

The installation was arranged during the summer break ready for the new College year. Arena's Installation, Service, Professional Services and Account Management teams were all involved to ensure the system was up and running with minimal disruption.

"The installation was fantastic. Everything ran smoothly on the day," explains Lisa.

The Service team were available in College as staff returned from the summer holiday to help with training, troubleshooting and floor walking as staff became accustomed to the new devices. This ensured that the Reprographics team could focus on their own core work and not be distracted by ad hoc queries and requests.

**Fit for college life**

It was important to the Arena team that the devices met all the College's requirements. As the Arena team came to understand how the organisation ticked, some additional suggestions were made, based on previous experience devising systems for similar environments.

One recommendation was to simplify the top up of ID cards used by students at the College's learning resource centre to pay for printing. Previously, on realising their credit had run out, students had to visit reception to purchase vouchers, then visit another machine to top up their printing credit. With Arena, the ID cards are simply topped up online or in one simple step at reception.

"This set-up is much more professional, and provides a better customer experience than the old coin based system," comments Lisa.

**Being green**

The ability to monitor environmental impact through the Toshiba devices and share reductions in carbon emissions is seen as another benefit of working with Arena.

Updates on the College's success in reducing their carbon footprint will be sent out in the regular Newslink newsletter, reinforcing the College's values on the environment.

Interviewed and written by Arena Group, with thanks to the support of Lisa Jackson and the Marketing team at Hopwood Hall College
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