

“By minimizing desktop printer use and efficiently managing our print infrastructure, we’re reducing our environmental footprint and creating a culture of sustainability in IHS offices around the globe.”

—Marilyn Johnson, *Director of Sustainability*, IHS



Our Challenge

Corporate sustainability is a top goal for many companies. For IHS, as a company that does not manufacture things, there are no production plants, but instead mainly offices and related services. The challenge is in finding ways to make sustainability tangible to IHS employees. One thing that all IHS colleagues do is print. So the search began to find a solution that would help IHS print in a more sustainable manner.

Our Solution

We have virtually eliminated desktop printers in our larger offices. We replaced almost 600 printers, faxes and scanners with about 100 Xerox® multifunction devices in 29 offices. Old equipment is donated or recycled. Moreover, the new devices are more energy-efficient, helping us cut costs and reduce our environmental footprint.

Our Results

- Streamlined print infrastructure by over 80 percent
- Decreased print-related energy use by 43 percent
- Reduced print-related greenhouse gas emissions by 34 percent and solid waste by 39 percent
- Recycled and donated the replaced printing devices
- Improved print turnaround times
- Reduced overall printing costs by approximately \$30,000
- Freed employees to focus on business goals and serving clients

“At IHS, corporate sustainability is not a special project. It is a core element of our business model and key to our future performance. As we integrate corporate sustainability into our operations, it is becoming a key enabler of operational efficiency and excellence.

—Scott Key, *President and CEO, IHS*



Optimizing Environmental and Operational Efficiencies

For IHS, a leading business information and insight provider, becoming a greener company wasn't all black and white. The Englewood, Colorado-based company's "products" don't involve manufacturing sites or vehicle fleets. So where to begin?

“We had to become more strategic and look for operational efficiencies,” explains Marilyn Johnson, IHS Director of Sustainability. IHS saw an opportunity in a Sustainability Printing Initiative that will serve 6,000 employees in over 30 countries by drawing on Xerox® Managed Print Services.

Clearing the Desktops

“We had an undesirable printer-to-colleague ratio where many people had a printer on their desk,” offers Johnson. “It wasn't efficient to manage all those devices, so we began a campaign to eliminate individual printers.”

The IHS Sustainability Printing Initiative is a global effort to consolidate printing devices to one vendor and standardize office equipment for printing, copying, faxing and scanning. It also includes change management and an educational component regarding sustainable printing habits.

IHS is transitioning from approximately 2.8 users per device to 30. All print-related tasks are handled by Xerox® ColorQube® multifunction systems in 29 offices company-wide. Says Johnson:

“It's the single most global effort IHS has implemented to actively address our environmental impact around sustainability.”

About Xerox. Xerox is the world's leading enterprise for business process and document management. Xerox technology, expertise and services enable workplaces—from small businesses to global enterprises—to simplify the way work gets done so they operate more effectively.

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Saving Energy Along with Dollars

Xerox® ColorQube multifunction devices offer ENERGY STAR® compliant equipment, duplex printing, cartridge-free ink sticks and other environmental advantages. According to Johnson:

“With double-sided printing as a default, we're reducing our paper usage. This also supports reducing the amount of energy used and solid waste generated as a result of printing.

“There are also inherent efficiencies in reducing the number of printers because we're not managing and supporting all these different print devices and toners and cartridges.”

IHS is reducing print-related energy consumption by 43 percent, while trimming greenhouse gases by 34 percent and solid waste by 39 percent.

Therefore, paper, toner, electricity, printer and maintenance costs are also decreasing.

In addition, printing control and confidentiality have improved, thanks to ColorQube's password-protected generation of sensitive documents.

People can send a contract or HR document to the printer, and if they can't get there right away, it's not sitting there compromising confidentiality or lost in someone else's printed materials.

Adapting to Environmental Change

To support the change management efforts, IHS dedicated an internal team to the rollout, with Xerox providing training and technical support.

People needed to understand why the ColorQube was better. If you have a report that's a hundred pages, how long is it going to take you to print on the ColorQube versus your former printer? People needed to feel some level of purpose behind the change.

“We had posters that were specific to each office, showing benefits, such as savings in solid waste and energy. Information was actionable and relevant, so people could say, ‘That makes sense to me.’”

To help facilitate such a change, senior leadership support was essential. For IHS, senior leaders led by example, where the CEO gave up his own printer early on. This led the way for others to transition from using personal printers to a shared printer environment.

Focusing on Productivity, Not Printers

“Xerox has proven to truly be a good partner,” concludes Johnson. “They're in the business of selling, implementing and managing printers. The expertise that Xerox brings, particularly with a global rollout, was very helpful.”

“Working with Xerox is a way for IHS colleagues to make a sustainable choice every day.”