COLLABORATIVE INNOVATION BEGINS WITH MANAGED OUTPUT AT CREIGHTON UNIVERSITY

Creighton University designs holistic managed services program with Canon Solutions America

About Creighton

Creighton University is a private Jesuit, Catholic university in Omaha, Nebraska. Founded in 1878 with an enrollment of 120 students, Creighton's current undergraduate and graduate enrollment is over 8,000 across nine schools and colleges. The largest school is the College of Arts and Sciences, with about 28% of the University's enrolled students.
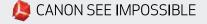
The Creighton Bluejays are nationally recognized in college sports, competing in NCAA Division I athletics within the BIG EAST Conference.

U.S. News & World Report ranked Creighton the No. 1 regional university in the Midwest 15 years in a row. Nationally, Creighton is among 42 schools recognized for undergraduate research/creative projects.[1]

[1] *creighton.edu/about/rankings-reviews*

Challenge

- *Decentralized print program*
- *Department-led decision-making process*
- *Partial visibility to output costs*
- *Limited print controls in place*

CANON SEE IMPOSSIBLE

Why Canon Solutions America?

Creighton University wanted to implement the best possible solution for their needs with the highest possible return on investment. That meant leveraging the relationship with Canon Solutions America's Enterprise Managed Services Division (EMSD) and its connections, both within the Canon organization and with third-party service providers.

In 2016, Creighton University signed a contract with EMSD to manage the University's printer fleet and output environment, with Creighton leadership making the forward-thinking decision to immediately centralize printing for all departments under one program. Shifting completely away from the University's previous program, no department was allowed to opt out.

Since then, the EMSD-managed program has evolved to support all of Creighton's output-related services, including a cloud-based fax solution along with print center operations and multifunctional devices (MFDs).

Bluejay Print and Post

A significant initiative included streamlining and rebranding the Creighton University print center to the **"Bluejay Print and Post,"** coordinating all print jobs with Creighton Mail Services, Purchasing, University Communications, and Marketing. Utilizing PressWise as a customized web-to-print storefront solution provided students, faculty, and staff more convenience and control over the ordering process.

EMSD supports the campus with 10 dedicated on-site employees, including a Technical Operations Specialist responsible for the management of the Pharos UniPrint software—used to help improve security with enterprise-wide user authentication badge printing for students, faculty, and administration. In addition, a Managed Output Analyst is responsible for tracking and reporting on all print devices, and several Convenience Care Representatives serve as the first-level response for all print-related device issues.

In addition, EMSD provided a cloud-based fax solution that supported Creighton's desire to remove analog fax lines and single-function fax devices.

BENEFITS OF A CLOUD-BASED FAX SOLUTION:

- *Elimination of analog phone lines.*
- *Elimination of the IMAC process for physical fax devices.*
- *Assisting with Creighton's HIPAA compliance obligations via audit trails for inbound and outbound faxes.*
- *Additional security feature having inbound faxes route to a person's email instead of an output tray.*
- *No need to convert legacy PBX box or buy a VOIP converter.*
- *Elimination of service and support on stand-alone fax devices.*
- *Requires no upgrades or updates with cloud-based solution deployed in existing infrastructure.*
- *Ability to block junk faxes by sender number.*
- *Restricts outbound faxes, by allowing them to be sent only from **Creighton.edu** email addresses.*

17.1% device reduction

25% savings on fax costs

Significantly reduced fax requisition process from **3 weeks to a few minutes**

Results

Creighton's goals for the program are focused on cost savings and sustainability. From 2016 to 2017, EMSD reduced the number of print devices on campus from **469 to 389, or 17.1%**.

By implementing a cloud-based service, Creighton was able to eliminate a major portion of its fax infrastructure and the administrative burden of managing fax machines, fax servers, and analog phone lines. Utilizing the new cloud infrastructure to manage the software and all applicable updates, end users can send and receive faxes via email in addition to being able to send from the Canon multifunctional devices.

As part of the fax environment upgrade, over 100 analog fax lines were ported into the cloud-based fax service. Monthly billing and ongoing account reviews with Creighton reflect significant cost and time savings related to their fax infrastructure. With a base cost of $22.65 per month per analog line, the implementation of the new solution helped save Creighton over 25% on their fax costs. In addition, the requisition process for setting up a new fax line has gone from three weeks to a couple of minutes, and the IMAC (Install, Move, Add, Change) process for fax hardware has been almost completely eliminated.

What's next?

Increasing the scope of their managed services offerings, EMSD recently helped Creighton implement Canon's Intelligent Grading Solution on the campus. The Intelligent Grading Solution is a subscription-based test creator and grading system that utilizes the Canon multifunction platform and cloud-based content management software. The solution ties directly into Creighton's cost-saving and sustainability efforts by eliminating the need for expensive, specialized paper to electronically grade tests. The new digital process provides professors with an easy mechanism for automating and organizing the grading process. It also provides data to help understand overall class performance and better address areas in which students are scoring poorly.

EMSD and Creighton University meet regularly to discuss potential strategic alliance initiatives. In addition to working closely with the University's Research and Development Lab (RadLab) where students explore the growing potential of technology to address global issues, Canon also supports their Backpack Journalism Program where Creighton students and several faculty members immerse themselves in communities around the world to produce documentary short films based on the unique collection of stories they uncover. EMSD looks forward to exploring other innovative ways to integrate Canon products and third-party solution providers to support Creighton's students and alumni.

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For more information about our service offerings, email or visit us at
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