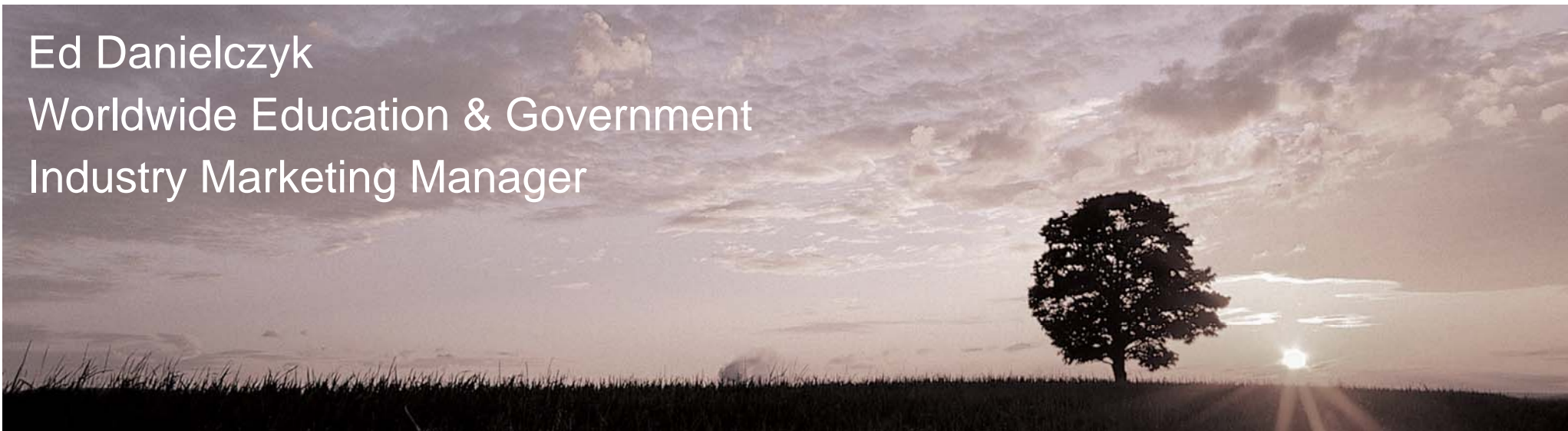


Strategic Relevance and Operational
Excellence:

A Winning Combination for Government and
Education In-Plants

NGPA New Orleans, October 2009

Ed Danielczyk
Worldwide Education & Government
Industry Marketing Manager



Welcome

- Becoming strategically aligned
 - Strategic relevance defined
 - Five steps to success
- Striving for continuous improvement
 - Operational excellence defined
 - Five steps to success
- Q&A



Today's In-Plants: Challenges

Departmental printing

Connecting with customers

Staff

Increased
competition

Promotion/Marketing

Providing ROI

Silos

Strategic relevance
relevance

Link to marketing

Trend towards outsourcing

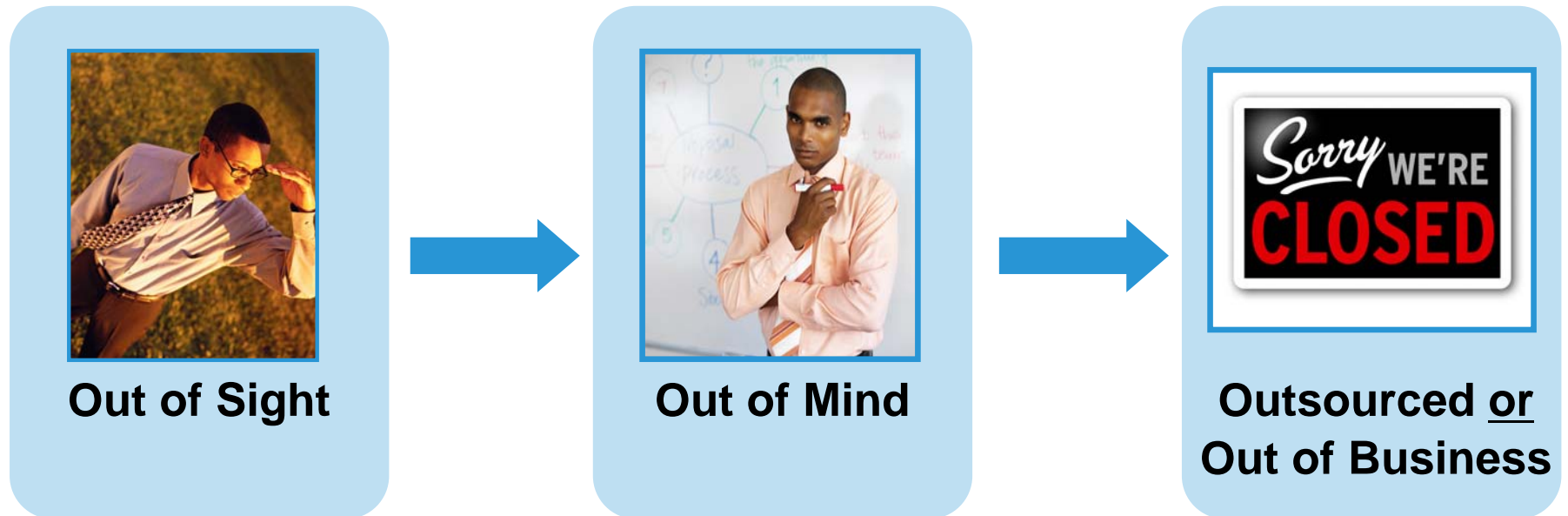
Outdated equipment

Funding

Skills

Digital vs. offset

The In-Plant “Strategic Alignment” Dilemma



Strategic Rings of Influence. How Far is Your Reach?



Strategic Relevance

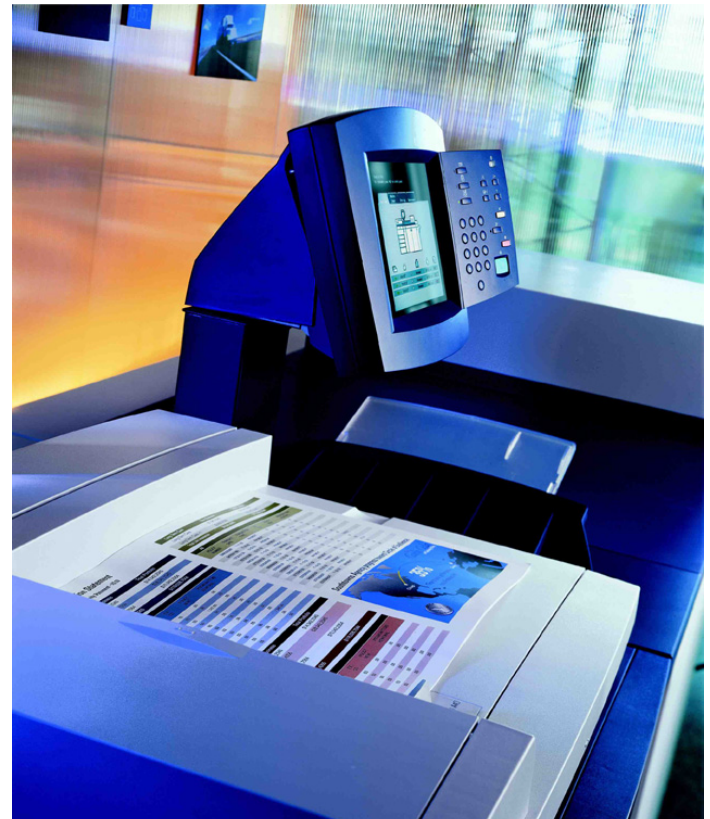
From an In-Plant perspective, what does achieving strategic relevance mean to you?



Strategic Relevance Defined: Xerox

The **alignment of your In-Plant** with the overall mission/vision of your organization and its core business processes, where the organization **considers the In-Plant as its document communications provider of choice.**

Additionally, **your institution considers the In-Plant as a valued partner** that assists the institution's value/supply chain document owners and creators towards the achievement of its overall mission/vision.



Strategic Relevance Defined: Your Peers

“My customers have **choices**. They are looking for a print service provider who can help them not only achieve their business objectives but also to see the possibilities. **We become strategically relevant when they consider my In-Plant as their communication service provider. If I do not deliver the services they are expecting, an outside service provider surely will, thus they will no longer remain my customer.**”

Director of Print Services,
Government of Singapore

Strategic Relevance Defined: Your Peers

“Printing Services is not always embraced as a solutions provider. I believe you become strategically relevant within your institution when you achieve the following:

- You **anticipate what the university’s leadership team needs** before they recognize it. This **demonstrates strategic value**.
- You become **perceived as part of the solution** rather than part of the problem.”

Duncan Hurst, Director Media Services
Heriot-Watt University, UK

Strategic Relevance Defined: Your Peers

“For years we have needed to **prove the worth of our services**. Many of us have **needed to prove our existence** due to the current inflation situation which has added to budget cuts and uncertainties.”

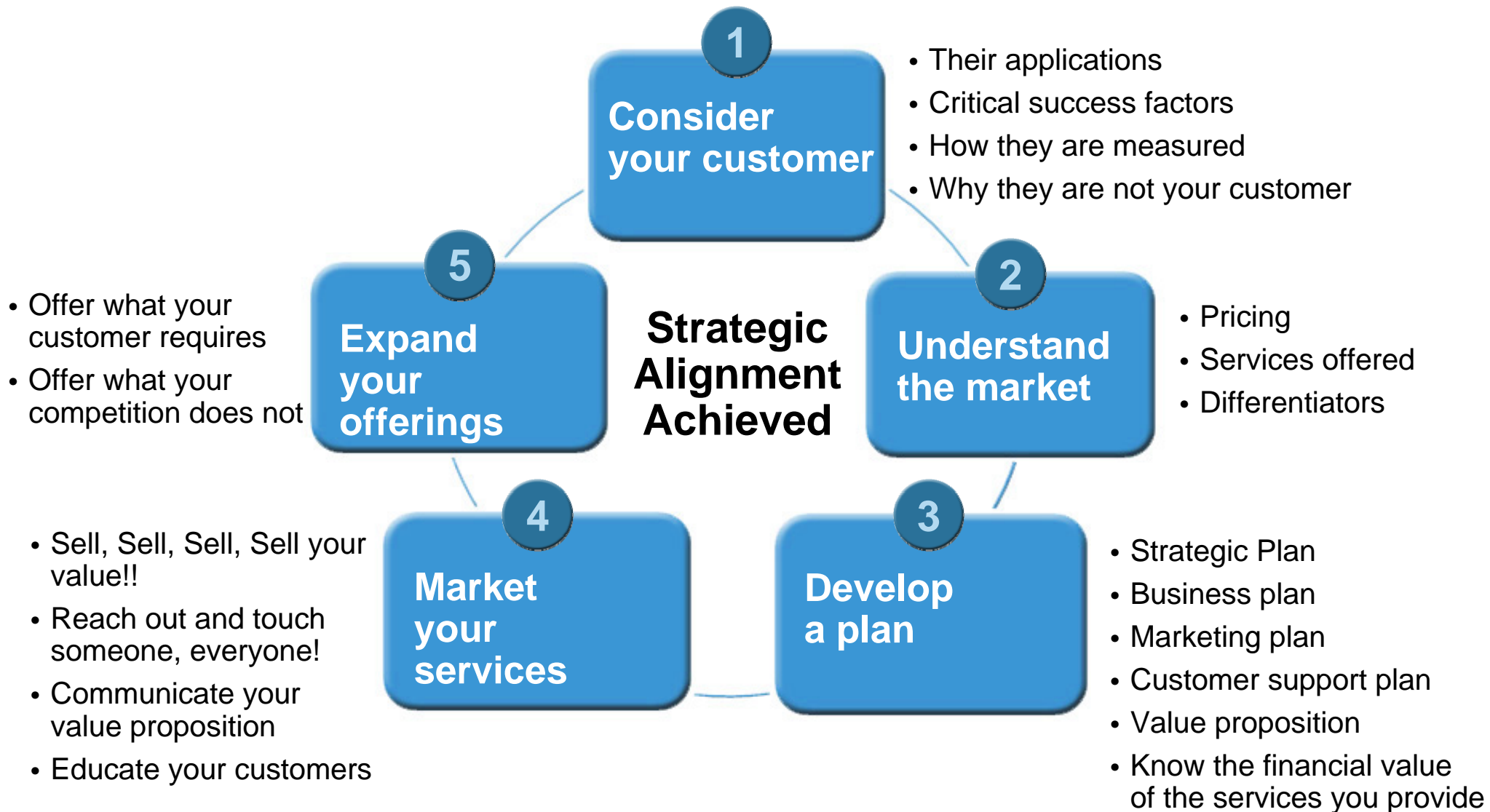
Karen Birch, President
Network of In-house Print Professionals Australasia (NIPPA)

Strategic Relevance: Addressing Strategic Initiatives

- **Gaining new revenue**—bringing **students into the school** more effectively; optimizing how you manage, measure, and improve the process
- **Retaining revenue**—keeping service to the point that the **student continues as a student**; maximizing the spend they have with the school
- **Ongoing Student Life Cycle Revenue**—**maximizing university advancement** in terms of donor dollars; targeting graduates and maximizing the resulting dollars

CFO Park University

Making the Strategic Relevance Transformation: Five Easy Steps to Success



The Guide to Achieving Strategic Relevance

Be the better mousetrap



The Guide to Achieving Strategic Relevance.
Be the better mousetrap.



Step 1: Consider your customer

Recognize one of your customers? In a world where customers are the people across the counter with...



Step 1 Consider your customer

Marketing Survey
While it's true that every department is a potential customer for your instant print facility, Marketing will be one of your biggest opportunities. To help learn more about the needs of your organization's Marketing department, use the following survey to gather information.

Audience: Marketing Director or Manager **Purpose:** To understand the marketing department's business, goals, and objectives

Action: "Invite that your facility is producing their most important plans to bring these materials printed...and develop a plan to fix them as quickly as possible."

The Marketing Challenge: Positively Impacting Revenue

1. Please indicate the most critical documents/applications:

Critical Document Type/Application	Delivery	Production	Internal/External

2. What is your organization doing to improve the effectiveness of your marketing programs?

- Delivering marketing programs with higher response rates (accountable to revenue)
- Increasing our responsiveness and speed to market
- Integrating 1:1 communication techniques across media
- Reducing the overall costs of our marketing programs
- Upgrading the overall impact of our corporate branding
- Leveraging or optimizing the Internet as a marketing channel
- Other: _____

Step 4 Market your services

The nitty gritty of strategic relevance:
To achieve strategic relevance, your goals likely center on changing the perception of your print facility, generating demand for its services, and strengthening relationships, new and existing.

Potential Tactics	Generate Demand	Strengthen Relationships	Change Perceptions
Advertisement in company publication	<input checked="" type="checkbox"/>		
Advisory Group Administration Assistants or Other		<input checked="" type="checkbox"/>	
Article in company newsletter	<input checked="" type="checkbox"/>		
Branded item giveaway	<input checked="" type="checkbox"/>		
Capabilities collateral (team directory, etc.)			<input checked="" type="checkbox"/>
Connect-Share	<input checked="" type="checkbox"/>		
Cooper		<input checked="" type="checkbox"/>	
Customer appreciation event		<input checked="" type="checkbox"/>	
Demonstration			<input checked="" type="checkbox"/>
Direct mail campaign		<input checked="" type="checkbox"/>	
Event campaign	<input checked="" type="checkbox"/>		
Field tour		<input checked="" type="checkbox"/>	
Flash animation email campaign			<input checked="" type="checkbox"/>
Prints, tips, and tools			<input checked="" type="checkbox"/>
Print/demonstration			<input checked="" type="checkbox"/>
Lunch & Learn event on existing service	<input checked="" type="checkbox"/>		
Lunch & Learn event on new contracted service		<input checked="" type="checkbox"/>	
Onsite signage in office areas	<input checked="" type="checkbox"/>		
Onsite signage in production areas	<input checked="" type="checkbox"/>		
Open house	<input checked="" type="checkbox"/>		
Personalized calendars		<input checked="" type="checkbox"/>	
Poster or framed promotion		<input checked="" type="checkbox"/>	
Service tool table, i.e. "marketing, etc."		<input checked="" type="checkbox"/>	
"Sweet Deal" job		<input checked="" type="checkbox"/>	
Supplies catalog	<input checked="" type="checkbox"/>		
Survey			<input checked="" type="checkbox"/>
User forum		<input checked="" type="checkbox"/>	

The Guide to Achieving Strategic Relevance 53

But Wait, There's More

The journey continues

- Use the voice of your customer
- Streamline your processes for continuous improvement



A new guide to help you succeed:
Achieving Operational Excellence Using Lean Six Sigma

What is Xerox Lean Six Sigma?

Combination of two powerful approaches

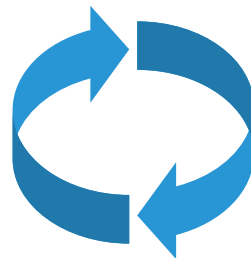
Lean **SPEED** Enables
Six Sigma Quality
(faster cycles of
experimentation/learning)

Lean Speed + Low Cost

- Goal: Reduce waste and increase process speed
- Focus: Identify non-value add steps and causes of delay



Efficiency



Six Sigma **QUALITY**
Enables Lean Speed
(fewer defects means less
time spent on rework)

Six Sigma Culture + Quality

- Goal: Improve performance on customer CTQs (Critical to Quality)
- Focus: Use DMAIC process with various tools to eliminate variation



Effectiveness

Why Lean Six Sigma?

Quality is a given in the marketplace
Demand is for shorter and shorter **lead times**
Downward price pressures—**lower costs**

↑ ↑
Barriers/Inhibitors

Inconsistent service delivery
95% of customer lead time is spent **waiting**
Poor quality **increases time**—customer lead time
and customer delivery time
Etcetera



Your Goal

Customer loyalty/retention
New customers
Stay ahead of competition



Lean tools and techniques accelerate process **cycle time reduction**

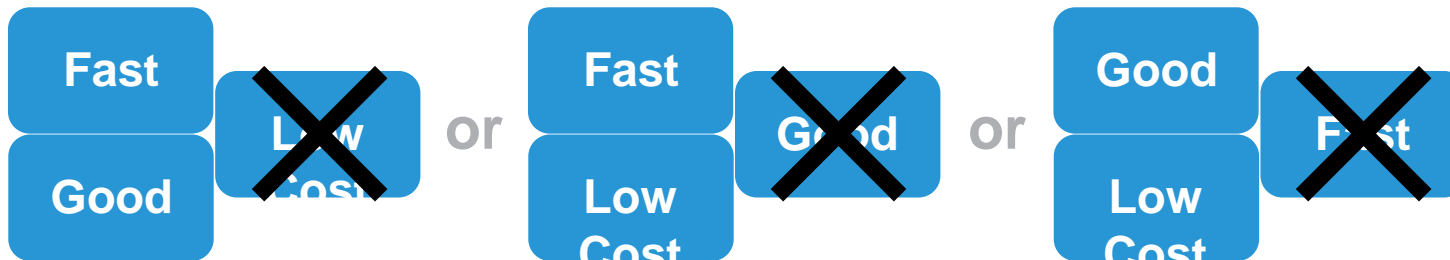
Six Sigma tools and techniques **reduce variability and stabilize** the process

Why Lean Six Sigma?

What do customers want?



What is the traditional supplier response?



What is Lean Six Sigma's focus?



Best Value

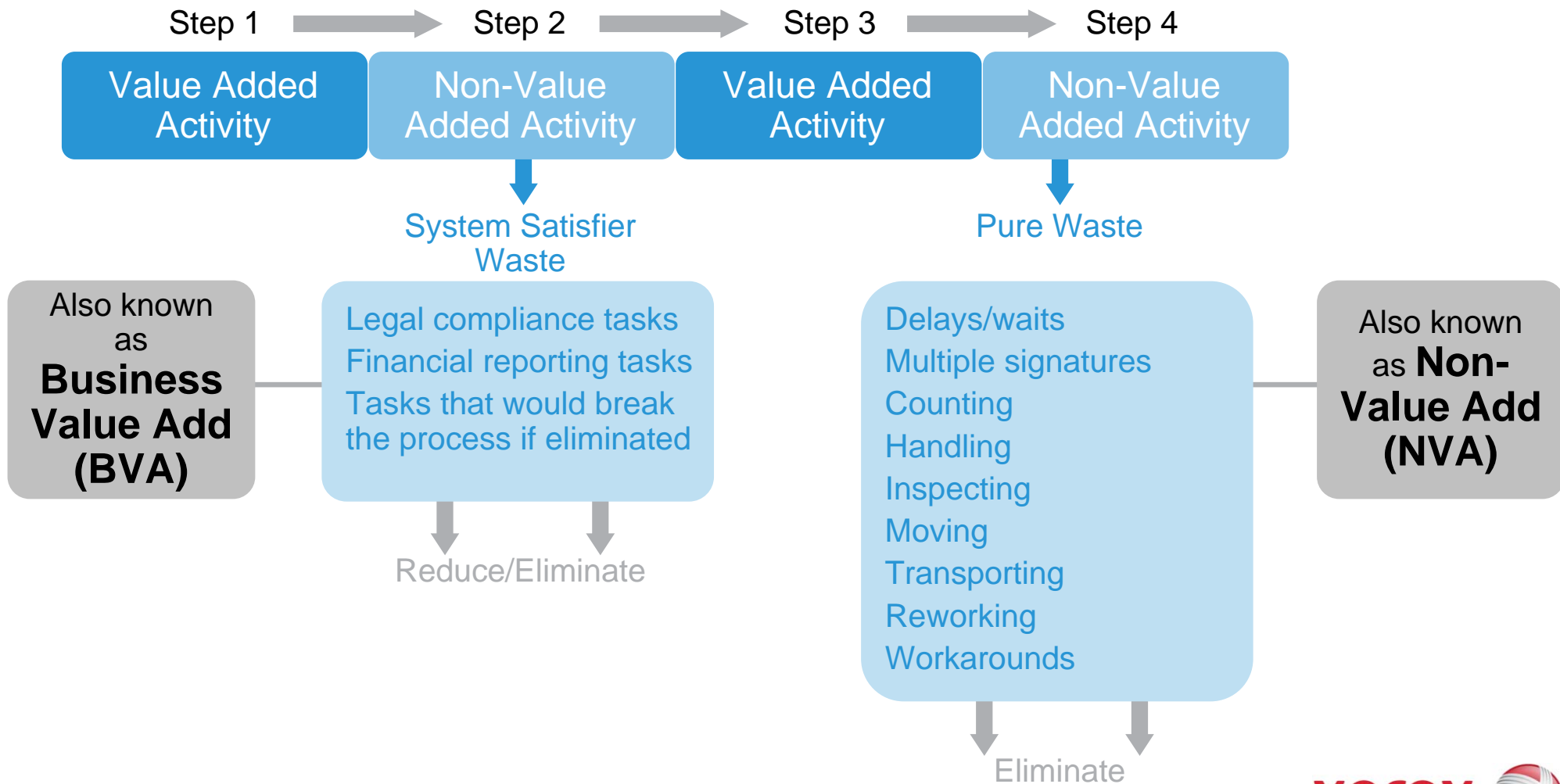
Operational Excellence = Eliminating Waste

- Overproduction
- Idle time
- Transportation
- Processing
- Inventory
- Movement
- Defective products

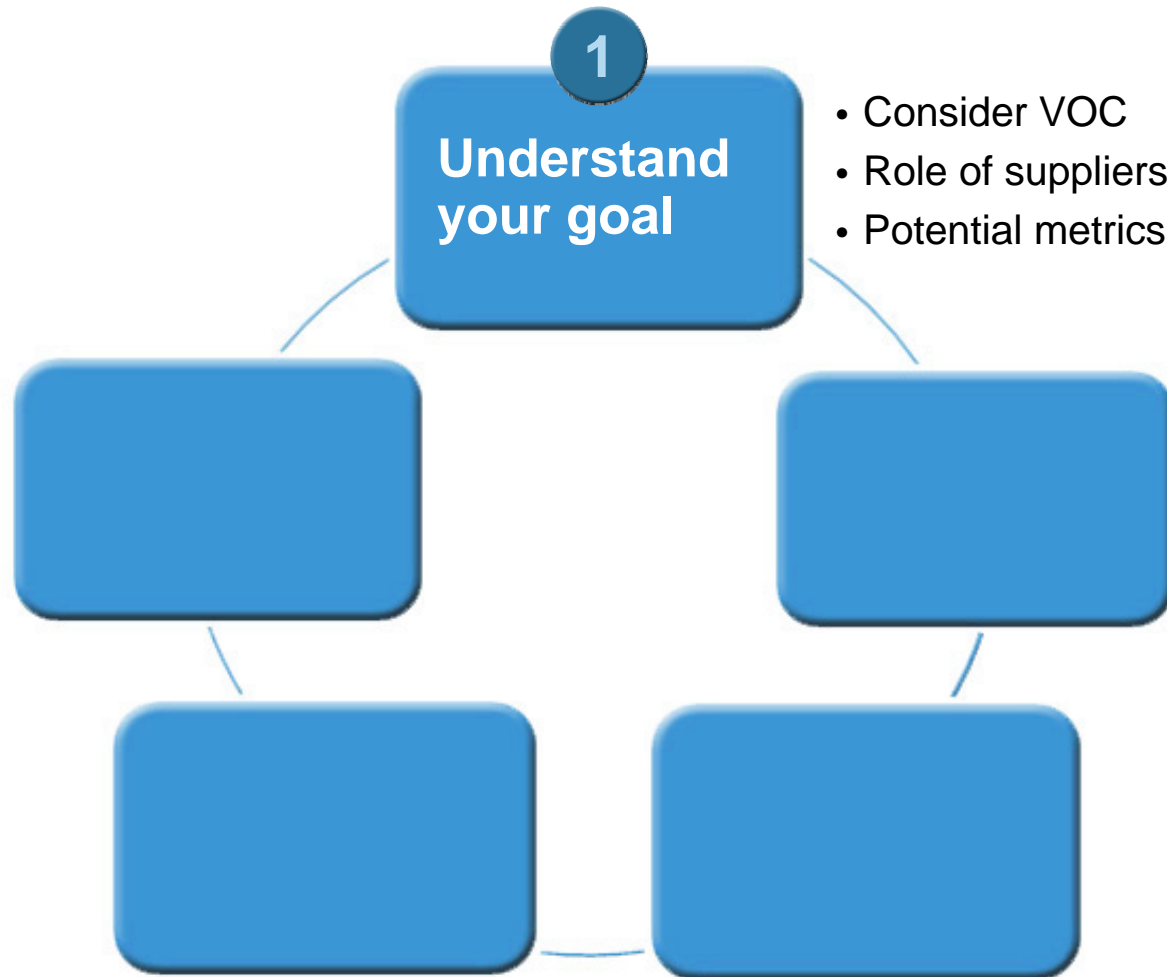


Eliminating Waste

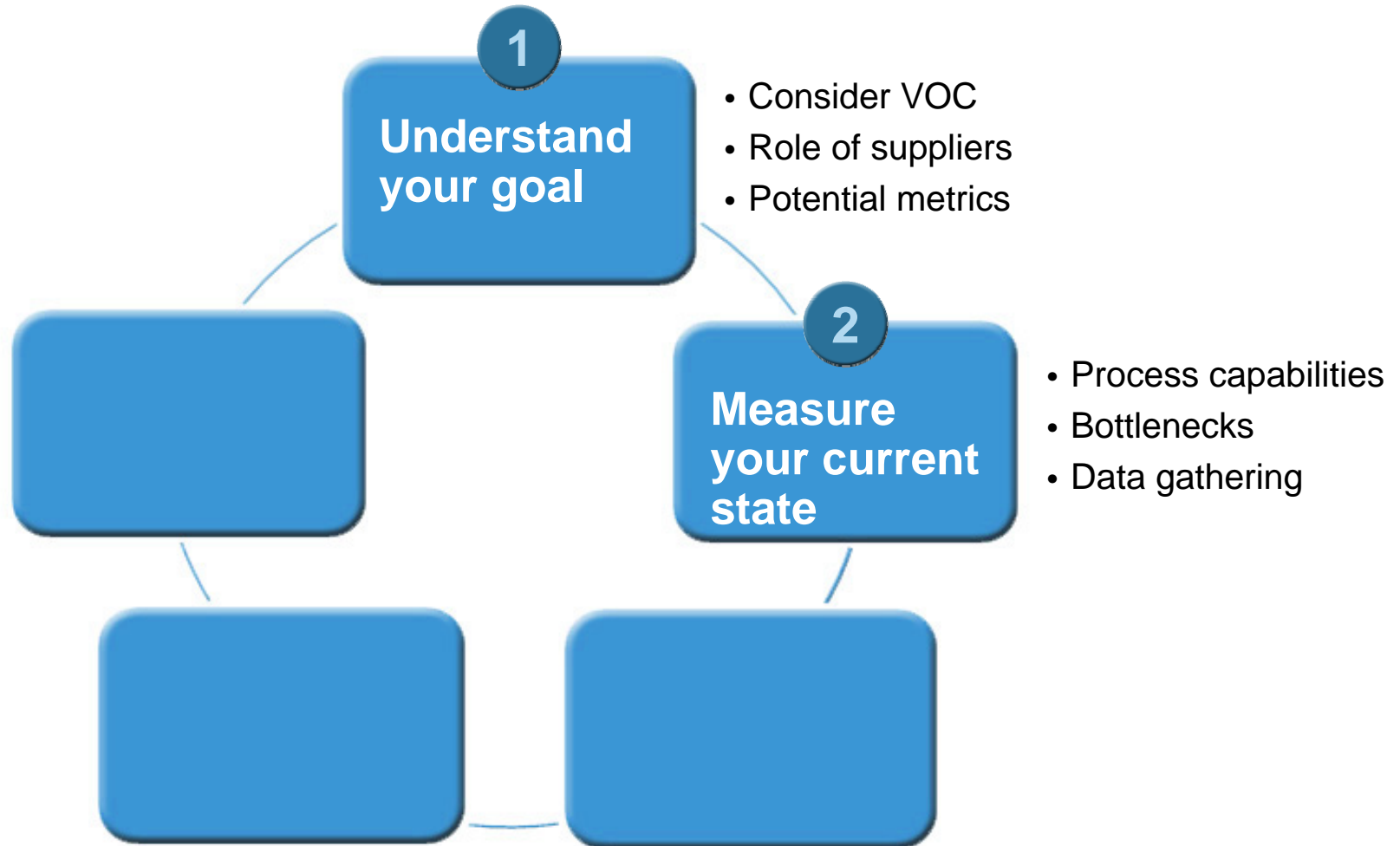
Anything that **does not add value** in the customer's eyes and **should be eliminated**



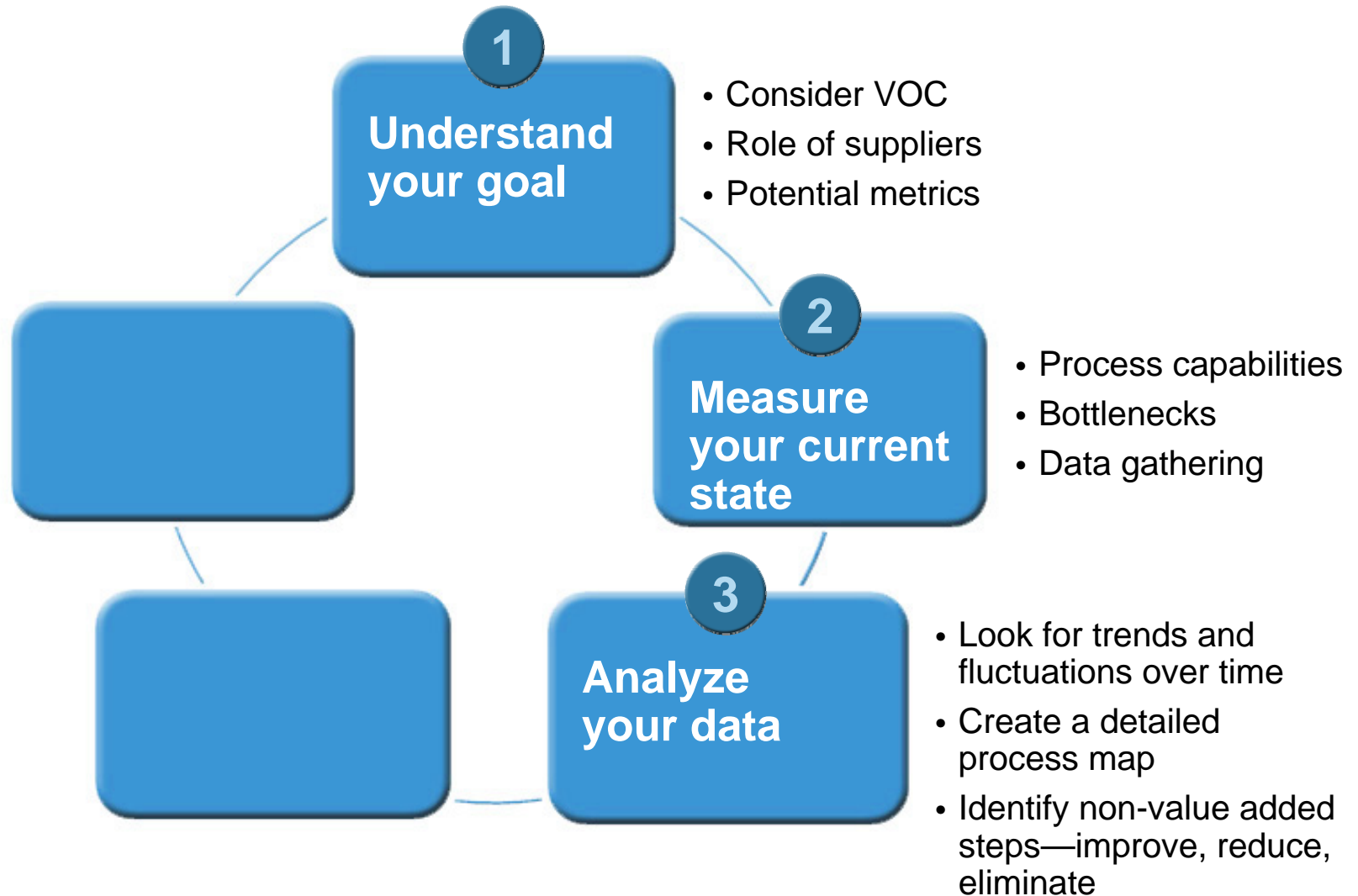
Enhance Efficiency with Operational Excellence: Five Easy Steps to Success



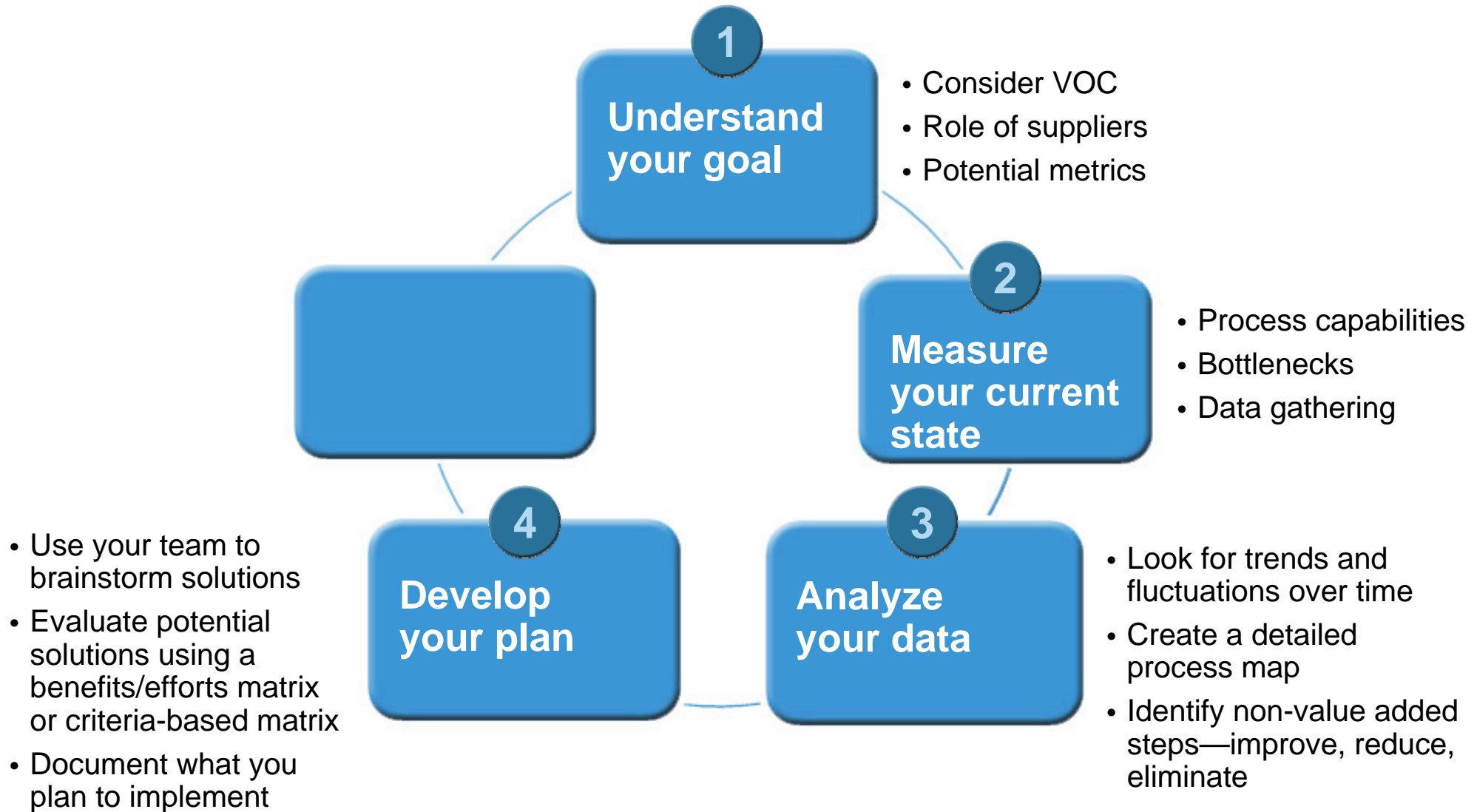
Enhance Efficiency with Operational Excellence



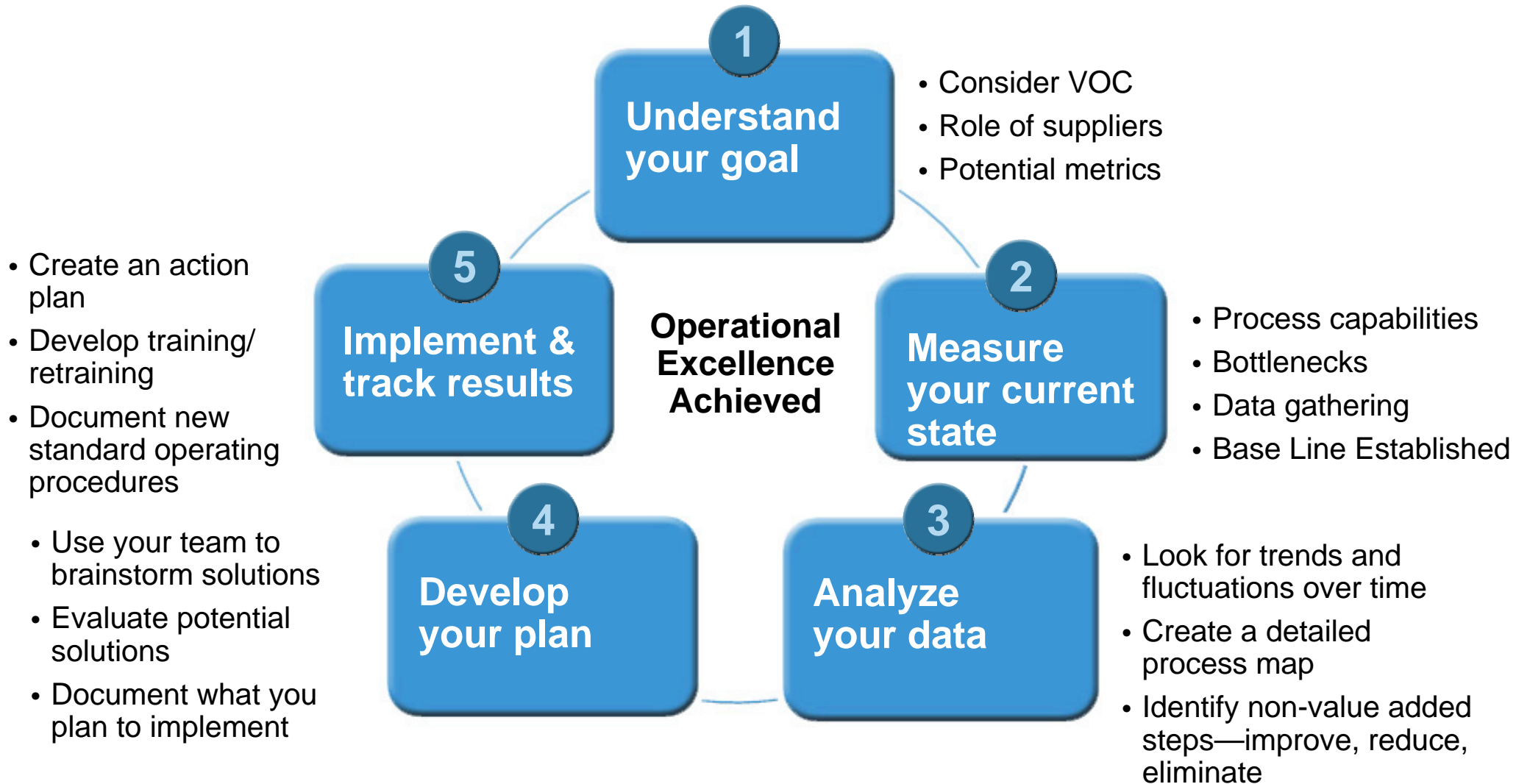
Enhance Efficiency with Operational Excellence



Enhance Efficiency with Operational Excellence

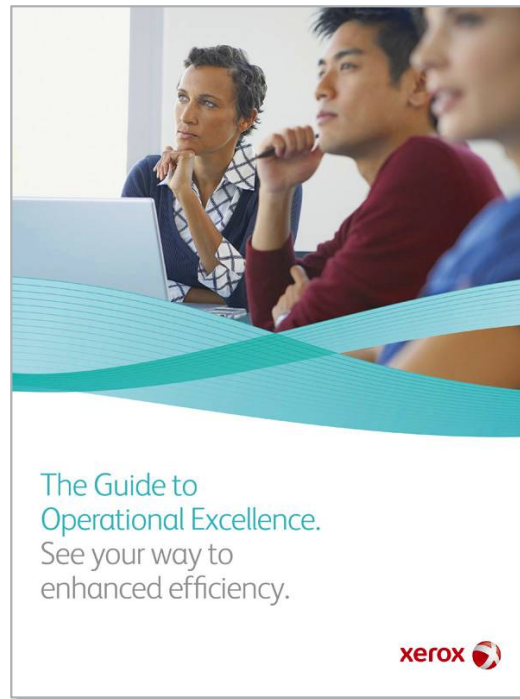


Enhance Efficiency with Operational Excellence



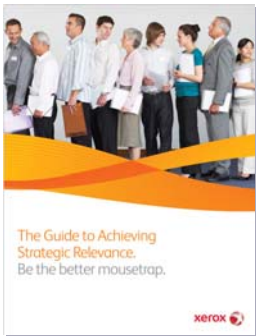
The New Customer Guide to Operational Excellence

See your way to enhanced efficiency



Finding Success

Two powerful In-Plant tools, one important goal



Thank You

Questions and discussion

Visit xerox.com for more information.



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