



FedEx Kinko's Office and Print Services offers Trinity University a customized on-campus document solution center that allows the school to retain its identity, benefit from a new revenue stream and gain access to latest technology.

Corporate profile

Founded in 1869, Trinity is an independent liberal arts and sciences institution offering 36 majors and 11 interdisciplinary minors. Its 2,700 students represent nearly every state in the U.S., as well as 17 countries worldwide. A leader among private selective universities, Trinity is consistently rated as one of the top colleges by U.S. News & World Report.

Since 1980, Trinity University has hosted more than 100,000 visitors at more than 1,500 national and international conferences and programs. Professional associations, youth groups and religious organizations select Trinity for its outstanding facilities, as well as the attentive services of an experienced, professional staff that coordinates and supervises all conferences and meetings.

Key business issues and challenges

Of course the primary focus for all colleges and universities, private or public, must be on providing the best education available, and not on the everyday services that go into running a college like laundry, food and printing services. That is why educational institutions have always been open to outsourcing as a strategy for delivering various necessary services.

For several years, Trinity owned and operated an on-site document services facility. Besides printing letterhead, envelopes, invitations and photocopies, this facility also had articles on reserve and helped manage course packs through its bookstore.

In 2002, the school received grant money to create a "technology commons" in its library. As a part of this effort, the printing services were slotted to move from this separate facility to a new technology commons within the library. With this move, Trinity decided to take steps toward outsourcing this critical service to a document solutions expert.

Ultimately, the vision was to have PawPrints (so named in honor of the mascot, the Tiger) powered by an outside vendor. Other components of the information technology commons were to include laptop stations, a learning lab that seats 27 with touch screen presentation capabilities and networked computers for interactive instruction.

In March 2003 Trinity identified its primary objective as providing online document services ordering to faculty, staff and students. Print-on-demand capabilities were an important aspect of this requirement. Plus, because the school already owned much of its own equipment, it was looking for a service provider that did not require a long-term contractual agreement tied to leasing machines. Finally, the University wanted to turn the printing services into a profit center by offering competitive, standardized rates to students.

FedEx Kinko's designed a plan for a new FedEx Kinko's presence in the developing technology commons area. Trinity did all the build-out to house the new facility.

Solution

FedEx Kinko's has a long history developing solutions for educational institutions throughout the country. Recognizing that Trinity was in search of a solution to address the unique needs of its campus, FedEx Kinko's designed a program specifically to meet the needs of Trinity staff and faculty.

A variety of document services — including black & white copying, color and digital printing and color copying — are now managed and produced by FedEx Kinko's and its support team at the on-site facility, "PawPrints powered by FedEx Kinko's." FedEx Kinko's nearby state-of-the-art facility offers quick and easy access for larger-scale jobs or specialty printing and binding needs. Beyond that, FedEx Kinko's manages ordering and ongoing maintenance of the auxiliary services for the campus store and convenience copiers.

In addition to the on-site services, Trinity has access to FedEx Kinko's technology and connectivity. Faculty, staff and students now have access to an online, print-on-demand feature — enabling them to place orders online anytime, anywhere. Additionally, FedEx Kinko's DocStore solution allows faculty and staff to upload and change documents. Each user is provided an individual password, allowing levels of control based on budget or required approvals. Additionally, a keyword function allows users to search by course or form numbers or parts of names; speeding up the time it takes to find documents and significantly reducing waste generated from obsolete materials.

To help Trinity generate revenue, FedEx Kinko's has worked to create reasonable, baseline costs for standard services. Students pay a discounted rate, and the University receives a percentage of the print center revenue. At the same time, FedEx Kinko's uses its supplier relationships to provide paper, toner and other necessary materials at deep discounts to the school.

Results

- **Revenue growth** — Trinity benefits from a print-for-profit solution. Students and faculty save and the university profits.
- **Integrated solution** — Online ordering, print-on-demand and integrated billing offers faculty, staff and students access to expert document services at a reasonable cost.
- **Focus on core competencies** — By handing over management of print production services, Trinity can focus on its primary strategy — providing the best education possible. At the same time, overhead is decreased and a new revenue center is added to the bottom line.
- **Vendor relationships** — Trinity now has access to and benefits from the FedEx Kinko's buying network, enabling the school to get better deals on equipment and supplies from FedEx Kinko's many vendor relationships.