



Counting the cost of printing at Goldsmiths' College Library



Background

Goldsmiths' College University of London was looking for a robust system to provide a managed print and copy solution to reduce costs. They aim to achieve this by cutting out unnecessary and unauthorised printing and reduce waste. The system also needed to enable students to pay for other high value materials and sundries via cashless point of sale (POS) terminals.

The college is spread out over 250 individually named buildings. To ensure that it was getting best value from its printers, copiers and POS systems, it needed to make certain that the devices were located in areas where they would get maximum usage.

The ICS Pcounter cost recovery solution was already in place as an advance payment system. Goldsmiths' students purchased their print services in advance from multiple devices, in multiple locations, spread around the college by adding funds to their Pcounter account. The account is debited as individual jobs are released to the printers and copiers.

Wall-mounted coin-operated value loaders allow students to replenish their print/copy accounts manually. To set up a Pcounter account students either use the touch screens attached to the colleges' printers or the value loaders - following on-screen instructions in conjunction with their college ID card and computer log-in details.

The original system was set up in the library using a service that controlled only copy. Goldsmiths integrated design and print and IT department worked together to manage the services it provides across the institution.

Head of design and print services **Sarah Gibbon** said: "We moved to the Pcounter system because we wanted to develop a corporate business-like approach to print and copy provision across the institution.

The central print room provided facilities to various academic departments while student facilities were limited to copy. We wanted to merge the copying and printing facilities using multifunctional devices that provided print, copy, fax and scanning, and Pcounter allowed us to achieve that.

Because Pcounter is scalable across the organisation it will enable us to integrate all our print and design services. It also has the capability to integrate with the Océ Prisma job management system that we use."

Design and print can also charge out its services to users with Pcounter and set rules to route jobs to the right device ensuring easy, convenient access at the lowest possible cost for the organisation.



The ICS Solution

The ICS solution facilitates cashless spending to enable the print room and open access services to charge students either by cash or via debit/credit card. The design and print department no longer needs to handle cash which has solved a security issue and reduced costs for Goldsmiths.

WebPay

In the Art Department students have also been using Pcounter to purchase high-value materials such as textiles, wood and metal for their projects. In the past, these items were supplied to the student on a credit basis. Pcounter allows items to be paid for in advance at a POS interface by inputting item codes.

Using their ID cards money was deducted from the purchasers' Pcounter account – which has been topped up using value loaders. However, this created cash handling issues as the volume of use increased.

As the system grew in popularity the college needed to streamline the account top-up system. The ICS developed online web payment system, XPR WebPay®, allows the Pcounter account to be topped up online via the Goldsmiths' website. Using XPR Enterprise® Webpay and Pcounter for purchases has saved administration time and costs associated with chasing students for payment.

With the upgrade to XPR Enterprise Webpay® the Goldsmiths' College installation now consists of:

- XPREnterprise® Touchpad MFD Terminal
- XPREnterprise® POS Application
- XPREnterprise® POS Card reader
- XPREnterprise® WebPay for Pcounter



The Outcome

The XPR Enterprise® WebPay system was introduced at the start of the October term in 2010 and has reduced cash handling at the college by 30%. The POS system can handle hundreds of different products. Because students can top up the Pcounter account online, using their debit/credit cards, Goldsmiths no longer need to accept the card payment directly. It therefore has no fees associated with credit card transactions and the leasing of additional POS equipment.

Goldsmiths

UNIVERSITY OF LONDON

Rachael Johnson, head of user services, Goldsmiths, University of London, said: "The system allows us to manage the positioning of the multifunctional devices (MFD) around the college. We have them on a lease basis so we need to get the best possible use from them. We can monitor which areas are most popular and site MFDs in areas where they will get the most use."

"We've found Pcounter to be a robust and easy to administer tool for managing our student printing functions. The recent implementation of WebPay was straightforward and has added great value to our student experience."



XPREnterprise WebPay Web Portal on iPhone