

Customer Case Study: Shepherds Bush Housing Group



CHARTERHOUSE
VOICE & DATA

Monthly recurring cost savings, high quality user materials and reduction in paper consumption delivered through new Reprographics solution.

Major London housing association consolidates print, copy and scan estate thus reducing operating and consumables costs. Also frees up space and promotes new ways of handling hard copy documents. User productivity improves as does the quality of in-house materials generation, thanks to Sharp multi-functional devices and Charterhouse.

Shepherds Bush Housing Group



About SBHG

The Shepherds Bush Housing Group is a family of successful businesses providing housing, regeneration, and community and support services through Shepherds Bush Housing

Association, Westside Support Services, and Staying Put Services to a wide group of tenants, leaseholders, private sector owners and other stakeholders.

SBHG owns and manages over 5000 properties across 11 London boroughs. The Group aspires to build 300 new homes a year.

Shepherds Bush Housing Association recently gained all four green lights in its latest Housing Corporation assessment against four key criteria Governance, Management, Financial Viability and Development. They aspire to be a 3 star HA – the highest Audit Commission rating – and to be the leading independent HA in London.

*“If you’re a medium-sized provider as we are, the challenge is this: if you want to be independent and not go down the M&A route to expand, what are you doing that’s unique?”
– David Blackburn, Group Director–HR & Business Support*

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The Customer Challenge

SBHG was facing a common situation. They had expanded their operations and supporting reprographics infrastructure in a piecemeal fashion. Different departments had simply ordered their own desktop printers whenever they had a need for new hardware; there were no networked copiers. Colour printing was limited, and what they had was low quality. This meant that, even for routine documents such as newsletters and leaflets,



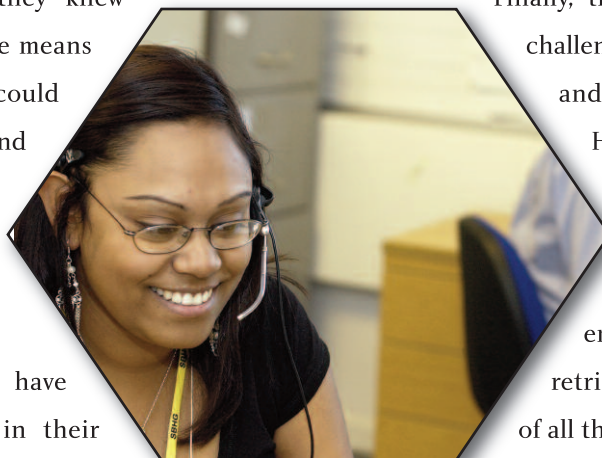
estate, but these were also beginning to show their age. Scanner use was limited, but they knew that they needed to start doing more scanning. They frequently need to send documents and plans between sites; historically they either used slow and expensive couriers or didn't do it at all, which was affecting work performance.

“We were unhappy with the service contract we had and I was concerned about why we had so many printers. I knew we were inefficient and needed to take an holistic view of Group-wide reprographics with a view to starting again from scratch.”

– *David Blackburn*

The organisation still used a large number of traditional fax machines. This used desktop real-estate and involved monthly line rental charges that could be consolidated. They were keen to streamline their fax operations

and simplify their incoming lines. expensive external printers were used. Lastly, their existing aging machines had no capability to print double-sided, and they knew that this was a simple means by which they could reduce paper costs and reduce Carbon Footprint in their operations.



The Group did have standalone copiers in their

Finally, the Group faces a growing challenge with document archiving and retrieval. In their Hammersmith office they had 108 metres of filing onsite. They required to free up this real estate whilst ensuring that they could still retrieve court-admissible copies of all their documentation.

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The Charterhouse Solution

Charterhouse initially deployed 6 Sharp multifunctional devices – 5 MX-3500N machines and 1 MX-620 machine – onto SBHG's network, augmented by 3 ARP-350 devices for departmental print-only usage. These machines replaced all their copiers, some of their printers and most of their scanners. This helped the organisation to reduce the number of machines in the estate which had a knock-on effect on the space being used up for reprographics.

Charterhouse also provided onsite training to key staff to ensure that they were able to get the most out of their new equipment. This ongoing commitment to user training is critical for improving efficiency and maintaining best practices in reprographics use.

SBHG has also introduced fax capability to their devices to eliminate 5 dedicated fax machines. Sharp document management is also to be added so that they can scan, archive and retrieve the vast amount of documentation that they already have onsite and any new materials that arrive going forward.

Benefits and Results

Shepherds Bush Housing Group's investments have delivered significant results in hard and soft financial terms as well productivity improvement benefits. The new equipment, sourced via a leasing model, is delivering a hard cost saving of £400 per month. Overall, SBHG is expecting a long-term saving of £10,000 on the initial deployment alone.

Two-sided printing has reduced paper consumption and further cost savings have been achieved by insourcing of colour printing

and use of scanning to eliminate courier use.

The enhanced capability of the new Sharp equipment allowed administration staff to generate

higher quality materials for

internal management

meetings. They

achieved this

much faster as

well, thanks

to the

equipment's

built-in

production and

finishing capabilities.

The ability to produce high

“Charterhouse stuck to the remit, didn't pitch for other stuff, and fully understood the brief. They delivered a solution that met all our initial objectives and will meet our new objectives going forward as we improve document management.”

– David Blackburn



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quality colour booklets in-house has reduced costs and improved the calibre of materials used internally and externally.

Imminent use of document management will complete the value that the Charterhouse reprographics solution has delivered to SBHG. They are now in a better position to deliver high quality services and materials to their stakeholder community.

Finally, the reduced power requirements of the MFDs compared to the old single-tasking devices has reduced SBHG's carbon footprint.

Why Charterhouse?

Charterhouse initially engaged with Shepherds Bush Housing Group when they were recommended by another housing association that was connected to SBHG. CVD was selected from an initial shortlist of 3, 2 of whom made final presentations.

The ability to deliver the right product at the right price was important for SBHG, but it wasn't the only factor. A professional business relationship was crucial, as David Blackburn explains:

about trust and confidence. I want long-term relationships that go on a journey, and I'm looking forward to Charterhouse helping us with the rest of our journey as partners."

The professional elements of the relationship were important for SBHG, but a strong personal relationship was important too:

"The thing that sets CVD apart is that they don't play at being sincere, they are sincere. That was really important to me as I insist on working with people whom I trust."



"A business relationship is all

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Customer Needs

- Eliminate disparate fax, print, copy and scan environment
- Insource production of internal materials and external collateral
- Flexibility to add document management capabilities

Solution Components

- Sharp MX-3500N, MX-620 and ARP-350 MFDs
- Sharp production and finishing capabilities
- Archiving and retrieval enabled; document management ready to be added imminently

Business Benefits of Charterhouse Solution

- £400 per month saving leading to total saving of £10,000
- Elimination of courier use thanks to scan-and-send usage
- Elimination of external printer use due to internal production
- Improved quality and speed of generation of materials
- Improved user productivity thanks to faster and easier devices
- Freed up space thanks to e-storage and e-document use
- Reduced carbon footprint per employee; lower power draw

“I’ve been delighted to work with Charterhouse on the reprographics project and we’re still working with them going forward. The line between public and private sector is getting more blurred, so now it’s just about good or bad service providers. We need to be good. CVD is helping us to do that by enabling us to change the way we work. In addition, we’re being kinder to the environment – which our staff loves – and that’s good for us all. We now use less power, less paper and travel less.”
– David Blackburn, Group Director HR & Business Support

