

Big Deal on Campus

Xerox leverages a Mobile Print Solution to secure major equipment expansion at U.S. university.

Industry

Education

Products

- Renewal of 63 Xerox devices including Xerox® WorkCentre® 5135/5150, WorkCentre 7535, WorkCentre 7556 and WorkCentre 7775
- 63 Xerox® Mobile Print Solution licenses installed campus-wide

Customer's Existing Environment

A university long prided itself on being ahead of the curve when it comes to cutting-edge technology. Recently, the school was looking for new ways to help faculty leverage their mobile devices to be more connected and productive. The company turned to Xerox – its trusted technology partner for more than a decade – for a solution.

How Xerox Helped

With leases on more than 60 Xerox devices set to expire, Xerox used the opportunity to introduce the school to a new solution – Xerox® Mobile Print Solution. As a goodwill gesture, Xerox offered the school two free Mobile Print licenses so they could put the solution to the test, and hopefully generate future business. The Xerox team also arranged for the school to see a Mobile Print demo at a neighboring university where the solution had already been successfully deployed. School representatives liked what they saw and were excited about using Mobile Print on their own campus.

Results and Benefits

With the end of the year fast approaching, the school was at first hesitant to engage in the deal. The Xerox team used a proactive and creative approach to the situation and encouraged the school to sign the deal early to facilitate a seamless install and save the school money. The school agreed and 63 devices were renewed for three years and upgraded with the Mobile Print Solution – a total software and hardware purchase of \$132,000. As a result of the deal, the school is now looking to purchase an additional 200 Mobile Print licenses. School officials also believe that the cutting-edge nature of the Xerox® Mobile Print Solution will be an excellent tool to help attract tech-minded students to the campus.

To learn more about Xerox® Mobile Print Solution, go to www.xerox.com/mobileprint.

