

“We’re usually working in high pressure circumstances where the turnaround is tight. With Xerox, we can say we need it right now and they’re able to deliver it in a timely fashion. It’s a lot simpler and it saves us a lot of time, effort and money.”

—John Heisler, *Senior Associate Athletic Director*,
University of Notre Dame



Our Challenge

“Notre Dame’s Athletic Department has 26 varsity sports programs. As the programs have grown, so has the need for resources like game notes, programs and media materials. A lot of times, we need them immediately, not next week. We were using outside print vendors, but the costs were increasing. We were also running all over town and ending up with boxes of unused material at the end of the year.”

Our Solution

“We turned to Xerox to help us build and manage an in-house document center. Now we literally walk outside our doors and the print center is right there. We can get help and advice as soon as we need it and we’re making smarter decisions in terms of print quantities. The products, the timeliness, the savings and the ease of operation make this a huge advantage for us. It’s really helped our business.”

Our Results

- Fast, cost-efficient delivery of print materials for athletes, fans and media in support of 26 varsity sports programs
- Able to meet extremely tight deadlines and short turnaround times with on-site print facility
- Reduced waste and expenses due to on-demand printing that enables more accurate decisions about print quantities
- Greater ease and convenience, with in-house ordering, tracking and delivery
- Improved fan experience with specialty items that include megaphones and wristbands

“Xerox® on-demand printing has enabled us to eliminate the guesswork. We only print what we need, then supplement it if the demand grows, printing additional copies literally overnight.”

—John Heisler, *Senior Associate Athletic Director*,
University of Notre Dame

Speed and efficiency define Notre Dame’s on-site document center.

Notre Dame’s famed football coach Knute Rockne once said, “A coach’s greatest asset is his sense of responsibility—the reliance placed on him by his players.” Today, when the “players” at Notre Dame need printed materials for students, fans and the media, they, too, turn to a reliable “coach”: Xerox.

A Smooth Handoff

The University of Notre Dame, located near South Bend, Indiana, educates approximately 12,000 graduate and undergraduate students a year, including 750 student athletes. For decades, the University’s athletic department used internal and external vendors for printing services. However, as costs mounted, Notre Dame began searching for a better game plan. They found it in their own building.

“Xerox had been here for a long time in terms of copiers,” explains John Heisler, Senior Associate Athletic Director at the University, “but we hadn’t looked at them from a full-service printing standpoint.”

Today, Notre Dame has an on-site document center equipped and managed by Xerox. The in-house shop produces a wide range of print materials for 26 varsity sports programs, including football, women’s basketball, men’s and women’s soccer and fencing. Consequently, the Fighting Irish can focus on fighting, instead of worrying about printing.

“Whether it’s media guides, game notes, or anything in between, we’re making use of Xerox® technology every single day.”

Rushing into the End Zone

Heisler continues. “For example, one football game alone requires 350 copies of three different sets of notes—frequently with a one-day turnaround.”

On top of that, the center produces brochures, flyers, event programs, seat cards, health insurance forms, Olympic sports credentials, flip cards—even specialty items such as dimensional boxes, megaphones and wristbands.”

Because the document center is on-site, the athletic department benefits from quick turnaround times, as well as the ability to make changes literally at the last minute. Says Heisler:

“Having printing right next door makes things a lot smoother and a lot simpler.

“It’s saved us a lot of time and effort and eliminated a lot of the red tape that we previously had to deal with. We’re getting quick turnarounds and very high quality at a much lower cost.”

Tackling Costs and Waste

The savings that result from keeping print projects in house are complemented by additional cost reductions due to decreased waste. The key is on-demand printing. According to Heisler, “When we



worked with outside vendors, we had to make decisions a long time in advance and print maybe eight or ten thousand copies of an item. Xerox has enabled us to print only what we need and supplement it on a day-to-day basis when we see that there’s a greater demand. It’s eliminated a lot of waste.

“When we get to the end of the summer, we’re not throwing away boxes of publications we don’t need. It’s improved our efficiencies and it’s saving us money in the long run.”

“The ability to take advantage of their technology meant that virtually anything we wanted to print could be done in house.”

A Winning Team

More than a vendor-customer relationship, Notre Dame and Xerox have built a strategic partnership. Notre Dame brings new challenges to Xerox; Xerox brings new solutions and technologies to Notre Dame.

“The quality of their products, the timeliness and the ease of operation make Xerox a great partner for us,” Heisler says.

“We’re working side by side to accomplish our goals and often we need help right now, not tomorrow or next week.

“We leave the printing to Xerox so that we can focus on providing the best possible experience for every one of our student athletes. That’s a huge advantage for us.”