

Document Services Group Delivers the Ultimate Solution to Dimension Data's Forum 11 Conference

Latest Forum Conference Branded 'The Best Yet' By Conference Delegates

Fuji Xerox Australia has been a long-time sponsor and equipment provider of Dimension Data's premier business and technology event 'Forum' and has always been the vendor of choice for the conference's printing needs in order to meet the demands for conference papers, keynotes, presentations, handouts and surveys.

However, the big difference at the most recent four-day 'Forum 11' conference held at The Hyatt Regency in Coolool, Queensland was the presence of Fuji Xerox Australia's Document Services Group (DSG). The DSG team managed and ran the latest Fuji Xerox software and colour printing technology in order to meet the 800 delegates' entire printing, copying, faxing and scanning needs.

"We showed delegates how we manage the process of documentation. This included sourcing speaker presentations, printing, collating, finishing, distributing materials together with conference evaluation surveys. This left conference organisers free to concentrate on the core business of running the event," explained Neil Patterson, DSG's National Sales Manager.

"We demonstrated how smoothly print facilities run when you have dedicated document consultants and reliable equipment on site."



"The 800 delegates classed it as the best Forum yet."

The software run live by the DSG team included Xerox's DocuShare, a web-based document management system, which acted as the Forum's information portal. Using DocuShare, delegates and the media had easy access to presentations, speaker photographs and other information. Further to this, DocuShare allowed presenters to publish their documents and continually update their documents with any last-minute changes.

Alongside was FlowPort, Fuji Xerox's server software that routes paper-based documents into a company's electronic workflow. At the conference, the DSG team not only showed delegates how this clever technology works, but also made it fun by running a puzzle competition made up of 'FlowPort tokens'. Delegates were encouraged to bring their FlowPort tokens along to the Fuji Xerox Print Centre, where staff members assisted them in scanning their tokens via the Document Centre 480 hardware to FlowPort to gain another piece of the puzzle.

"The fact that DSG provided print professionals to manage the print jobs meant we were free to focus on running the event, rather than worry about print collaterals being available."

In addition, Fuji Xerox brought in ReadSoft's FORMS, a scanning and forms processing software package, which helped organisers glean almost instant event feedback from delegates.

At Forum 11 this year the emphasis was on colour, highlighting the virtues of the latest colour digital technology at the high-tech print centre as well as at key venues around the Forum such as the media centre, registration area and Internet cafés. Xerox technology in the print centre included the DocuColor 2060 production colour digital press, the DocuColor 1250 and Document Centre 480 multifunction device. The machines produced a total of 400,000 colour impressions over the four-day event, which included the Forum's speaker notes, brochures, postcards, presentations and the conference's daily newsletter.

To round out the print room offerings, Fuji Xerox also brought in various finishing solutions courtesy of Currie & Company including the Horizon EF-35 2 Buckle Folder and a Horizon APC-T61 Hydraulic Guillotine, allowing items like brochures and newsletters to be folded, cut and finished to perfection.

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Document Services Group manages the diverse document needs
of premier business and technology event



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Media and conference organisers also had access to ‘on-demand’ colour at various points around the conference site with the Document Centre C400, while the two Forum Internet cafés included a colour laser Xerox Phaser 7700 printer.

According to Dimension Data’s Corporate Communications Manager Martin Aungle, having Fuji Xerox’s DSG team present at Forum 11 was a definite success story.

“The positive feedback from delegates was absolutely overwhelming. Not only was the entire documentation process highly organised and efficient, but the delegates also had the advantage of seeing how the whole process worked. Instead of just providing a function at the conference, the Xerox DSG team were more seen as being a part of the display at Forum 11,” said Aungle.

“The 800 delegates classed it as the best Forum yet. The DSG team were able to turn around the handouts and material that the delegates required each day in very short spaces of time – a sensational effort overall.”

For Aungle, one of the knockout performers at the conference was the DocuColor 2060 digital colour press. In fact, the 2060 lent a helping hand in virtually doubling the number of prints produced from the last Forum conference in 2001 – in half the time.

“I was simply blown away by the quality and the colour of the handouts, posters and postcards that were produced on the 2060. The material that was produced was of a very high, professional standard that really reflected the ‘VIP’ nature of the Forum conference,” added Aungle.

Another plus was the expert management: “The fact that DSG provided print professionals to manage the print jobs meant we were free to focus on running the event, rather than worry about print collaterals being available.”

The presence of DocuShare at Forum improved access to files and the overall organisation of files significantly. “DocuShare took away a lot of the headaches that are usually associated with getting the keynote speakers’ presentations in the hands of delegates and the media. The presentations were readily available on DocuShare and could be accessed easily via the web along with speaker photographs, creating a more streamlined and efficient process,” said Aungle.

Freelance IT journalist Merri Mack, a regular attendee at the Forum conferences for the last four years, agreed that Fuji Xerox Australia’s DSG team made all the difference at Forum 11, giving the team an impressive score of “ten out of ten” for their service at the conference.

“Having Fuji Xerox’s DSG team at Forum last year made the entire documentation process completely seamless. The flow of information was always consistent and very streamlined. Instead of churning out the delegate and media handouts and information as it was previously done, this time round the information was being produced in a wink and blink,” Mack continued.

In fact, Mack said that the DSG team improved the overall organisation and efficiency at Forum 11 by as much as 50 per cent in comparison to previous years, allowing her to finish stories and meet deadlines more quickly.

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