

Insightful procurement brings savings and efficiencies for Chichester Festival Theatre

CLIENT:	Chichester Festival Theatre
SECTOR:	Entertainment
COST CATEGORIES:	Managed Print

SAVINGS PER ANNUM

Managed Print **48%**

Expense Reduction Analysts (ERA) were recommended to Chichester Festival Theatre (CFT) via another highly regarded theatre company. Having already identified a need to reduce costs and improve efficiency on the theatre's print costs, Finance Director, Simon Parsonage, reached out to ERA for support.

The outcome: a highly successful project which resulted in both cost savings and efficiency gains. CFT now enjoys a much improved environment with its managed print estate and peace of mind that the theatre's ongoing financial interests have been protected.

THE CLIENT

CFT is one of the UK's flagship theatres, renowned for the exceptionally high standard of its productions as well as its work with the community and young people. The theatre runs a Learning, Education and Participation (LEAP) programme that is a beacon of excellence and inspiration to its local audience, as well as being home to one of the country's largest youth theatres with over 800 members.

THE CHALLENGE

Simon met with ERA Key Account Manager, Paul Gannon, to discuss the theatres Managed Print needs, along with other key cost centres within the organisation. To undertake the project, Paul enlisted the services of ERA print specialist, Andy Kinnear, who, with decades of experience and market knowledge, was able to help CFT achieve financial, service, process and contractual improvements.

"Print was one clear area where we could see the benefit of using ERA," said Simon. "Andy did an excellent job from the outset, analysing our needs, proposing a practical solution, getting competitive quotes and then negotiating a much improved deal with our existing supplier."



CHICHESTER FESTIVAL THEATRE

"ERA was recommended to me through an industry contact whose theatre company were already reaping cost savings benefits as a result of their engagement. It seemed prudent to invite their expert opinion and the results have been extremely favourable."

SIMON PARSONAGE,
FINANCE DIRECTOR, CHICHESTER FESTIVAL THEATRE

Insightful procurement brings savings and efficiencies for Chichester Festival Theatre

TELECOMS - A VITAL EXPENSE, A VITAL EXAMINATION

Andy's first step was to conduct an independent price benchmark and process review of the existing copier fleet. Following a consultation with key stakeholders and a thorough onsite inspection, he concluded CFT's print estate was an aged, multi-function fleet, with heavy reliance on desktop printers. Both Simon and Head of HR, Eugenie Konig, had expressed a desire to replace the multi-function devices (MFDs) and reduce the number of desktop printers to a minimum by migrating the usage to the new MFDs. To complete the project robustly, ERA also recommended the installation of Managed Print Software to reduce unnecessary print wastage, improve print security and comply with GDPR regulations.

Andy created a bespoke tender which was taken out to the open market. A significant benefit to ERA clients being that only established, well known and ethical suppliers are invited to submit responses. During negotiations with the incumbent, Andy was able to secure savings alongside the required fleet upgrades. Having enjoyed a reliable working relationship based on mutual trust, CFT opted to remain with its existing provider and adopt the newly agreed, favourable terms.

ERA's objective is to provide significant commercial benefits to its clients, However, whilst cost reduction can be an important key performance indicator, there are many other equally important criteria taken into consideration such as service response time, machine suitability, appropriate software solutions, contractual obligations and supplier suitability. The latter often geographically related. ERA's formal tender process provides clients with a forensic overview, enabling stakeholders to make an informed decision, giving them enough visibility to implement a solution which best meets all their future needs and requirements.

"What was really useful was Andy's insight into the subtleties of the small print - where financial time bombs can often be hidden," explained Simon. "So, when we agreed a new contract, we had confidence and clarity in what we were signing up to. Andy also ensured that all quotes received during the tender process included every element which would have a financial and operational impact and so, all were compared on a like-for-like basis."

Six months on, and the theatre has seen a much-improved environment within their Managed Print estate.

Crucially, as well as being more cost effective, the new machines are much more reliable, highlighted by the fact that there has been only one service call in the last six months. In line with expectation, most of the desktop printers have been removed and usage migrated to the more efficient multi-function devices. Improved levels of control and visibility has been achieved through a 'Follow Me' printing solution installed in all MFDs which requires PIN code authentication.

ERA's client relationships don't end on implementation of new contracts. By undertaking quarterly audits, Andy ensures that promised service levels are being met, savings are being achieved and contracts are optimised where possible for the benefit of the theatre.



SIMON PARSONAGE, FINANCE DIRECTOR AT CHICHESTER FESTIVAL THEATRE, SUMMARISES THE VALUE OF HIS COMPANY'S PARTNERSHIP WITH EXPENSE REDUCTION ANALYSTS:

"ERA's ongoing supplier management has been very good, providing clear and helpful quarterly analysis. A personal follow up by Andy ensures that the high standard of personal service has been maintained."