



CASE STUDY

CREIGHTON UNIVERSITY ENHANCES ALLIANCE WITH CANON

Creighton University builds on holistic managed services program with addition of Mail Services and Smart Lockers



ABOUT CREIGHTON

Creighton University is a private Jesuit, Catholic university in Omaha, Nebraska. Founded in 1878 with an enrollment of 120 students, Creighton's current undergraduate and graduate enrollment is over 8,500 across nine schools and colleges.

The Creighton Bluejays are nationally recognized in college sports, competing in NCAA Division I athletics within the BIG EAST conference.

Creighton University ranks in the top third of National Universities in U.S. News & World Report's 2025 rankings for "Best Colleges." The school has made the National University classification for six years in a row.

WHY CANON U.S.A.?

Creighton University wanted to implement the best solution for its needs with a high return on investment. That meant leveraging the relationship with Canon U.S.A.'s Managed Services team and its connections, both within the Canon organization and with third-party providers.

In 2016, Creighton University signed its first contract with Canon to manage the university's printer fleet and output environment, with Creighton leadership making the forward-thinking decision to immediately centralize printing for all departments under one program. Implementing a mandatory plan across all departments, Creighton saw a 2.8 million-page reduction in output over the first five-year contract, along with a 17.1% reduction in devices. The ensuing contract reduced the number of devices again, by 9.4%. Through Secure Print, the amount saved by not printing unnecessary pages totaled \$260,000.

A couple of years into their second contract, that number is already at \$677,000 and growing.

Another significant initiative included streamlining the Creighton University print center—rebranded as "Bluejay Print and Post"—which improved the on-time production average to 99.3% and the accuracy average to 98.9%. Customer satisfaction rates with the Print and Post are consistently at very high levels. Previously, the Mail Center was kept separate, and Creighton continued to manage it on its own. During the first five years of the relationship, Canon helped Creighton design and build a new facility across the street for the Print Production services.



CONTRACT RENEWAL AND SERVICES EXPANSION

In 2021, Creighton signed a new five-year contract with Canon and expanded services to include the Mail Center under the same Bluejay Print and Post logo. This expanded Canon's staff onsite to 17 people. Enlisting Canon to completely run the mail function on campus reduced total monthly program costs by 21% thanks to cross-trained staff and the introduction of smart lockers, which have streamlined services by providing a convenient, automated process for students to retrieve their packages. The smart lockers are a big hit with the students, allowing them to pick up packages 24 hours a day, 7 days a week instead of the previous restricted hours. Customer satisfaction rates were above 95% after one month of installation and have stayed there.

Also in 2021, Creighton opened a new Health Sciences campus in Phoenix, Arizona, as part of its medical program. Canon worked with Creighton to expand its print management, print production, mail, shipping, and receiving services with two people onsite in this new location.

Creighton and Canon continue looking for ways to improve operational efficiency on campus. Creighton was the first customer to test and then purchase Intelligent Grading Software (IGS) Pro, a subscription-based test creator and grading system that utilizes the Canon multifunction platform and cloud-based content management software. The solution ties directly into Creighton's cost-saving and sustainability efforts by eliminating the need for expensive, specialized paper and a dedicated resource to electronically grade tests. The digital process provides professors with an easy mechanism for automating and organizing the grading process for tests that are not given online—in an age of Artificial Intelligence, where it may be preferable to give them in person. It also provides data to help understand overall class performance and better address areas in which students are scoring poorly.

Result



21%
reduction in total monthly print
and mail costs



\$677,000
saved by Print Avoidance



95%
student satisfaction rate with
Smart Lockers

Significant Waste Reduction and Shift to Pharos Secure Printing

Canon and Creighton partnered on strategic improvements to help boost campus printing efficiency in 2024. Key changes included:

- Fleet refreshed between April and June 2024.
- 73% of direct print drivers disabled, moving most printing on campus to Pharos Secure Print.
- In the final six months of 2024, direct print volume decreased from 4.9 million to 4.3 million.
- Purged print jobs rose from 5.8% to 9.3%, significantly reducing waste.

A STRATEGIC ALLIANCE

Canon U.S.A. and Creighton University share similar goals and values that reflect supporting the students and the community, and so they set out from the start to create a strategic alliance based on more than just business. For many years, Canon was the naming sponsor of the university's IDEA Hub (formerly called the Research and Development Lab, or RadLab). Students in the program explore the growing potential of technology to address global issues. Currently, Canon funds an intern in the Sustainability program, and, together, Canon and Creighton are working on several Sustainability projects.

Canon has also supported Creighton's Backpack Journalism Program, where Creighton students and several faculty members immersed themselves in communities around the world to produce documentary short films based on the challenging and triumphant stories that they uncovered. An "Explorer of Light"—a Canon-affiliated photographer—spoke at the students' film release and gave advice to the students on careers in photojournalism.

Over the years, Creighton University and Canon have collaborated on a growing number of operational initiatives that brought cost savings and efficiencies to the campus. As technologies continue to evolve, there will surely be more cutting-edge solutions implemented in the years to come.

As of January 1, 2025, Canon Solutions America, Inc. merged into its parent company, Canon U.S.A., Inc. The relationship described in this case study initiated with Canon Solutions America and continues with Canon U.S.A.

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