



CASE STUDY

# GEORGE MASON UNIVERSITY ADVANCES WITH STEADFAST PRINT AND MAIL CENTER SERVICES

Canon's Office Services Spur Higher Education Efficiency



### The Starting Point:

In March of 2016, Canon initiated a Managed Print Services (MPS) program for the university's student, faculty, and staff fleet, as well as its three production centers. The goal was to increase user efficiency and satisfaction, reduce overall costs, and address technical and environmental burdens. Through the program's advancements, the relationship expanded in 2017 to include management of mailroom operations.

### The Situation:

George Mason required expertise to comprehensively update its mail environment. The goal was to balance the needs of students, faculty, and administration to help elevate productivity, trim expenses, and solve technical issues. The university's print center was also in need of a rebrand and refresh to enhance its reputation. To accomplish both, the production center and mailroom were consolidated into one space where employees were cross-trained on both fleet and mail operations, while a Tritex mail sorter was implemented to increase productivity. Keyless lockers were also instituted for 24/7 student package pickup.

### The Solution:

The addition of smart lockers and accountable mail solutions dramatically updated the student environment from a productivity and efficiency standpoint. Canon handles all student mail and packages, as well as paper-based mail and USPS packages for faculty and staff. The institution of an on-site messenger and delivery vehicle has provided consistent and rapidly-deployed mail runs on campus. During the COVID-19 pandemic, the office services team scaled down from 20 to eight employees but continued to provide essential mail pick-up services to the campus community.

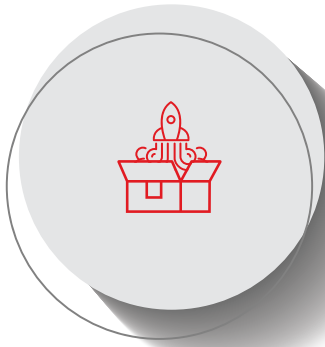
## About

George Mason is Virginia's largest public research university, providing students with groundbreaking learning experiences to help facilitate growth on an individual, scholar, and professional basis. With more than 39,000 students enrolled collectively, George Mason fosters a positive and collaborative environment that is structured to benefit the well-being and success of its entire community.

**"Canon has been an invaluable partner as George Mason University transitioned from an internally manage print fleet and copy center, as well as a traditionally managed mail room, to a holistic, office service-centered, vendor-managed operation. Their understanding of best practices and emerging trends across the print and mail industry have brought numerous innovations to George Mason, including modern mail sorting, student package lockers, and an online copy center store, among other innovations, that I now can't imagine us doing without."**

**- Buz Grover**

*Director, Contracts and Special Projects, George Mason University*



### Outside-of-the-box Impact:

George Mason has projected significant savings—to the tune of \$2.5 million over the term of the agreement. This has been achieved through reclaiming revenue-producing space in the food court by combining print and mail into one area, while also updating the mailroom to respond to the distinct needs of rising package levels in the new era of mail delivery. While Canon takes ownership of the infrastructure, George Mason's Print Hub operates as a standalone business with the ability to run outside print jobs.



### A Digital Outlook:

Amid the pandemic, Canon delivered a proof of concept to George Mason's Accounts Payable department, providing a digital mail scanning trial, which allowed recipients to electronically receive and handle invoices and critical correspondence off-site. This project has opened the conversation for future Digital Transformation opportunities.



### Joint Vision of Continued Success:

To foster an environment across the university where faculty, staff, and students *want* to achieve the objectives of Canon's Managed Print Services versus merely *having to*, George Mason and Canon will continue to collaborate to implement a concrete, integrated Change Management Plan to achieve *the right results, the right way*.

**"Canon has delivered a great deal of value to George Mason while vastly improving the customer experience with a cadre of dedicated professionals who constantly strive to improve processes and results. I highly recommend them as a partner to any other organization seeking similar process improvements."**

**"Canon's print and mail professionals have deep roots, bringing with them a wealth of knowledge in their industry that is not only difficult to create internally, but also to maintain over time. I've been astounded by the number of Canon Solutions America employees that have been with the company for numerous years, often times decades. One doesn't achieve that level of retention without knowing how to hire, train, manage, and reward high-performing staff."**

**- Buz Grover**

*Director, Contracts and Special Projects, George Mason University*





# Canon

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[usa.canon.com/business](https://usa.canon.com/business)

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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