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case study



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The government agency responsible for welfare and pension policy in the United Kingdom, the Department for Work and Pensions (DWP) serves more than 20 million citizens. DWP’s myriad outreach communications include print and digital media such as billboards, catalogues, posters, claim forms, TV commercials, and even mobile ads and apps.

In an effort to more effectively reach and serve its constituents, DWP hired Xerox to design and implement technology solutions capable of bringing greater consistency and clarity to its communications.

“DWP needed to get control of the thousands of logos, images, and other brand assets it uses in its print materials, web pages, and other digital communications,” says Michelle Taylor, Data Manager in Xerox’s Global Document Outsourcing group. “To ensure that its employees would always communicate with one voice and one message, DWP needed a central asset repository to make it quick and easy for anyone to find and use the right asset, every time.”

The system had to be utterly user-friendly and accessible to a wide range of people. It also had to provide a reporting mechanism so that senior DWP staff could track the frequency and purpose of asset downloads—and make more informed decisions about how to allocate future marketing resources.

“Our partners at Xerox wanted the system to be a fully featured Communication Centre,” says Taylor. “In addition to consolidating all assets in this system, they wanted DWP’s users to be able to upload assets for review and approval to ensure that they were representative of the brand. They wanted exceptional search capabilities, so that a user could search on words like ‘happy’ and ‘sad’ to find images depicting the appropriate content for their communications. And they wanted rock-solid security so that assets were protected and the system was reliable.”

To fulfill these requirements, Xerox deployed the Xinet digital asset management (DAM) system with metadata search capabilities powered by XMP software. Shortly thereafter, Xerox engaged IO Integration (IOI) to help customise, maintain and evolve this new Communication Centre.





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A leading global integrator of Xinet systems, IOI has developed a set of applications that complement and extend the core Xinet functionality. Xerox chose to use IOI’s Access tool over Active Directory for a simpler, more effective way to administer users and maintain accounts.

“With IOI Access, the Communication Centre is incredibly secure,” says Xerox’s Michelle Taylor. “We can fulfill DWP’s strict compliance needs, which involve a variety of different security requirements depending on whether users are at the local job centers or the higher-level government offices.”

In addition, authorized DWP partners can directly access the Communication Centre to download the latest logos, images, and other assets. By offering this limited, permissions-based access to partners, DWP has been able to reduce its administrative overhead.

The system now supports 13,500 users who download more than 2,000 assets per month, and it has the potential to support up to 200,000 staff members and partners. “DWP reports that their users find the system very friendly and intuitive, and the number of support calls has gone down dramatically,” says Taylor.

With Xinet, Xerox was able to provide multi-language support—including native Welsh—for the different agencies using the tool. Xerox was also able to make the system fully compliant with the W3C AA standard of web content accessibility for users with disabilities.

The system has been so successful, in fact, that Xerox received an esteemed Communications Center award—the Government Suppliers’ Award for Collaboration.

Next, DWP would like to bolster the system’s post-production and collaboration capabilities, for example by making print-ready PDF files available to users directly from the system. Xerox and IOI are continuing to collaborate on solutions that meet the evolving needs of the DWP and the citizens it represents. “Our partnership with IO Integration ensures we have the right people in the right place to take Xinet forward into the future,” says Taylor.