

University of New South Wales

The Australian Graduate School of Management (AGSM)



Over the years, business management has become a major area of study for an increasing number of university students, and the Australian Graduate School of Management at the University of New South Wales has consistently delivered a portfolio of high calibre post experience, general management and leadership development programs.

Supporting the School in its preparation for each semester is a versatile and cost-effective disc production solution featuring an Epson Discproducer® PP-50.

Challenge: Save time and cut costs

Every year, the School is responsible for producing literally thousands of DVDs that provide program participants with course materials for the current semester; and traditionally this was completed by a third-party organisation. Unfortunately, the reliance on a third-party meant that each production run had to be scheduled in with the other production jobs, and even a small error in duplication could mean a delay in anything up to a week.

According to AGSM MBA Administrator and Designer, Anca Muranyi, there was a definite need to cut costs, save time and, ultimately, take control of the entire disc duplication process.

“ Whether it’s a video or data DVD, I can use the bundled Epson Disc Maker software and have as many copies as needed within a matter of hours. We’re also able to produce each disc for a few cents, eliminating the need for couriers, and responding almost immediately to the request. ”

Anca Muranya, MBA Administrator and Designer
The Australian Graduate School of Management

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Solution: The Epson Discproducer PP-50

It was in December 2011 that the School decided an initial investment in a dedicated disc printing system would deliver on the cost, time and control requirements, and potentially pay for itself within less than a year. "We looked at what was available on the market and saw the Epson Discproducer range as being the only products that could give us what we were looking for," Anca says. **"Taking into account our production loads, the PP-50 within that range, was seen as perfect."**

Slashing costs by over 90 per cent

When it comes to financial considerations, Anca is quick to point out that including media and ink, each DVD is now costing the School around 25 cents to produce, which is in stark contrast to the \$3.84 per disc it was costing when outsourced. "On top of that," she says, "there was the \$30 courier charge each time, so for a run of just 100 DVDs we were paying nearly \$425."

Now, with the Epson Discproducer PP-50, the School is saving approximately \$400 on each run of 100 DVDs, which represents a cut in costs of well over 90 per cent and a total return on investment after only several months.

Delivering a better service

Costs aside, the Discproducer is ensuring the School is able to provide a far more responsive disc duplication service than ever before. This is particularly important at the start of every semester when late enrolments can see a sudden spike in the need for short run duplications.

"When – not if – I receive an email requesting an additional 10 or 20 course material DVDs, I can generally have them duplicated and ready for pick-up in less than an hour," Anca states. "Prior to implementing the PP-50, we simply couldn't have delivered in less than 24 hours."

The new-found level of responsiveness is having an impact in a number of other areas, not least of which being the ability to support the School's managers and directors. Anca explains: "Quite often our managers and directors need to attend conferences and deliver a presentation. In those cases, they like to have a professional looking DVD to hand out to attendees.

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Quality matters

Using the bundled software, which is available for Windows and Mac platforms, Anca – a professional designer – is able to create high quality labels featuring any combination of images, text, colours and graphics. Importantly, those labels are printed in keeping with the School's commitment to quality at every level.

"Print quality was actually one of the reasons we chose Epson," Anca says. "It's a company that has a great reputation in the market when it comes to colour – and equipment reliability – and the PP-50 definitely lives up to that reputation."

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For more information about Epson Discproducers
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visit www.epson.com.au



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