



## F.W. Dodge

A division of the McGraw-Hill Companies

Xerox Document Management Services consolidate operations to save time, money, and resources.

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Mark Kent,  
Vice President,  
Production and Publishing Operations,  
McGraw-Hill's Construction  
Information Group

# A Xerox Global Services Imaging Solution helps a leading publisher consolidate five imaging sites into one location.



## Client Profile

The McGraw-Hill Construction Information Group consists of industry-leading F.W. Dodge, Sweet's, and trade publications such as Architectural Record, Engineering News-Record, and Design-Build Magazine.

F.W. Dodge maintains a database of 60,000 architectural plans, specifications, and addenda of active commercial construction projects on CD-ROM, microfilm, and via hard-copy at one of its 120 plan rooms nationwide. As the industry leader, Dodge is always looking for ways to improve its operations in an effort to better serve its customers.

## The Challenge

**To scan all of these documents in a timely fashion, Dodge operated several facilities throughout the country. In addition, in-house technology required imaging each document twice—once to produce microfilm and a second time to create the digital files. Dodge began to look for operational improvements.**

“Our goal has always been to image all of the time-sensitive project documents within 24 hours and deliver the information into the hands of our subscribers within 48-72 hours,” explained Mark Kent, Vice President of Production and Publishing Operations for McGraw-Hill’s Construction Information Group.

In addition, almost 90 percent of the hardcopy materials needed to be returned to their originators, so tracking these documents throughout the entire process was also critical.

“We knew that if we could consolidate our operations into a single location and use a single-pass process, we would save significant time and money. However, this project became more complicated when we realized that we weren’t willing to compromise on image quality, ease-of-access, or service levels, and we couldn’t stop our operations for a single day,” he said. “It all added up to the biggest project we’ve ever undertaken in our segment.”

When they first considered outsourcing their imaging operations, Dodge also knew from past outsourcing experience that they wanted a supplier not only with core technology experience, but one who had an interest in becoming more of a strategic business partner.

“We wanted to work with a company who would make sure that the finished product was the best it could be and one that had a real interest in working closely with us to achieve that superior quality,” remarked Kent. “When we outsourced our printing operations, we were very careful about that as well. So we knew that a close working relationship was essential to making the kind of dramatic process improvements we were looking for.”

## The Solution

**“Collapsing five centers, working with a new vendor, and implementing new digital imaging technology all at the same time was pretty scary for our multi-million dollar business,” offered Kent. “It required a huge amount of coordination, strong focus, and expert project management. But we knew if we worked with the right supplier that we could be successful.”**

F.W. Dodge approached Xerox, knowing their reputation as a “world class provider” of imaging technology. Kent said he was very impressed with the company’s experience and by the team of professionals who would work closely with Dodge’s project teams. After visiting Xerox’s Imaging Center in Hot Springs, Arkansas, Dodge leadership was convinced that Xerox was the right choice.

“The technology involved in this project was very complex,” explained Kent. “It’s not easy to take millions of documents, scan them, keep them all together, index them for keyword searches, then transmit them to different locations and different databases at the same time for repurposing onto different media. Xerox showed us that they had really mastered this technology.”

From the beginning, McGraw-Hill worked closely with the Xerox team members as if they were employees. Kent said he was pleasantly surprised by the caliber of seamless, highly responsive project management expertise that Xerox brought to the table. By sharing every detail of their operation with the Xerox team, McGraw-Hill allowed the Xerox engineers to see their operation with a fresh, objective eye. In turn, Xerox was able to recommend improvements that streamlined the entire process from start-to-finish.

Today, using Xerox Global Services Imaging solution, pertinent construction documents from architects and contractors all across the country are sent by the company’s plan rooms via courier to the Xerox Imaging Center in Arkansas. They are then scanned in a single pass and saved as TIFF files, while the more complex specification books are saved as searchable Adobe® Acrobat® PDF files. The digital images are then forwarded via secure broadband communications to Dodge for CD-ROM and uploading onto the Web.

“We put 100 percent of our confidence in Xerox and they delivered,” added Kent.



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## The Results

- Considerable savings in operation and distribution costs were realized by consolidating five imaging sites into a single, centralized location
- Significant productivity and throughput increases, that shortened turnaround time and boosted customer service levels, were achieved by implementing a single-pass digital imaging process
- Superior image quality and sharper scans, both on the digital and microfilm side, enhanced readability and ease-of-use of their final products
- Improved project information packages with stronger quality control procedures that called for content to be reviewed for both quality and completeness
- Managers obtained a better understanding of their business, more effective daily forecasting tools, tighter internal controls. These controls further streamlined the production process and maximized its strategic planning with access to accurate and more timely reports of daily, weekly, and monthly scanning activity

## CASE STUDY SNAPSHOT

### The Challenges:

- *Consolidate operations into a single location to achieve operational efficiencies*
- *Convert to single-pass imaging to speed availability of project specifications*

### The Solution:

- *Xerox Document Management Services*

### The Results:

- *Considerable savings in operation and distribution costs*
- *Single-pass imaging delivered superior quality and significant throughput increases*
- *Accurate and more timely reports provided a critical tool for strategic planning*