

Diverse customer range

ADC boasts some 800 mainly commercial customers, although the company still has people coming in for private jobs. "You never know who may drop in", says Gert-Jan

van Roosmalen. "It's a form of acquisition one shouldn't underestimate. People first coming in with an insignificant job may develop into major customers. But naturally we focus on commercial enterprises and other organisations, such as government institutions and local authorities. In the commercial sector we are traditionally strong in architectural firms and other technical drawing agencies. We also get a lot of bulk from companies in the publishing sphere, producing

documentation such as maintenance manuals. Our management sector's customer list includes also a large number of medium-sized companies."

A bit of history

ADC originates from the fact that 25 years ago an electrical contractor acquired a collotype machine for the reproduction of technical drawings, also offering this service to third parties. Subsequently an independent company was formed: ADC, consisting of an administration office and a reprographical department. Currently the ADC Sourcing Group specialises in three core services: ADC Management Ltd offers financial and management services to various companies (including the electrical contractor it is a spin-off from). ADC Secondment Ltd supplies technical staff to technical

offices, conversion projects, AutoCad and Microstation, management, electrical and civil engineering as well as postal services, repro and DTP. The third and largest activity, involving some 40 employees out of a staff of 60, is called ADC Repro Service Ltd. This branch offers services for printing, scanning and copying, design, DTP and new media as well as consultancy, project management, integral document management and facility management. A multifaceted company offering a wide range of activities.



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"If you fail to innovate, you're out of business."

THE DOCUMENT COMPANY
XEROX

ADC offers many print-related services

Easy solutions for all customers

Gert-Jan van Roosmalen was trained as an accountant, which he sees as a blessing. For managing a company with a staff of 60 is no picnic. Particularly because the ADC Sourcing Group not only specialises in printing, but also in project management, integral document management and facility management.



A head for figures

His financial background helps him to adequately calculate the cost involved in clients' document flows and come up with streamlining suggestions. He explains: "We offer our larger customers monthly surveys in colour of their print performance, which serve as management information for the people in charge of printing activities within the organisation. The surveys

provide them with overviews of their recent performance and tag which departments have increased or decreased their printing volumes. To them this is an extra service, for us it is a reason to stay in touch." The monthly surveys allow for interesting conclusions. For example, they offer customers comparisons between centralised and decentralised printing, or between putting jobs out or having them performed in house. ADC can aid customers in interpreting these data. For example, Gert-Jan van Roosmalen once pointed out to one of his customers that maybe they were employing too many secretaries. He explains: "Initially this raised eyebrows, but naturally they were also curious to know how we reached such a conclusion. Should people contract out a lot or, conversely, perform all tasks themselves, this raises questions as to how efficiently the jobs are done."

Service level agreements

ADC offers its customers service level agreements, which delineate the level of service a customer may expect. "Partnership hinges on one question: What do I expect from my

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customers?,” says Gert-Jan van Roosmalen. “This touches on a certain level of performance. We could merely carry out assignments, but that would mean taking a passive stance. We can also decide to take on more, eventually determining what they need. This goes well beyond the free pick-up and delivery service we offer our customers. Like most print companies we supply this standard service free of charge. But it is important to list the services on offer and how these are calculated and billed. This is the only way for customers to make an informed decision whether they wish to outsource the job or whether they are better off doing it themselves. Naturally, we on our part are well informed how these companies have things organised, so that we may focus on the strong points we ourselves have to offer. In the end, customers choose us because we can do the job better, more effectively and cheaper than they can do it themselves.”

The problems ADC encounters at companies and institutions are often IT-related, with a financial or organisational background. “Production, printing and document distribution logistics within the organisation are frequently hard for

them to map, also because they are often out of touch with external price levels and the like. This is why we begin by offering them help to analyse how to improve financial management and streamline their document flows. We can also indicate which facilities they should establish. In the next phase - implementation - we can help them to supply the hardware, the software or the staff necessary to optimise operations. This is what we call integral document management. We can take things one step further when customers indicate that they would like to dispense completely with all the bother of managing document flows. They pass on their needs and desires and leave it to ADC's facility management service to produce and distribute their documents. ADC currently performs this service for some five customers.”

Innovative and stimulating

“If you fail to innovate, you're out of business,” says Gert-Jan van Roosmalen. “Anyone can provide photocopies. The point is that our customers should be able to support their own customers with the aid of our services. The main bottlenecks are usually manageability or organisational aspects. IT can be a tool which offers more control. For



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that reason we started a brand-new company last year: Totally Doc. It is completely geared towards offering smart solutions to streamline and optimise document production logistics.”

ADC Repro Services already offered services for plotting directly from the customers' drawing board onto ADC's large-size printers. Now this service is also available for print jobs in smaller formats, which are sent directly from the workstations with job tickets attached, or allowing customers to place direct orders by means of an FTP protocol. All that's needed is the ADC icon installed by ADC in Word or Powerpoint on the customers' network. Customers merely need to click this button and fill out their needs. Aspects of cross-media publishing can also be effectuated. ADC has already digitalised many archives, both small and large-sized. The innovative DocuTech and DocuColor equipment also contributes.

“We aim for a fully customer-driven organisation,” says Gert-Jan van Roosmalen. “This means we will shortly be linking production and administration. This is of vital importance, because in a customer-orientated organisation planning and

logistics form the major challenge. Xerox Premier Partner membership allows us to exchange the necessary know-how and gain inspiration for the future. And Xerox, of course, is a source of expertise in its own right and we very much want to stay abreast of what Xerox is doing. I see more obstacles in terms of international co-operation, which takes up a lot of energy, although things may begin to run more smoothly in the future.”