

# Balanced Deployment at Work

HP Practica



Recent IDC research suggests that “a large site with 1,000 plus employees is paying \$200 plus per employee in direct hardcopy costs alone.”\* So, not surprisingly Gartner research reveals a new trend in the way organizations think about managing their printing and imaging environments. “By YE05, 60 percent of all enterprises will have begun an enterprise wide effort to optimize document output fleet spending through changes to their purchasing and asset management policies.”\*\* The same research suggests that there are significant savings to be had by those who turn their thinking into action, “Through YE08, enterprises that actively manage their document output fleets will be able to save between 10 percent and 30 percent of their recurrent spending.”



The following scenario illustrates how one organization has employed a balanced deployment of HP printers, multifunction products (MFPs) and software to achieve more efficient and cost-effective operations.

## Scenario for improvement

- The organization: large insurance company
- The environment: 97 systems including printers, scanners and copiers
- The cost problem: deployment imbalance and rigid maximum volume of 200,000 printed pages per month
- The productivity problem: although devices had been in use for two years the machines were quickly deteriorating due to a lack of maintenance
- The solution: balanced deployment of HP single function and multifunction devices, supplies and support to meet the printing and imaging needs of each department
- The results: lower operational costs, reduced support requirements, increased employee productivity

## Balanced deployment in action: lowering costs

### Challenge

Like most organizations in the insurance industry, this large insurer views its documents (policies) as products. Yet a rigid printing and imaging environment featuring a strictly enforced monthly maximum volume for printed pages and an excess of installed equipment were steadily driving up costs. During some months the actual number of pages far outnumbered the allotted 200,000, while in other months less than one-quarter of those pages were required. It all depended on the time of year and the number of policies being written. What's more, a two-to-one user-to-printer ratio ensured a costly overcapacity.

### Solution

The HP solution included the latest technology, original printer cartridges, maintenance and high-level support. The number of installed devices across the company fell from 97 to 50 including HP LaserJet 9000 MFPs, HP LaserJet 3320 MFPs, HP LaserJet 2200DN and HP LaserJet 5100TN. HP Web JetAdmin software enabled the company to proactively monitor, control and manage all network printers. The introduction of scanning technology enabled a reduction in paper usage. As a result of these innovations, printing costs were reduced by approximately 60 percent.



## Intelligent printing in action: improving productivity

### Challenge

In addition to lowering costs, the organization was determined to improve productivity and ensure efficient production flow in every department and branch office. Although the outsourced printing and imaging equipment they relied on had been installed for less than two years, it had received little maintenance and devices were often down. Thanks to slow response time printing and imaging equipment was often not working when it was needed most.

### Solution

The implementation of a complete HP printing and imaging solution, including the latest HP printing and imaging hardware, software, supplies and high-level support has not only lowered costs, but significantly improved productivity. The installation of the right HP equipment in the right places (i.e., high-volume equipment in the organization's copy center as well as robust MFPs in branch offices), ensures production flow. HP software, including MegaTrack and Web JetAdmin makes it possible for the organization to efficiently and proactively manage, monitor and control all networked printers remotely.

## HP Balanced Deployment Solution at a Glance

- 50 new devices (replaced 97 unreliable devices)
- Balanced deployment of HP LaserJet 9000 and 3020 model MFPs, and HP LaserJet 2200DN and 5100TN model printers (replaced complex mix of various propriety printing devices)
- HP MegaTrack and HP Web JetAdmin software solutions installed to enable remote management and usage control of all devices



## Summary of Results

### Impact on Cost

Direct and indirect costs lowered by approximately 60 percent

Reduced paper usage as a result of new scan technology

### Effect on Productivity

Enhanced productivity across the organization

Each department configured based on specific needs

## Want to know more?

At HP we understand that knowledge is the most powerful tool in business, government and education. Visit us on the Web at [www.hp.com/go/printingandimaging](http://www.hp.com/go/printingandimaging) to find everything you need to know to understand what's going on in your printing and imaging environment and what you can do to get the most from your investments.

### Notes

\* IDC, "Managing your imaging and output infrastructure to maximize productivity and minimize cost," Angéle Boyd

\*\* Gartner, "Printer and Copier Fleets: The Gold Mine in the Hallway," 19 August 2003

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