



CONTROL your PRINT ENVIRONMENT
to **SAVE** TIME, MONEY
and **CONSERVE** RESOURCES.



HIT PRINT
INTELLIGENTLY

HP Imaging and Printing Services

Executive summary

Two profound shifts are occurring in IT organizations today—shifts that have more to do with business operations than technology. One is the tactical move away from capital investments to operational expenses as a means of enhancing cash flows. Another is the recognition, verbalized by Informationweek.com, that “There are no technology projects, just business projects with technology components.”¹ Both shifts may soon impact the way your organization views, delivers, uses, and supports imaging and printing assets.

According to Gartner, a major focus for organizations today and in the foreseeable future is shifting from cost reduction to growth, expansion, innovation, and operational excellence.² If your organization is serious about driving growth and innovation and improving customer experiences, you’ll find that a well-managed imaging and printing environment is key to these goals.

A growing number of organizations are turning to services as a means of integrating imaging and printing into their overall IT infrastructure strategies. It may be one of the fastest ways to continue to drive down costs, fund innovation, and prepare your organization to capitalize on future opportunities.



Imaging and printing in the digital age

The incredible longevity of print

Although we live in a digital age, a great deal of communicating still happens in print. Consider the printed materials that flow through your organization to support everyday processes: orders, invoices, receipts, client records, forms, brochures, direct mail, point-of-sale materials, and more. Each of these documents contains key information that communicates on behalf of your organization to stakeholders both inside and outside. It doesn't appear that print will expire any time soon. This means imaging continues to play a critical role as well, enabling you to digitize documents so you can share information more efficiently, reduce time-to-market, and enhance service delivery to customers.

The cloud and mobility as agents of change

Mobile technology and cloud computing are ushering in a new set of dynamics where everything is connected, interactive, immediate, and fluid. With this dynamic connectivity, customer, citizen, and employee expectations have shifted from anticipating a response in days and months to seconds and instants—particularly in regard to information access. They want it fast, they want it relevant, and they want it securely delivered in a format that is convenient to them.

Digitally adept organizations have the power to transform information channels into valuable commodities. As Gartner analysts explain, “becoming a next-generation digital enterprise means generating a greater percentage of enterprise revenue via information and Internet technologies.”³

Strategically planning and deploying digital technologies that help improve document management, forms automation, security, and compliance, and the sharing of data can give your organization a competitive edge. After all, the accuracy, security, and relevance of the information your organization delivers to customers and other constituents have the power to build loyalty and credibility.

The rise of services

As your organization grows and changes your imaging and printing needs will evolve too. Gartner analysts point out that “with almost half of CIOs planning to move the majority of their applications and infrastructure to the cloud over the next four years, CIOs have an opportunity to reimagine IT by looking at current resources and asking what would be possible if they were deployed in other ways.”³ Leveraging a service model to build a flexible and scalable imaging and printing infrastructure has the potential to deliver long-term value.

Service models like managed print services (MPS) are being adopted by more and more organizations. Gartner predicts that MPS “is accelerating growth to the point that more than 50% of large organizations worldwide will employ MPS by 2015. ...[This] significant and projected growth is evidence that organizations must consider implementing MPS to reduce capital and supplies cost as well as improve document workflows.”⁴

When managed well—through a reliable service provider—your imaging and printing environment should:

- Reduce costs, increase productivity, and conserve resources.
- Support future growth and innovation.
- Transform data into actionable information.
- Address legal and regulatory requirements.
- Drive faster, more effective decision-making.
- Win the trust and satisfaction of stakeholders.



HP Always On Support

Organizations need their technology to be available and ready to deliver value instantly to customers and constituents. The HP Always On Support portfolio delivers everything from remote monitoring, support automation, and supplemental services to complete outsourcing—all designed to help you:

- Provide seamless, secure, context-aware experiences for customers and citizens.
- Improve productivity and deliver higher quality imaging and printing output.
- Simplify network printer management to free your IT staff to invest time in strategies that support innovation and growth.
- Reduce expenditures for procurement, installation, maintenance, management, and supplies replenishment.

Intangible costs

The most obvious costs associated with imaging and printing are time and money. Other expenditures, including environmental impacts and security and privacy issues, carry associated costs that can affect your reputation as well as your budget.

Tangible savings

There are tangible savings associated with the right services. For example, the purchase of a Three-year Next Day Onsite HP Care Pack can save you up to 44 percent over the cost of a single out-of-warranty repair.*

*Based on HP data; savings vary by region and hardware covered.

Funding innovation and value

Finding the balance between driving IT efficiency through lower costs and delivering greater business value through innovation and growth can be challenging. An *InformationWeek* survey found that IT organizations are typically spending up to 70 percent of their budgets on operations and maintenance,⁵ leaving a mere 30 percent available for growth initiatives. Whatever the exact ratio is for your company, it's likely you're spending too much on operations.

So how do you flip that ratio? Increasing your awareness of where those operational costs are going is the first step. Most organizations don't really know what they spend on imaging and printing. While many understand the "hard costs" around hardware and supplies, the soft costs associated with governance and ongoing management, end-user efficiencies, lifecycle management, and workflow improvements are not generally understood. And most organizations don't have a strategy that takes into account the ways in which imaging and printing can contribute to overall business value.

The idea that "There are no technology projects, just business projects with technology components,"¹ is particularly true when integrating service models into your organization and across lines of business. These offerings don't just impact internal operations, they directly impact your relationship with your customers and the face your organization presents to the world.

The true cost of print

Thinking about how your imaging and printing environment could be better managed as an integrated system is critical, but it's also important to account for specifics of user behavior. Without adequate management controls, employees will often print documents in color when lower-cost black-and-white prints would be acceptable. And they might not have access to, or make use of, capabilities such as duplex printing, which can greatly reduce the use of paper. A recent U.S. government report recommended print management actions beyond duplex printing to help formalize print policies and save a potential \$440.4 million per year in unnecessary printing costs.⁶ Instituting print management policies adds up to all around lower costs—for hardware, for printer maintenance, for supplies.

Further complicating the lack of policies is the fact that many companies don't have a clear view of the true costs of printing. In a typical enterprise printing environment, industry experts estimate that for every dollar spent on hard costs, another \$9 is spent managing the printed documents over their life cycles.⁷ In other words, the bulk of the costs are not in the infrastructure and management of imaging and printing devices. Most of the costs are in end-user time and the flow of documents within and among organizations and the customers they serve.

The [Walt Disney Company](http://www.hp.com/go/disneymps) implemented a new approach to managing print needs that would help align with environmental citizenship goals. www.hp.com/go/disneymps

Solution:

Disney worked with HP to develop its Document Output Management Program using HP Managed Print Services.

Benefits

- 59 percent reduction in the number of devices
- Reductions of more than 18 percent in energy usage
- Energy CO² emissions reduction of an estimated 407,000 pounds over 36 months
- 100 percent recycling of toner cartridges through HP Planet Partners recycling program*

*"Disney's corporate commitment to the environment establishes foundation for HP Managed Print Services," April 2010
<http://h20195.www2.hp.com/V2/GetPDF.aspx/4AA1-1986ENW.pdf>

"Across the entire company, including our Enterprise IT, Disney seeks the best solutions to help deliver on its environmental promise. That's exactly what we expected when we brought in HP and a Managed Print Services (MPS) solution, and the results have lived up to expectations."

Charlie Weiner, senior vice president, Enterprise Infrastructure Services at Disney

Elevating imaging and printing for better outcomes

For the past two decades, organizations have focused on making their IT infrastructures more efficient, transparent, and controllable through the consolidation of server, networking, and computing environments. And they're realizing that the opportunity exists to strategically manage and control costs within the print environment.

Consider this forecast from Gartner: "By 2014, the content of at least one in 10 printed pages will migrate to screen, voice or video. Specific screen-sharing, voice and video application developments in verticals in which high volumes of pages are printed, such as government, healthcare and education, could even further accelerate the overall decline in page volumes."⁴ While this prediction appears to undermine the value of enterprise printing over time, it actually reinforces the need for an expanded view of this ecosystem.

In this age of information as commodity, imaging and printing services are as much about streamlining and personalizing the delivery of digital documents and enhancing information workflows as they are about helping you deliver hardcopy pages. Success in the information age requires that you view imaging and printing as a vital component to your overall document workflows—whether paper-based or electronic—and daily business processes. Analyst group Quocirca sees this as part of the shift from focusing on costs to focusing on results: "Although the value propositions of cost reduction and access to external skills will always be compelling drivers for MPS, larger enterprises are increasingly looking for innovation within their contracts. Consequently, the use of document workflow solutions is becoming a more common feature of larger MPS deals."⁸

HP Imaging and Printing Services

HP Care Pack Services

Simple, pre-configured packages developed to cover the most in-demand HP services, service levels, and coverage windows that offer you greater uptime and productivity

HP Contractual Services

Customizable service contracts that offer the flexibility to choose the exact services and coverage your business needs for improved printer fleet management

HP Managed Print Services

A comprehensive suite of scalable services, solutions, and infrastructure consisting of imaging and printing products, supplies, support, financing, management software, and professional services that are tailored to meet your business needs

HP services for imaging and printing environments

Analysts, IT experts, and strategically focused organizations agree: when managed well, your imaging and printing environment can yield substantial cost savings and productivity gains. Getting to a place where imaging and printing is seamlessly integrated within your larger IT environment and running at peak performance demands expert advice and personal, reliable, cost-effective support—which is exactly what HP delivers to organizations around the world.

HP offers solutions tailored to your organization's specific requirements. Each recommendation might even include a combination of services. Whether you choose a pre-packaged HP Care Pack service, a flexible HP Contractual Service, or a scalable set of services from HP Managed Print Services, you can:

- Reduce costs across your imaging and printing environment.
- Receive expert technical phone support and experience predictable and consistent service delivery across multiple locations.
- Streamline and automate paper-intensive workflows.
- Benefit from the expertise of one of the leading, and most stable, IT services providers in the industry.

Note that the following services are available in most geographies, although local variations and restrictions may apply.

HP Care Pack Services and HP Contractual Services

From technical phone service to installation to same-day onsite repair—simple, pre-configured HP Care Pack Services and customizable HP Contractual Services are predictable and professionally delivered. HP services are more cost effective than forecasting, storing, and maintaining “inventory spares.” They reduce the risk of investing in technologies that may become obsolete. And support services are less costly in time and effort than hardware spares. You benefit from less device downtime, greater employee productivity, lower costs, and a worry-free imaging and printing experience. Because support needs vary, HP provides support options that allow you to choose from three conveniently structured support increments.

Optimized Care

Optimized Care services deliver optimal results by focusing on both the performance and availability of imaging and printing assets. With onsite response times as fast as four hours, these services are ideal for organizations that cannot tolerate downtime and can benefit from a consultative partnership with HP experts.

Standard Care

HP offers Standard Care services for organizations that require high levels of device uptime and access to expertise beyond what's available in house. Standard Care options include the convenience and speed of Next-Day Onsite or Next-Day Exchange.*

Basic Care

Basic Care offers low-cost services like Next-Day Onsite, Next-Day Exchange, or Return Service.* These self-managed options help you keep operational costs down by getting you up and running in a reasonable window of time. Basic Care is best for organizations with available in-house expertise.

*Available service options vary by region.

“HP’s service portfolio is particularly enhanced by innovations in its MPS portfolio. HP Web Jetadmin (WJA) is the leading tool for device administration, monitoring and reporting (HP and non-HP devices) and, together with its HP Universal Print Driver (UPD), reduces administrative overhead and increases end user productivity. Investments in HP’s MPS Smart Decision Suite platform also provides advantages, including more streamlined delivery of services and more accessible information and analytics on usage.”

Quocirca “Managed Print Services Come of Age,” 2010

HP Managed Print Services

HP Managed Print Services enables you to manage your imaging and printing assets as a business investment rather than as a technology cost center. Through analytics and insights, we proactively help you gain greater visibility into your usage patterns and needs—and help you plan for ongoing improvements. HP also tailors solutions for your industry-specific requirements, including government and education.

Choose the HP service that meets your needs.

Optimize, manage, and streamline your imaging and printing environment with the HP service that addresses your business priorities.

HP Care Pack Services and HP Contractual Services	
4 Hour Onsite Service	Increase availability and productivity of critical equipment with predictable onsite support.
Next-Day Onsite Service	Increase availability and productivity of equipment with a choice of affordable coverage windows.
Next Business Day Exchange Service	Replace hardware quickly and conveniently with a cost-saving alternative to onsite support.
Defective Media Retention Service	Retain management of sensitive or legally required data in the event of a printer hardware failure.
High-Performance Secure Hard Disk Installation	Secure information on your HP printer or MFP while maintaining the device’s throughput and performance.
Post Warranty Services	Keep imaging and printing hardware current without worrying about availability issues.
Return to HP Services	Protect the availability of your entry-level HP LaserJet printers.
Maintenance Kit Replacement Service and Preventive Maintenance Service	Maintain high print quality and lengthen the life of a printer with onsite services delivered by an HP-trained technician.
Installation service	Get your new equipment up and running quickly and efficiently and receive the best possible performance right from the start.
HP Managed Print Services	
Assessment Services	Uncover current use trends and hidden costs and develop a business case for change.
Financial and Procurement Services	Obtain the equipment you need when you need it, and realize lower total cost of ownership.
Transition and Implementation Services	Get the right equipment installed in the right location and make sure that your end users know how to make the most of it.
Management and Support Services	Enable ongoing return on investment through fleet optimization, supplies management, and usage visibility.
Document and Workflow Services	Automate paper-intensive workflows and better manage document-intensive processes.
HP Imaging and Printing Solutions	
HP Exstream	Create and deliver more impactful, personalized customer communications that are proven to make customer interactions more profitable.
Industry-specific solutions	Gain added value from industry-relevant document workflow solutions: financial services and insurance; manufacturing and distribution; communications, media, and entertainment; healthcare; and public sector.
Partner-enabled software solutions	Capitalize on third-party software to more effectively digitize, secure, manage and output documents.



Imaging and printing innovation at work

Cherokee County School District, Canton, Georgia

Objective

Advance educational achievement of K–12 students in one of the nation's fastest growing counties by providing 43,000 users with reliable, cost-effective access to the right IT resources, including multifunction printers.

Approach

With an IT strategy based on standardization, deploy HP printers and MFPs district-wide, and both enhance and extend their warranties with HP Care Pack Services.

IT improvements

- 4,039 printers and MFPs, including 2,500 networked laser printers, efficiently support 43,000 users.
- Two IT staff can manage all these devices and rapidly deliver first-line support.
- Reseller Southern Computer Warehouse streamlines warranty administration.
- Standardizing both products and support boosts reliability, efficiency, flexibility.

Business benefits

- Users avoid downtime and disruption.
- Schools are not subject to unplanned replacement or repair costs.
- District-wide, schools use less energy and consumables.
- District gains higher return on its printer investment.

**Fast-growing school district earns top grades in advancing digital education," February 2011
<http://h20195.www2.hp.com/V2/GetPDF.aspx/4AA3-3109ENW.pdf>

"Our role in IT is to give 200% to ensure that the resources our people need are up and running 100% of the time. HP Care Pack Services provide us with an easy, efficient way to streamline printer support and take great care of our customers."

Bobby Blount, Assistant Superintendent, Accountability, Technology & Strategic Planning,
Cherokee County School District, Canton, Georgia

How do you get started?

Contact your local HP representative to:

- Set up a discussion or workshop to assess your specific business needs.
- Establish a plan to implement the best solution for today and into the future.

Why HP?

Complete solutions. With an unrivaled portfolio of products, services, and end-to-end solutions, HP can work with you to identify and address your specific needs today and into the future.

Expertise. Access to HP R&D engineers, and our massive knowledge base of experience make HP the ideal partner to assist you in elevating your imaging and printing environment.

Global reach. With IT professionals in 170 countries, HP has the resources to address your company's needs around the world.

Financial strength. HP has the resources to provide financing and procurement options that are right for your organization.

Leadership. HP is recognized as a global leader in imaging and printing, an industry leader in network and infrastructure management, and a company with a strong commitment to environmental sustainability.

1. Feldman, Jonathan. "The Morphing IT Budget: It's About More Than Opex." InformationWeek. December 18, 2010. <http://www.informationweek.com/news/global-cio/roi/228800735>.
2. McDonald, Mark P and Dave Aron. "Reimagining IT: The 2011 CIO Agenda." Figure 6: Business Strategies place a new emphasis on growth. Gartner. ID:G00210382. 2011.
3. McDonald, Mark P and Dave Aron. "Reimagining IT: The 2011 CIO Agenda." Gartner. ID:G00210382. 2011.
4. Gartner, Predicts 2011: Increasing Value of Imaging and Print Services Complements Multimedia Communications. November 2010.
5. InformationWeek Analytics survey of InformationWeek 500 executives. 2009.
6. The United States Government Accountability Office report on Green Information Technology. <http://www.gao.gov/products/GAO-11-638> (GAO). July 2011.
7. Copyright ALL Associates Group, 2011.
8. © Quocirca. "Managed Print Services Come of Age, European Vendor Landscape." 2010.

HP three-part approach

HP works with you to assess, deploy, and manage an imaging and printing environment tailored to meet your business needs, while helping you reduce costs, conserve resources, and simplify document-intensive processes.

Optimize infrastructure

HP can help you achieve a balance between your total cost of printing and your needs for user convenience and productivity.

Manage environment

Working together, HP can help you maintain your optimized infrastructure while improving business efficiency and tightening security.

Improve workflow

By streamlining your document-intensive processes, HP can help you deliver a more efficient environment for capturing, managing, and sharing information.

To learn more, visit www.hp.com/go/printservices.

HIT PRINT
INTELLIGENTLY

