

HP customer case study: ITV achieves major savings and increased efficiency with HP's managed print solution

Industry: CME, Broadcasting

HP wins tender on price, quality and user friendliness



“With HP Managed Print we only pay for what we use – so there are substantial savings as ITV prints and copies 42 million sheets a year.”
Nick Leake, Director of Operations and Infrastructure, ITV

Objective:

ITV wanted to replace its existing fleet of ageing photocopiers with Multifunction Printers (MFPs) which will also be able to replace personal printers, scanners and fax machines throughout the organisation

Approach:

- ITV put the project out to tender and several bids were received.
- A shortlist of two firms then took part in a user trial and HP won on ease-of-use, speed of printing and overall cost.

IT improvements:

- The printing, copying and scanning functions are networked and can be centrally monitored and controlled by the Technology department rather than being run on a departmental or location basis with stand-alone machines.
- Equipment comes from a single supplier with a single contract and contact point, rather than a variety of different suppliers with different maintenance agreements.

Business benefits:

- Substantial capital cost savings by buying machines in bulk at heavily discounted fixed price from a single supplier.
- Substantial operating cost savings due to pay-per-use agreement with HP.
- More efficient use of floor space due to the reduced number and size of machines.



ITV, the UK's leading commercial terrestrial TV broadcaster, is improving the efficiency of its operations around the country and saving considerable costs by the introduction of a networked Managed Print Service from HP.

Nick Leake, Director of Operations and Infrastructure, said HP had been chosen after a tender process in which “all the usual suspects except Xerox” took part. A shortlist of two firms was chosen for a user trial and the HP solution was found to be the most user friendly with its printers also operating faster than those of the rival bidder. The deciding factor for the deal was that HP put together the most cost competitive package.

The object of the ongoing exercise is to replace an aging fleet of copiers sourced from multiple suppliers, as well as hundreds of personal printers, scanners and fax machines, with HP Multifunction Printers (MFPs)

Customer solution at a glance

Primary applications

- Copying, printing, scanning, faxing

Primary hardware

- HP 9040 A3 Multifunction Printers
- HP 4345 A4 Multifunction Printers
- HP 5550 Color LaserJet Printer

Primary software

- Novell iPrint

HP Services

- Managed Print Service
- Monitoring of network

and some HP Color LaserJet printers. A security function with a PIN number being entered at both terminal and printer means people no longer need personal printers and copiers for private documents.

Substantial discount from bulk buying

In the past, copiers and printers had been bought at a departmental or location level with limited standardisation across the organisation. Different people would negotiate different deals for each site without involving central Technology or Purchasing. This meant ITV was not securing the best deals and could not move equipment between sites easily.

Leake says traditional contracts with photocopier firms often involved a minimum number of clicks per month, which had to be paid for regardless of actual usage and included a toner charge based on five per cent coverage of a printed sheet. "With the networked machines from HP we are able to monitor the actual toner usage and it works out as three to four per cent coverage, so we were previously being overcharged. Now we do not pay by click, we pay for the toner we actually use – so there are

substantial savings on both counts as ITV prints and copies 42 million sheets a year, a lot of it being scripts for shows." Ordering is also easier as the network monitors each machine and sends in an order direct to HP when new toner is needed.

Machines change working habits

To date, ITV has bought 120 MFPs and expects to buy at least 100 more. "In the past all of our photocopiers were A3 capable and so both bulky and expensive. But very little of the copying and printing is A3. HP has been able to supply us with the HP4345 A4 MFP which costs half the price of an A3 machine. More than 75 per cent of the machines we are getting from HP are A4 and less than a quarter are the HP9040 A3 MFPs, says Leake"

The machines are also changing the ways in which staff carry out their jobs. "Instead of sending somebody a fax, the document can be scanned on an MFP and sent as an email. These machines also enable us to scan in receipts to be sent off with expense claims forms so we can move more easily to online expense processing, concludes Leake."

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