

HP customer case study: Birra Peroni's printing strategy takes off with an HP Pay-Per-Use global strategy

Industry: Manufacturing

A complex and uncontrolled printing and copying environment



"Today printing is no longer just a requirement but a real strategy and as such is analysed in all its aspects. This is why we have called it a printing strategy. The point is to abandon the tactic of daily printing to achieve a global printing strategy." Giuseppe Di Paola, contact centre manager, responsible for SAP assistance

Objective:

Italian beer giant, Birra Peroni, needed a single-vendor printing strategy to simplify the complex print environment and resolve the printing problems for people working in the head office in Rome.

Approach:

- State of the art HP LaserJet print fleet.
- Pay-Per-Use contract with onsite assistance.
- Management of the entire printing stock from consumables to assistance.

IT improvements:

- Safety and privacy - employees provided with a PIN code.
- HP MegaTrack solutions make it possible to assess the printing costs of various departments.

Business benefits:

- Printing islands have been created around corridors so staff are no more than 20 metres from the first available printer.
- The new printing strategy is fundamental to optimise investment and reduce Total Cost of Ownership.
- Savings from the HP printing strategy come to approximately 25 per cent.



Birra Peroni is known as the quintessential Italian beer, an image that has been strengthened and consolidated over the years both in Italy and internationally. Headquartered in Rome with three production facilities in Padua, Rome and Bari, Birra Peroni has 800 employees. Since 2003 the company has been controlled by SABMiller, one of the world's largest beer manufacturers.

In 2001, when the company was converting to SAP R/3, Birra Peroni's IT department reviewed its printing infrastructure and embarked on an optimisation programme. Unfortunately this resulted in the purchase of too many personal print devices from a range of manufacturers. This environment was becoming increasingly difficult to manage and costly to run so, on the initiative of the chief financial officer (CFO) of Birra Peroni, it was decided to rationalise the print infrastructure.

Customer solution at a glance

Primary applications

- HP Pay-Per-Use Contract

Primary hardware

- 1 x HP LaserJet 9500mfp
- 4 x HP LaserJet M4345mfp
- 5 x HP LaserJet M5035mfp
- 2 x HP LaserJet CM4730mfp
- 28 x HP Color LaserJet 3500
- 7 x HP Color LaserJet 2800
- 2 x HP LaserJet 2015

Primary software

- MegaTrack software

This meant reorganising a stock of 126 devices (including printers, fax machines and photocopiers) consisting of nine different models belonging to seven different brands. Birra Peroni was also managing the costs of more than 50 toner and cartridge kits, estimated at approximately €40,000 a year. Not to mention the difficulty of administering maintenance contracts and the almost total lack of control of the printing process. The only way of monitoring its print output was an approximate calculation based on the consumption of cartridges and paper.

A single vendor for an integrated offer

For the printing strategy to be successful, a competent and reliable technology partner was needed. For this reason Birra Peroni's IT department called for references and proposals from four vendors but HP was the only company capable of offering a solution for the complete management of the entire printing stock from consumables to maintenance. The IT department was also impressed by the professionalism of the HP staff and the expertise demonstrated in understanding its printing and business requirements. Birra Peroni therefore opted for a five year Pay-Per-Use formula with on-site assistance.

As part of the contract, HP eliminated personal printers for approximately 180 senior managers and employees at the head office in Rome, leaving the office totally free from printers except for open space offices with more than four employees, where printing islands were set up so that no employee has to go more than 15 to 20 metres to reach the first printer.

Safety and privacy were assured with the introduction of a PIN code system and to facilitate the use of new devices by in-house staff, HP conducted two training sessions for 16 'super users'.

Copying and printing always under control

With the introduction of HP MegaTrack, Birra Peroni can now monitor and control the use of colour print within the organisation and assess the printing costs of various departments.

Birra Peroni's IT department has not restricted itself to acquiring new devices, but has worked to change the 'printing mentality' of employees, setting limits even in the use of paper. To regulate the use of printing by in-house staff and not to leave anything to chance, the IT department of Birra Peroni, in collaboration with HP professionals, has created a user manual for the HP Multifunction Printers (MFPs) and elaborated a new policy on the use of printing and colour.

Birra Peroni's printing strategy is ready for phase II

After the head office rollout, the printing strategy will soon be expanded to the beer giant's other Italian offices in Padua, Bari and Rome, with the aim of ending the study phase as soon as possible and starting the operational phase.

According to Birra Peroni's in-house estimates, savings from the HP printing strategy come to approximately 25 per cent, considering the average purchase of hardware, maintenance costs, consumables, disposal of toner and indirect costs

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