

HP customer case study: Turning to the HP Managed Print Service concept has led to a considerable improvement in workflow for Ludwigshafen City Council

Industry: Public Sector

An administration moving into the future



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“Thanks to our sourcing decision in favour of HP and its partner companies we are now well positioned with the HP Managed Print Service solution.” Edgar Wenz, manager of IT infrastructure and planning, Ludwigshafen City Council

Objective:

Ludwigshafen City Council wanted a fundamental renewal of the output and printing systems at all locations within the scope of an HP Managed Print Service solution with standardised service and uniform provision of supplies.

Approach:

- All workplace printers, fax machines, scanners and copiers have been replaced with HP networked laser printers, inkjets and Multifunction Printers (MFPs).
- The deployment of HP MFPs eliminated the need for dedicated copiers and scanners. With the commissioning of the new telephone system, the existing fax machines were replaced by similar functions available on the MFPs.

IT improvements:

- Reduction of the previously deployed copiers, scanners, printers and fax machines to one manufacturer.
- This reduced maintenance costs and resulted in the just-in-time supply of supplies.
- Standardised user interface and driver landscape.
- Additional performance characteristics in the HP Managed Print Service solution such as scan-to-fax, scan-to-folder and scan-to-email.

Business benefits:

- Planning certainty due to the five-year fixed leasing costs and original supplies accounting.
- Absolute transparency of the print output with regard to costing.
- Considerably lower maintenance and repair costs in comparison to the previous equipment.
- High level of system stability and the consequently high confidence level with time-critical procedures.



A public administration moving into the future with around 168,000 inhabitants, Ludwigshafen located on the Rhine is the second largest city after Mainz in the Rhineland-Palatinate state, the second largest city in the Rhine-Neckar metropolitan region and Germany's 46th major city.

Ludwigshafen City Council's IT structures had grown heterogeneously over many years, resulting in a large base of installed printers, copiers and fax machines. Ultimately, a total of 1,448 systems at over 100 locations had to be administered and stocked with supplies from an enormous range of manufacturers. This not only cost the council a great deal of time, but a lot of money as well – which was unacceptable for a publicly owned institution. The result of a feasibility study in 2006 urged the city council to look for an alternative solution to replace

Customer solution at a glance

Primary hardware

- 400 x HP LaserJet P2015dn
- 173 x HP LaserJet M3035XS MFP
- 113 x HP LaserJet M5035XS MFP
- 57 x HP Business Inkjet 2800dtn
- 50 x HP LaserJet P3005X
- 30 x HP Color LaserJet 4700dn
- 8 x HP LaserJet M4345XS MFP

HP Services

- HP Managed Print Services

its ageing print fleet. The print model needed to be technically aligned with an effective financing option.

Growth through reduction

After issuing a pan-European tender for the consolidation of the entire print environment, the Ludwigshafen City Council decided to implement a HP Managed Print Service solution with partner CHG-MERIDIAN and Computacenter as rollout provider. "The price/performance ratio won us over completely," explained Edgar Wenz, the city council's IT infrastructure and planning manager.

"We now have a comprehensive service including maintenance provision and accountability on the provision of supplies." Wenz is impressed above all by the transparency of the new print management: "It was only with a great deal of time and effort that we were previously able to establish which employee was using which system for which assignments and how much it cost. That's because toner and printer ink was procured, distributed and stocked in a manner requiring costly and time-consuming work by personnel, in addition to maintenance and repair

expenditures for over 100 different types of print equipment. At some locations the technicians were almost camping on the doorstep."

Today the system inventory has been reduced by 617 units. The 831 machines consist of only seven types, of which 294 alone are HP Multifunction Printers (MFPs) which not only print but can also copy, scan and fax. This has also eliminated the 209 standalone copiers that were previously available. "The supplies stocks and the associated level of capital tied up have been reduced considerably," explained Norbert Juelg, the administration and central allocation manager at Ludwigshafen City Council.

"This is due not only to the concentration on one single manufacturer but also to the automatic ordering by the HP LaserJets when low toner levels are reached." Further cost savings of roughly 30 per cent compared to the previous setup, would result from the financing and accounting model: "We have very attractive leasing conditions which are based only on the costs for pages actually printed," concludes Juelg.

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