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and INCREASE
PRODUCTIVITY



HP Imaging and Printing Services

White paper

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Executive summary

If you're serious about reducing costs, mitigating risks, conserving resources and improving paper-based workflows, it's time to take a close look at how you are managing your imaging and printing assets.

About this document

This white paper describes the services available to help you optimize your infrastructure, manage your imaging and printing environment over time, and improve paper-intensive workflows.



As with managing your server, networking and desktop computing environments, the complexities and costs of supporting and managing your imaging and printing environment can have a substantial impact on your bottom-line results. Don't miss the opportunity of including imaging and printing as a crucial component of your overall IT infrastructure strategy. It may be one of the fastest ways of reducing costs in tough economic times.

Services that drive positive outcomes

HP Services deliver everything from supplemental services to a complete outsourcing—all designed to help you:

- Reduce expenditures for procurement, installation, maintenance, management and supplies replenishment.
- Improve productivity and deliver higher quality imaging and printing output.
- Simplify network printer management to free your staff for other benefit-driven tasks and functions.

Here's how it's done. HP works with you to assess, plan, deploy, manage and continually improve your imaging and printing environment, while helping you reduce costs, conserve resources and simplify document intensive processes. HP's three-part approach focuses on optimizing your imaging and printing infrastructure, managing your imaging and printing environment, and improving your imaging and printing workflows.

Services for every need and every budget

HP recognizes that each business or organization's needs may vary, which is why we offer a range of flexible service options. With HP Services, you can choose from multiple plans and multiple purchase options.

HP Care Pack Services

HP Care Pack Services provide an easy-to-buy, easy-to-use portfolio of packaged services that extend and enhance the warranty coverage on HP hardware and software—at a price you can afford. One-year and multi-year packages are available.

HP Contractual Services

HP Contractual Services provide a single point of contact for service and support, and allow you to choose the precise level of assistance you need—for example, same day, next day, scheduled onsite or phone support only. Billing is easy, too. You can renew your contract annually and be billed monthly or quarterly.

HP Managed Print Services

HP Managed Print Services provide comprehensive services from HP. They include strategic planning, assessment and procurement/financing options, printer fleet installation, end-user readiness, and printer maintenance and management (including supplies replenishment). There are even document and workflow services that help you optimize the use of information across your organization. And each HP Managed Print Services offer is scalable to the specific needs of your environment.

The power of imaging and printing: turning static data and documents into dynamic, relevant information

Printed output is your organization's face to the world. Just think about the printed pieces that represent your organization and drive your everyday processes: orders, invoices and receipts. Client records, legal documents and forms. Posters, brochures and direct mail. White papers, data sheets and point-of-sale materials. Each of these documents contains key information that speaks for and powers your organization.

Imaging plays a critical role as well. The information you need to manage your processes more efficiently, respond to problems faster and identify opportunities is right there in many of the documents your organization receives and produces every day. But first you must discover the best approach for capturing and using this information. You should be thinking about strategies to improve document capture and management, forms automation, security and compliance and reliably sharing structured and unstructured data across your organization and with external stakeholders.

The accuracy, security and quick availability of the information you need to manage will reflect on your credibility and inspire the trust of customers and constituents. Even if you are outsourcing some of your imaging and printing tasks, you still must capture, store, archive, manage, retrieve and output information—and HP is uniquely qualified to help you do so, with our end-to-end information management capabilities.

When managed well, your imaging and printing environment should:

- Significantly reduce costs and increase productivity.
- Transform data into actionable information.

- Mitigate risks associated with legal and regulatory requirements.
- Drive faster, more effective decision-making.
- Win the trust and satisfaction of key stakeholders.
- Help differentiate your organization.

Gain control: understanding the full costs and value of imaging and printing

Most organizations don't really know what they spend on imaging and printing. While many understand the "hard costs" of hardware acquisition and supplies replenishment, 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 integrates how imaging and printing can contribute to overall IT improvement goals—so that imaging and printing is a part of an overall infrastructure improvement plan.

The costs in time

When calculating the cost of print in the enterprise, you have to consider the time both IT and users spend on maintenance and troubleshooting, as well as the business costs and consequences of the downtime.

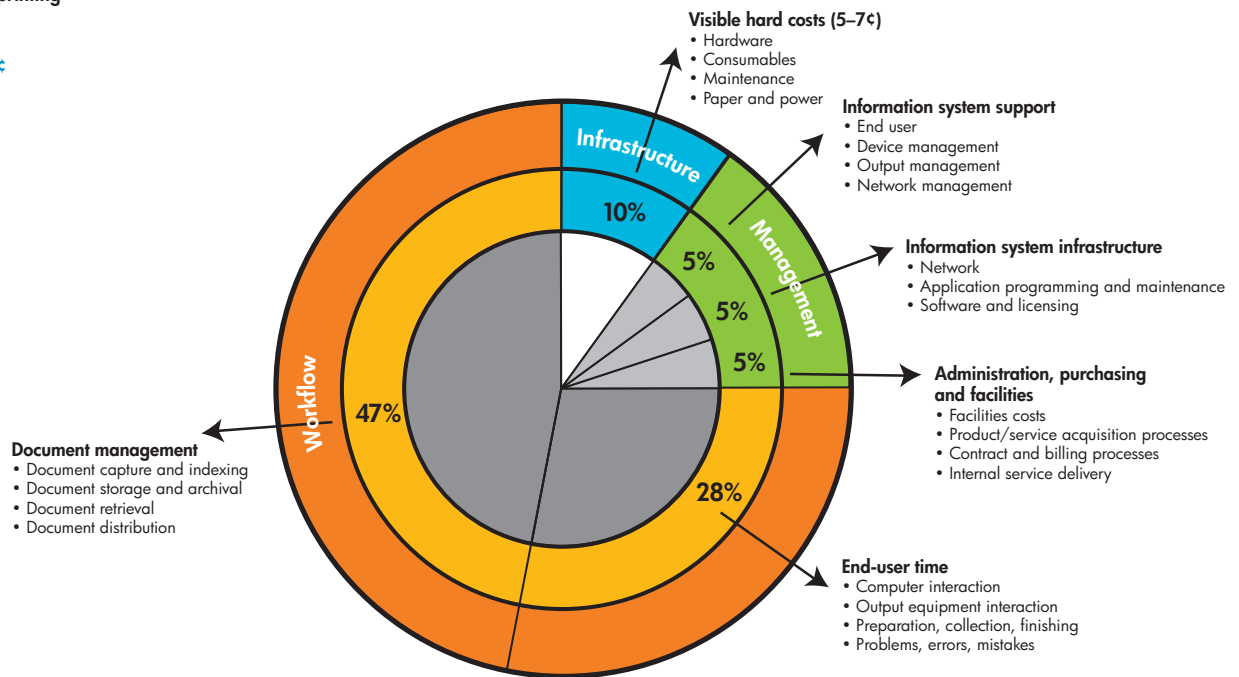
The costs associated with print management are a surprisingly critical component of enterprise revenue. But the bulk of these costs aren't even associated with hardware or consumables. For the average enterprise, every one dollar spent on actual printing, involves another nine dollars spent managing print and supporting document workflows.*

*Source: ALL Associates Group

Figure 1. The true costs of enterprise printing

Burdened costs = 47¢–63¢

Total office document costs = 52¢–70¢



Source: ALL Associates Group

The intangible costs

Time and money are only the most obvious costs of enterprise printing. Other pain points, including environmental impacts and security and privacy issues, can negatively affect your reputation as well as your budget.

The bottom-line costs

Imaging and printing spend can equal a staggering 1 to 15 percent of an enterprise’s annual revenue—in part, because the imaging and printing infrastructure is not being managed in a systematic way. This lack of management results in a proliferation of devices, wasted resources and enormous hidden costs. Consider the following common problem areas:

Multiple imaging and printing architectures. Localized IT decision making often results in multiple imaging and printing architectures. These fractured systems prove extremely challenging to manage. Disruptions put critical business processes at risk and often result in lost revenue.

Lack of standardization and proliferation of devices. Inefficient, outdated devices seem to proliferate in large enterprises. Too many different models of devices and a lack of standardization make it difficult to manage the fleet and drive down costs.

A non-systematic approach to tracking or standardizing print-related purchases and services (e.g., purchasing consumables and managing printer fleets) accounts for a great deal of hidden cost. Many of these costs are overlooked due to the fragmented nature of print-related expenditures.

Low user-to-device ratios. Unmanaged processes between and within departments for purchasing new print hardware result in “printer sprawl” and all of its negative impacts: wasted floor and storage space, redundant hardware and supplies costs, extra networking and support needs.

Failure to prepare for the unpredictable. Unbudgeted repairs may present the biggest threat of all. Without the protection and predictability of quality service arrangements, challenges such as communications disruptions,

application problems, unexpected peaks in user traffic and even outright failures can result in damaging blows to the budget.

Lack of executive sponsorship and ongoing governance. As HP has learned with its own print transformation program, key success factors included executive sponsorship, clear “management of change” oversight and ongoing governance. HP is now saving millions of dollars annually as a result of its strategic focus on imaging and printing as part of overall IT infrastructure improvements.

Elevating imaging and printing for better business outcomes

Imaging and printing play a vital role in day-to-day operations, while the complexities of supporting and managing your imaging and printing environment can have a substantial impact on your bottom-line results. This makes it imperative to improve environment-wide performance and uptime.

For the past two decades, organizations have focused on making IT costs and IT infrastructures transparent and controllable through the consolidation of server, networking and computing environments. Now, you should evaluate the management of your print environment to gain control of print spend and protect the performance of your larger IT environment. For long-term success in this area, imaging and printing must be viewed as a vital component of your IT environment—a critical resource to be optimized, managed and streamlined for peak performance.

Viacom wanted to address all output needs—printing, copying and faxing—in an integrated way to improve service while cutting costs and helping the environment. The company centralized its print management under an HP Managed Print Services contract.

Viacom centralized device management using HP software and deployed automatic supplies ordering with an HP Service Portal. The company has a single point of contact for service and support, and a single monthly bill based on usage. Viacom has also “right-sized” its print output infrastructure with HP printers and multifunction devices to provide employees with new capabilities and higher service levels. Viacom expects to cut printing and copying costs by 20 to 25 percent over the course of the initial three-year Managed Print Services contract. The HP solution has helped the company improve document workflow, provide faster printing and copying speeds for most employees, improve color and copy quality, and reduce the number of print, copy or fax devices by 50 percent.

Because the processes involved in the document lifecycle tend to be highly compartmentalized, many fail to see this area as a crucial component of IT management.

Optimize infrastructure

With the help of HP Services, you can standardize and optimize your entire imaging and printing network to drive better results for your organization. HP service professionals apply our imaging and printing expertise to optimize your infrastructure—and free up your IT staff to focus on critical business issues.

The benefits of optimization include:

- Improved costs are achieved by reducing expenditures for maintenance, resources and supplies.
- Reduced costs are realized with an infrastructure that is highly reliable, easier to maintain and more efficient and secure.
- Improved quality is achieved through a higher level of excellence in imaging and printing output.
- More choices allow you to select the precise level of service or support you need, with flexible options tailored to your requirements.

Manage environment

HP Services help enhance the way you manage your imaging and printing environment—reducing costs and improving efficiency. HP can deliver globally and consistently across multiple locations.

The benefits of a managed environment include:

- Integrated systems establish and/or reinforce the connection between your imaging and printing processes with your data center servers, business applications, storage centers and more.
- An inclusive view of your IT environment helps to provide the highest IT service management principles and efficiencies.

- Ongoing improvements allow you to continually fine-tune the management and operations of your imaging and printing environment.
- Less downtime improves the availability, performance and stability of your imaging and printing environment.
- The need for fewer dedicated resources simplifies the way you manage and monitor devices and supplies, and frees your IT staff to drive more strategic business value.

Improve workflow

There are HP Services designed to help you streamline document-intensive processes and gain the most from your network for greater business advantage, improved security and less environmental impact.

The benefits of improved document workflows include:

- Automated and streamlined procedures strengthen the document-critical processes that your organization depends on.
- End-to-end solutions increase operational effectiveness and help reduce risks concerning compliance, security and more.
- Increased collaboration allows dispersed team members to share hard copy documents electronically over networks and printed materials during face-to-face meetings.
- Decreases in redundant and unnecessary output reduces waste and saves money.

Objective:

The Sahara Petrochemicals Company wanted to introduce new multi-functional devices with advanced printing and imaging technology under a pay-per-page leasing contract to satisfy future business growth and lower maintenance costs.

Approach:

- Adopted a policy to lease new HP equipment on a pay-per-page basis
- Implemented a strategy to migrate from devices with single functionality to those with multi-functional capabilities
- Asked HP to propose an economic multi-functional solution

IT improvements:

- A modern, reliable, high-speed printing and imaging environment
- Efficient management of the print and imaging environment
- Confidential printing so that only authorized personnel can view sensitive documents

Business benefits:

- Sahara can respond to the increasing demand for shared services from its affiliates as the business grows. The HP MFP devices will handle projected workloads.
- Reliable, high-speed multi-functional devices optimize the print environment, increase efficiency and safeguard the business.
- Maintenance costs are forecast to fall substantially by leasing the equipment, introducing pay-per-page and supporting the devices with Care Pack Services.
- A well managed fleet of multi-functional devices minimizes downtime and reduces the risk of service disruption.
- A boost in departmental productivity. Each of Sahara's departments is no longer dependent on equipment located within other departments.

HP is the most recognized name in imaging and printing, with one of the world's largest services organizations. Our over 200,000 service professionals in 170 countries help enterprises—representing nearly every industry—fix problems quickly, improve printer and scanner uptime, and avoid unbudgeted repair costs.

HP Services for imaging and printing environments

Making technology work so business works

HP Services deliver proven expertise to provide you with a range of services to meet your needs, now and over time. 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 the overall costs associated with imaging and printing and increase efficiencies and uptime.
- Receive expert technical phone support and experience predictable and consistent service delivery across multiple locations.
- Benefit from the expertise of one of the leading, and most stable, IT services providers in the industry.

In sum, you get maximum peace of mind, lower cost of ownership and better business outcomes.

HP Imaging and Printing Services

When it comes to keeping your organization competitive, your imaging and printing environment needs to be available and running at peak performance at all times. You need expert advice and personal, reliable, cost-effective support—which is exactly what HP Services delivers to businesses around the world. The following detailed services are available in most regions and countries, 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—HP Care Pack Services and 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.

Figure 2. 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 and 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

It's not just about supporting your hardware; it's about supporting your organization.

Same day onsite service. This service is available up to seven days a week, including holidays.* An HP service engineer or HP authorized technician arrives at your site to begin hardware maintenance service within four hours after the service call is received, if this time falls within the coverage window. The service includes all parts, material and labor, along with technical phone support, troubleshooting and diagnostics.

Same day onsite service is ideal for businesses that need to increase the availability and productivity of critical equipment with fast and reliable onsite and remote support.

Next day onsite service. This service is available up to seven days a week, including holidays* with extended hours of 13x7; includes all parts, materials and labor, along with technical phone support, troubleshooting and diagnostics.

Next day onsite service is ideal for businesses that want to increase the availability and productivity of equipment with a choice of affordable coverage windows.

Next business day exchange service. For service calls received within the coverage window, HP will expedite and ship a replacement printer overnight to arrive by 10:30 a.m. local time, with shipping charges paid by HP. This option provides nearly continuous service for up to three years, including technical phone support, troubleshooting and diagnostics.

Next day business exchange service is ideal for businesses that need to quickly and conveniently replace failed hardware and require a cost-saving alternative to onsite support.

One-time replacement service. This service provides a one-time replacement of a printer unit that fails during this two-year service plan; includes technical phone support, troubleshooting and diagnostics until a replacement unit is required or until the two-year term expires.

One-time replacement service is ideal for businesses that need to guard against business disruptions, yet also need a cost-saving alternative to "unlimited" support.

Technical phone support service

This service provides technical support through a priority toll-free phone number with access to an HP technical support center; it includes unlimited calls during the one-year service plan, as well as troubleshooting and diagnostics.

Technical phone support service is ideal for businesses that want comprehensive and cost-effective remote support services for an out-of-warranty HP product.

HP color profiling service. This online service supports high-quality color accuracy by calibrating HP Designjet series printers to International Color Consortium profiles; it is available in one-profile or three-profile packages.

HP color profiling service is ideal for businesses that are looking to achieve more accurate colors without significant investments in color management software or hardware.

Color expert service. This service offers direct telephone access to color expert professionals who provide assistance to quickly resolve issues with hardware, software, raster image processors (RIPs), media, inks and workflow to help you achieve accurate color output; powered by X-Rite industry experts, the service is available in one-case or five-case packages.

Color expert service is ideal for businesses that depend on accurate color printing and require quick, reliable assistance with color issues.

*Service levels may vary by country.



Maintenance services. Get onsite services delivered by an HP-trained technician. HP Maintenance Kit Replacement Service involves the replacement of consumable parts such as fusers, transfer rollers and lamps, and the cleaning of your machine for optimum operation. HP Preventive Maintenance Service involves running relevant diagnostics, checking error logs for potential problems, cleaning or replacing worn or defective parts and installing engineering improvements and firmware updates as required.

HP maintenance services are ideal for businesses whose goals include maintaining high print quality, reducing maintenance costs and lengthening printer life.

HP Software Technology Services

Comprehensive services and cost-efficient updates help you enhance the performance and availability of software from HP and other leading vendors.

HP Software Support. With this service your IT team is given direct access to experienced HP Services professionals for trustworthy advice on issues such as software features and use, problem diagnosis and resolution, and software defect identification. This service also includes your choice of coverage windows and access to the award-winning HP IT Resource Center.

HP Software Support is ideal for businesses that need to enhance system performance and reduce downtime due to software issues.

HP Web Jetadmin Consulting Service. HP Web Jetadmin (WJA) software is an exceptionally powerful tool for managing enterprise imaging and printing environments. HP Web Jetadmin Consulting Service includes one-on-one administrator knowledge transfer, WJA deployment uniquely targeted to your specific IT environment, and industry-specific and environment-specific help.

HP Web Jetadmin Consulting Service is ideal for businesses that want to learn how to get the most from this valuable software—from the basics to the most advanced uses.

HP Universal Print Driver Consulting Service. The HP Universal Print Driver for Windows® is a single intelligent print driver that provides instant access to a wide range of HP print devices, replacing individual product drivers. The HP Universal Print Driver Consulting Service includes one-on-one advanced administrator education, guidance about use model options and Managed Printing Administration policy strategy recommendations.

HP Universal Print Driver Consulting Service is ideal for businesses that want training in the use of all Universal Print Driver functionality, including important functions for managing and administering printer groups.

Installation and Implementation Service

These expert services are designed to help you integrate HP printing products into your imaging and printing environment quickly and without disruption. The same services can also help you get the most from your HP technology—right from the start. HP Installation Services with Network Setup is available either as a pre-paid HP Care Pack offer or as part of an HP Standard Contractual Services agreement. These services are particularly valuable when installation consistency is important across multiple locations.

Installation Services with Network Setup includes:

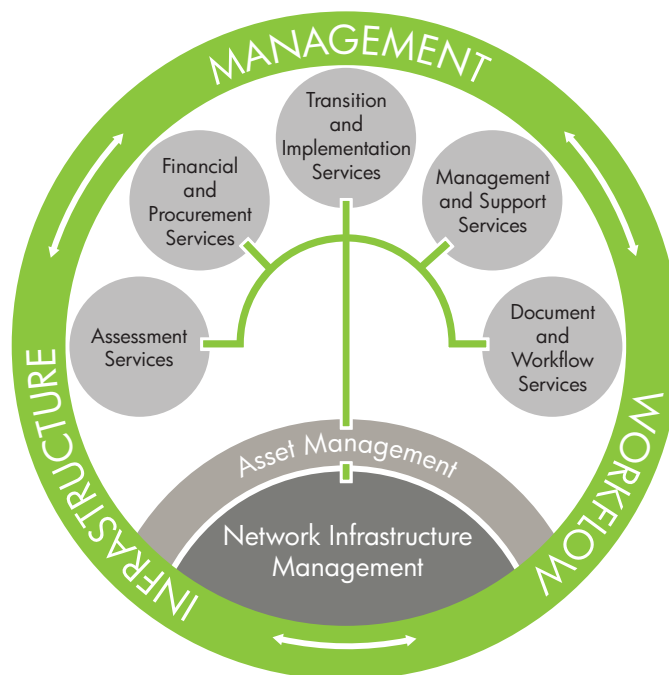
- Installation services performed by HP Authorized Service Technicians for your HP printers, copiers, multifunction products (MFPs), scanners and large-format printing devices
- Installation of HP accessories, including memory, paper-handling accessories, duplex units, network interfaces and toner/ink supplies
- Printer network setup, including programming of the IP address and network settings and verification of network printing functionality
- Key operator orientation, including a basic overview of how to install consumables, how to print a test page, and how to clear paper jams, plus explanations of basic features and functionality

The benefits of an HP professional installation include:

- Fast, efficient, cost-effective installation conserves your staff resources for other important IT functions.
- Expert printer/scanner network setup reduces complexity and simplifies your IT and imaging and printing infrastructure environment.
- HP specialists are trained to help minimize disruptions and keep installation activities from impacting your operations.
- An HP Authorized Service Technician makes sure that products are installed and set up properly for excellent performance right from the start.

Figure 3. HP Managed Print Services

HP Managed Print Services offer flexible imaging and printing services that enable organizations to adapt quickly to ever-evolving business and technology environments.



HP Managed Print Services

HP Managed Print Services (MPS) provide proactive end-to-end management of your imaging and printing environment. Industry-leading network infrastructure management and asset management capabilities form the highly secure foundation of HP MPS. These powerful capabilities enable remote and secure installation, configuration, maintenance, monitoring and management of your imaging and printing environment.

HP Managed Print Services include:

- **Assessment Services**—Gain more visibility of your current usage, uncover hidden costs and develop a business case for change.
- **Financial and Procurement Services**—Realize lower total cost of ownership—from planning for and acquiring your new technology to retiring and replacing it.
- **Transition and Implementation Services**—Make sure that the right equipment is installed in the appropriate location and that your end users know how to make the most of it.
- **Management and Support Services**—Enable ongoing return on investment (ROI) through fleet availability and optimization, support and supplies management, and greater visibility into usage trends, capacity and expenditures.

- **Document and Workflow Services**—Automate paper-intensive workflows and better manage the underlying infrastructure that supports your processes for accelerated organizational results.

With HP Managed Print Services your enterprise can:

- Reduce costs by gaining visibility and control over your printing technology, assets and supplies.
- Free up time for IT and end users to focus on the core business.
- Improve productivity and accelerate business results with enhanced document workflows.
- Mitigate security and compliance risks with authentication, authorization and auditing solutions that help control access to documents and data.
- Increase environmental sustainability with energy-efficient products, as well as software and services that help you better manage print volume.

To learn more about HP Managed Print Services, visit www.hp.com/apac/enterpriseprint/services/mps.

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 service	Business benefit
HP Care Pack Services and HP Contractual Services	
Same day onsite service	Increase availability and productivity of critical equipment with round-the-clock onsite and remote 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.
One-time replacement service	Protect business in the event of a hardware failure with a cost-saving alternative to “unlimited” support.
Technical phone support service	Receive comprehensive and cost-effective remote support services for your out-of-warranty HP product.
HP color profiling service	Achieve more accurate colors without significant investments in color management software or hardware.
Color expert service	Get quick, reliable assistance with color accuracy and color printing issues.
Maintenance services	Maintain high print quality and lengthen the life of a printer.
HP Software Technology Services	
HP Software Support	Enhance system performance and reduce downtime due to software issues.
Web Jetadmin Consulting Service	Learn how to get the most from HP Web Jetadmin software, from the basics to the most advanced uses.
HP Universal Print Driver	Learn how to get the most from the HP Universal Print Driver, including important training for managing and administering printer groups.
Installation and Implementation Service	
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 (ROI) through fleet optimization, supplies management and usage visibility.
Document and Workflow Services	Automate paper-intensive workflows and better manage document-intensive processes.

Why HP?

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

Expertise—An unrivaled portfolio of products and services, as well as extensive data center and IT environment 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 company.

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.

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.
- Identify the MPS environmental approach that can help your organization save resources and money.

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. HP's three-part approach:

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/apac/enterpriseprint.

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