

# WISDRI achieves substantial cost savings with HP Managed Print Services



“Chinese enterprises who are looking to protect their IPR and enhance their core competitiveness will find their answers with HP.”

Huang Xiangwu, Director of Information Centre,  
WISDRI Engineering & Research Incorporation Limited

## Industry:

Manufacturing

## Challenges:

- Need a cost-efficient way of ensuring the confidentiality of its printed and electronic documents
- Improve staff's productivity by making it easier for them to print documents securely
- Monitor and track print usage and printing costs enterprise-wide
- Reduce printing and print management costs

## Solutions:

- Services: HP Managed Print Services
- Hardware: HP LaserJet M5035 MFP and HP LaserJet 9040dn
- Software: HP Universal Print Driver, Print Job Accounting System

## Benefits:

- Increased staff satisfaction from 90% to 99%
- Reduced printing cost by more than 20% in 2008
- Decreases copying and scanning costs by consolidating the number of A3 printers from 80 to 40 HP multifunction printers
- Achieved 100% data security for both printed and electronic documents
- Enhanced staff productivity
- Reduced personnel cost by outsourcing print infrastructure maintenance and reporting to HP



For any knowledge-based enterprise, the human talent is the most valuable resource. With talent, companies can acquire intellectual achievements to sharpen their competitive edge. However, these are accomplishments that managers have to protect through intellectual property rights (IPR) protection and information security technology. And this is especially critical for a company like WISDRI Engineering & Research Incorporation Limited (WISDRI).

Headquartered in Wuhan, Hubei Province, China, the 1,400 staff-strong enterprise provides research and design, engineering consultation, engineering and project management services, as well as manufactures products for the metallurgical and steel industries. With hundreds of patents under its name, this knowledge-based enterprise must ensure a cost-efficient way of protecting the confidentiality of its business-critical data—both in the electronic and paper format.



### **When 90% Is Not Enough**

There is an old Chinese saying that warns people of the peril of leaving any project 90% completed. Though it may seem like it is close to completion, the project is still considered half-accomplished, as the remaining 10% leaves the company vulnerable to any issues that will affect the final result.

It was the possibility of a “10% gap” in its IPR protection strategy that kept Huang Xiangwu, WISDRI’s Director of Information Centre, awake at night. He knows that having a 100%-secure strategy is critical, especially since its design drawings are the company’s most important asset. It was therefore critical to ensure that these documents are kept within the company and only accessible to those who need it. So in September 2007, Huang embarked on a project to improve the overall information security of WISDRI with the help of HP.

### **The 10% That Was Missing**

WISDRI had an information security system based on digital encryption and decryption technology, which provided a comprehensive 90% protection to its electronic documents. The issue, however, was that its paper documents were not as well protected.

As part of its previous document security process, only authorised personnel could photocopy confidential documents at the manager’s office and scan the printed copies after registration at the company’s Printing Centre. This was a time-consuming process that affected staff’s productivity, which prompted WISDRI to look into ways to improve the security and management of its paper documents.

### **HP MPS - A Perfect Fit**

While sourcing for solutions, the Information Centre found out that HP is a market leader that offers a comprehensive suite of printing and print management solutions.

After an in-depth discussion with HP, Huang realised that the HP Managed Print Services (MPS) is a perfect fit with WISDRI’s overall information security management system. The HP MPS is a sustainable and scalable solution that enables companies to manage their print environment using the latest HP printer technology, supplies, support, and maintenance services. This prompted the company to select HP as the strategic partner for information security, so as to help the management develop an easy-to-manage, end-to-end information security infrastructure.

### **Enhancing Staff’s Efficiency and Morale**

As part of the plan, WISDRI deployed a multifunction printer (MFP), the HP LaserJet M5035 MFP for each department, and an additional HP LaserJet 9040dn for high-volume printing tasks. These devices support WISDRI’s information security strategy as employee’s identification is required for every task.

For instance, employees will be prompted to either enter their user-name and password, or only swipe their employee access card to retrieve the printed document. This increases staff’s efficiency as it allows employees to print, copy, and scan documents within the department without having to go to the manager’s office or registering with the Printing Centre.

“With the HP solutions in place, staff satisfaction level of the WISDRI Information Centre increased from 90% to 99%. The benefits go beyond enhancements in productivity too,” says Huang. “Now that all printing operations are recorded in the print audit database, we can perform analysis on all printing behaviours. This goes a long way in keeping both electronic- and paper-documents secure and in protecting WISDRI’s IPR effectively.”



**About WISDRI  
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**Cutting Print Management Costs**

With HP's help, WISDRI also reduced the number of A3 printers in the company from about 80 to 40. The new HP devices not only decreased copying and scanning costs, using the HP MPS in tandem helped the company to centralise the management and monitoring of its printers as well.

This made it easier for the management to track printing costs enterprise-wide and even drill down the number of pages printed by each department. Data from the Information Centre showed that WISDRI printed five million pages in a secure print environment and even with this print volume, reduced its printing cost by more than 20% in 2008.

In addition, HP provided WISDRI with a wide range of customised services, including the development of a print software that is closely integrated with the company's existing IT system. A HP service engineer

was stationed in WISDRI to aid with print infrastructure maintenance and reporting, saving WISDRI cost of a full-time IT staff.

"I can finally stop worrying about our information security. The implementation of HP MPS made it easy for the WISDRI Information Centre to manage and monitor our entire print environment, and successfully solve the security problem of printed documents," says Huang.

"What is most satisfying for me is that with solutions from just one company, we are able to make our staff happy and contribute to the growth of the company at the same time. Chinese enterprises who are looking to protect their IPR and enhance their core competitiveness will find their answers with HP."

To learn more, visit [www.hp.com/apac/enterpriseprint](http://www.hp.com/apac/enterpriseprint)

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