

Success Story:

HP Total Print Management Solution centralises control and cost management of imaging and printing fleet in an optimised environment



“Having approached imaging and printing devices as IT resources, we have seen how HP Total Print Management Solution can deliver the cost savings, work efficiency, and centralised control and supplies management that we needed at GM Daewoo.”

Kook Jung Keun
Senior Manager
Information Systems & Service Department
GM Daewoo Auto & Technology





GM Daewoo Auto & Technology, the third largest automaker in Korea, was established as a joint venture with General Motors (GM) in 2002. From its main office in Incheon, the company has two plants, eight showrooms and 20 centers in the country, that manufacture Daewoo vehicles, and import Cadillac, Chevrolet and Saab vehicles. As a member of the global GM network, it needs to collaborate closely with GM operations worldwide and throughout the region to deliver competitive products with global appeal to customers.

Reorganisation Uncovers Printer Inefficiencies

When GM Daewoo was re-launched as a joint venture company in October 2002, all IT resources had to be reorganised for compatibility with the parent company General Motors. In this exercise, GM Daewoo had to review the cost inefficiencies, productivity challenges and management issues resulting from its ageing fleet of imaging and printing devices.

As Kook Jung Keun, senior manager of GM Daewoo Information Systems and Service Department explained: "Although the imaging and printing systems were not a large part of the IT budget, the 1700 printers were purchased over 3 years ago. They were not able to meet our current organisational needs."

Previously the management of imaging and printing environment was decentralised at Daewoo Motor Company. When the company was restructured, departments were rapidly reorganised and managers were transferred between departments. As a result, many employees in the field experienced frequent delays in obtaining approval to repair printers and purchase supplies.

According to Kook, the costs of managing the printers and supplies together with the associated loss of productivity exceeded the purchase costs. His challenge was to standardise on a highly performing and cost efficient imaging and printing environment.

Paradigm Shift Leads to New Solution

As a part of reorganisation, GM Daewoo began to view imaging and printing devices as integral IT resources. This approach ranked imaging and printing devices along with mission-critical systems, which needed to be highly available, with minimal down time or delays due to lack of supplies. With this requirement, 20 field staff proceeded to evaluate three imaging and printing vendors in Korea, culminating in GM Daewoo's decision to introduce HP Total Print Management Solution.

"We chose HP as the vendor to analyse and efficiently redesign our imaging and printing infrastructure for increased availability and manageability, maximised productivity, efficiency and reduced total cost of ownership " Kook explained.

Following an assessment, the recommended solution was 500 right-sized devices for a new fleet, comprising five HP models. The new optimised imaging and printing environment addressed the usage needs of each department and balancing the total cost of ownership while maximising workforce productivity.

In addition, HP deployed HP Web JetAdmin solution for centralised remote management. Individual departments were relieved from maintaining their own devices. HP Web JetAdmin generates periodic reports on usage patterns, device status and supplies needs, enabling GM Daewoo to plan for supplies purchasing and device replacement and save costs and increase productivity.

Furthermore, GM Daewoo compared the device output volumes and utilisation levels. Analysed together with periodic status reports, GM Daewoo was able to deploy right-sized devices to maximise their utilisation while meeting each department's usage needs.

Productivity Improves by 30%, Cost Saving by 20%

According to Kook, the remote monitoring feature of HP Web JetAdmin anticipated supplies needs and device issues, helping GM Daewoo achieve more than 30% improvement in workforce productivity. With accurate forecasting of supplies needs, the company consolidated orders and reduced the cost of supplies. The optimised imaging and printing environment with the balanced deployment of right-sized devices throughout the organisation further saved the company 20% in imaging and printing related costs.

GM Daewoo decided to use for HP leasing service at a fixed monthly rate for three years to reduce its initial investment burden. Together with this outsourcing arrangement, all devices would receive active and continuous service support from HP, including replacements when required.

With these advantages, GM Daewoo's internal help desk had experienced a 60% reduction in enquiries and reports of imaging and printing problems. In addition duration of calls was further reduced by 50%. GM Daewoo is planning to replace the remaining 700 obsolete printers through new usage-based HP Pay per use pricing model.



Challenges

- Replace ageing and unreliable fleet of more than 1,700 printers
- Align imaging and printing environment to global parent company's standards
- Increase work efficiency and reduce delays
- Save costs

Solutions

- HP Total Print Management Solution
 - Right-sized imaging and printing fleet comprising 40 HP LaserJet 8150n, 50 HP LaserJet 4200n, 50 HP LaserJet 2300n and 130 HP LaserJet 1300n
 - HP Web JetAdmin for centralised management
 - Outsourced imaging and printing environment

Results

- 20 % cost savings through optimising imaging and printing environment
- 30 % improvement in workforce productivity through proactive purchasing of supplies and reduced helpdesk calls
- Enhanced and centralised management of device deployment and supplies purchasing plans
- 60% reduction in help desk calls and 50% reduction in call duration
- Greater focus on business and strategic issues through reduced management and maintenance of imaging and printing fleet

At a Glance

Company: GM Daewoo Auto & Technology

Location: Incheon, Korea

Founded: 2002

Employees: 15,000

Telephone: +82 32 520 2114

URL: www.gm.com/company/corp_info/global_operations/asia_pacific/kore.html

Primary business: Manufacturing and sales of passenger and commercial vehicles