

Success Story:

HP Total Print Management Solution helps a leading hospital to improve total cost of ownership, manageability and productivity of imaging and printing environment.



“As an organisation that requires high volumes of printing, we find HP Total Print Management a worthwhile solution. It frees us from capital expenditure, reduces maintenance tasks and costs. And with better management and the assurance of service by HP, we now have more capital and manpower to focus on improving patient care.”

Lawrence Koh

Group Materials Resource Director

Materials Resource Services

Bumrungrad International





Bumrungrad Hospital is a 554-bed hospital in Bangkok, Thailand, providing world-class health care with caring and compassion to about 1 million patients from over 140 countries in a year. It currently ranks as Southeast Asia's largest private hospital and is geared for expansion to other countries. It was also the first hospital in Asia to be awarded the prestigious Joint Commission International Accreditation (JCIA) from the United States.

In order to deliver world-class service, the Hospital wanted to ensure its back-room infrastructure, including its technology systems, performed reliably and cost-effectively.

One area of concern was the imaging and printing environment. An ageing and unreliable fleet of 198 six-year-old laser printers, needed to be replaced to keep pace with the Hospital's needs. The high cost of supplies needed for these aging devices together with IT maintenance and support required also posed a cost burden and inefficiency to the Hospital.

When faced with the challenge of relooking the imaging and printing environment, cost was a major issue. According to Lawrence Koh, the Hospital's Group Materials Resource Director of Materials Resource Services: "The capital expenditure of replacing as many as 198 devices would be very high, so we looked at what solutions were available to help us manage the cost."

Lawrence and his team approached HP, who was already a trusted solutions provider to the Hospital. They then learnt about the HP Total Print Management solution. It was a solution that offered a balanced deployment of right-sized devices to match end-user needs while reducing the total cost of ownership. Coupled with the customised Pay per use solution, the solution eliminated the need for upfront capital investment and enabled Bumrungrad Hospital to pay according to monthly output volumes.

Balanced Deployment

Once appointed, HP performed a detailed assessment of the job functions and imaging and printing requirements of each end-user department. The focus at this stage was to develop a thorough understanding of the Hospital's needs. The team then redesigned the entire imaging and printing environment, recommending the most suitable and right-sized devices according to end-user needs. These devices were then connected to the network enabling centralised monitoring and management.

Bumrungrad Hospital consolidated their ageing printers and standardised their new imaging and printing fleet to 7 HP models. The new fleet was optimised for Bumrungrad's environment and consists of a mixture of mono and color; workgroup and departmental printers and multifunction printers, with functionality and speed meeting the user's needs. Unlike its previous imaging and printing fleet, this was now an optimised imaging and printing environment that deployed the right-sized devices to deliver the exact functionality, speed and quality required by various end-user groups, while balancing the total cost of ownership with workforce productivity.

Optimum Performance from Well-Managed Fleet

Additionally, the HP Total Print Management solution incorporated the HP Web Jetadmin for the remote monitoring of real-time usage patterns and management of every device. This provided the benefit of centralised management. From a single graphical display, the status of each device on the network as well as its supply level can be tracked to enable proactive support and replenishment of supplies.

As further testimony of HP's service commitment, a resident HP engineer was deployed to ensure the smooth running and maintenance of the fleet.

"HP has provided a proactive solution that benefits us," said Lawrence. "With centralised management coupled with predictable and scalable service provided by HP, we know that our imaging and printing fleet is always kept in tip-top condition."

Lawrence further noted that a properly serviced and maintained fleet by HP could prolong the life and efficiency of the devices compared with the problems of his previous fleet.

Cost Savings and Productivity Improvements

As tangible benefits, Lawrence conservatively estimated that the customised Pay per use solution had resulted in savings of up to 10 per cent in imaging and printing costs each year.

Productivity of the Hospital's IT staff also improved by 10 per cent as the staff no longer needed to spend time replenishing supplies or maintaining the imaging and printing fleet. Even with end-users, productivity had improved as they no longer needed to phone in to request for supplies nor report device problems. HP Web Jetadmin's remote monitoring capabilities and the

presence of a resident HP engineer had enabled these problems to be anticipated and solved proactively

In addition, Lawrence observed that end-users had become more cost-conscious when using the devices, knowing that cost is now pegged to volumes. There was now a culture of awareness by end-users to help the Hospital save costs.

He concluded: "As an organisation that requires high volumes of printing, we find HP Total Print Management a worthwhile solution. It frees us from capital expenditure and maintenance costs and inconveniences. And with better management and the assurance of service by HP, we now have more capital and manpower available to focus on improving patient care."



Challenges

- Replace ageing and unreliable fleet of imaging and printing devices
- Reduce initial investment costs and manage ongoing costs of supplies
- Improve long-term management and maintenance standards in the imaging and printing fleet

Solutions

- HP Total Print Management Solution
- Balanced deployment of right-sized devices comprising:
 - 51 HP LaserJet 4100mfp
 - 18 HP LaserJet 4300
 - 33 HP LaserJet 2300
 - 9 HP LaserJet 4200tn
 - 3 HP LaserJet 8150n
 - 18 HP LaserJet 3380mfp
 - 1 HP Color LaserJet 4650
- HP Web Jetadmin for remote management and monitoring of the imaging and printing environment
- Customised Pay per use

Results

- Optimised imaging and printing environment with a balanced deployment of right-sized devices
- Maximised asset utilisation with a well-maintained fleet
- Up to 10% cost savings, without need for upfront capital expenditure
- 10% increase in productivity of IT workforce
- More capital and manpower available to focus on business and patient care
- Reduced wastage through behavioral changes from more cost-conscious employees

At a Glance

Company: Bumrungrad Hospital

Headquarters: Bangkok, Thailand

Founded: 1980

Employees: >2,000

Telephone: +66 (0) 2667 1000

URL: www.bumrungrad.com

Primary business: Tertiary Healthcare