

Success Story:

## HP Total Print Management Solution raises productivity and reduces total cost of ownership for imaging and printing fleet



“HP Total Print Management reduced total cost of ownership through maximising device utilisation and redeploying printers based on output volumes. It enabled balanced deployment by placing the right-sized imaging and printing devices at the right location based on usage requirements.”

Wi Jang Hyeon  
Senior Manager  
Information Strategy Planning and Administration  
Doosan Heavy Industries & Construction



Doosan Heavy Industries & Construction is a manufacturer of heavy equipment for national backbone industries in Korea, such as large power plants and seawater purification systems. Since its establishment in 1962, it has played a major role in developing the national economy by supplying industrial facilities to domestic and overseas markets.

#### **Locating Under-utilised Devices**

Two years ago, Doosan started having issues managing its imaging and printing environment. As employees were frequently moved to different locations, their printers were correspondingly relocated, resulting in difficulties in tracking these devices.

Other employees began to face difficulties accessing printers and had to resort to host printing for simple drawings or ERP output. They sent their output to the host printer, filled out request forms and then had to go to the main building to collect their printed copies. As the Doosan headquarters comprised many buildings on a 4.5-million square-metre site, this process could take several hours.

Consequently the high-end imaging and printing devices were under-utilised. And host printers flooded with requests. Supplies management started to be a problem



with the difficulty in tracking printer locations and utilisation levels.

“It was almost impossible to find out where and how our imaging and printing devices were being used,” said Wi Jang Hyeon, senior manager of Doosan Information Strategy Planning and Administration team. “An inappropriate amount of IT resources were required to do this.” Printed output from the ERP application required a huge amount of technical support.

#### **Balanced deployment of HP multifunction products**

HP imaging and printing devices solved the ERP output problems. As a result, HP’s Total Print Management Solution was deployed with the objective of reducing total cost of ownership of the imaging and printing environment.

The project started in February 2004 with a comprehensive asset tracking and usage analysis by HP. Right-sized imaging and printing devices were recommended based on usage requirements, leading to a balanced deployment purchase of 10 HP LaserJet 2300n printers and 45 HP LaserJet 5100 series. Right-sizing recognised that the smaller HP LaserJet 2300n devices were adequate for the simple office set-ups within the factory buildings. At the same time, higher-end HP LaserJet 5100 devices, capable of printing up to A3 sizes, were deployed where large volumes of design drawings and ERP outputs were required.

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The usage analysis provided much value to Wi, who said: "We used to deploy a printer for every 20 people without exception, but we found that the printers were not efficiently utilised. With HP Total Print Management, we were able to allocate printers by output volumes instead of number of users."

#### **Remote Management of the Imaging and Printing Environment**

Total Print Management Solution incorporated HP Web Jetadmin to manage and track the 750 devices owned by Doosan. Devices were connected to the network enabling the administrator to determine the location and status of all devices and supplies requirements at one glance through a web based interface. A simple scan would automatically detect and display their exact locations and report on their output volumes and remaining supply levels.

The ability to track printers freed Doosan's IT team from mundane maintenance tasks. Remote monitoring of devices through the Web allowed for real-time troubleshooting and supplies replenishment, increasing the efficiency of the imaging and printing environment.

Total cost of ownership was reduced by 20% each year. The analysis of usage patterns allowed Doosan to continually ensure the appropriate devices would be available to meet user needs.

In addition, monitoring toner performance through HP Web Jetadmin helped Doosan realise the need to switch from refilled toners to new HP toners. Data collected illustrated that one refilled toner could only print 5,000 sheets while an original brand new HP toner could

manage up to 10,000 sheets, offsetting the difference in cost. The improvement in print quality was also another consideration for using the new toner. "We initially thought that refilled toners would save us costs, but the difference in output volumes was substantial enough for us to justify new original toners," explained Assistant Manager Kim Chan Yong.

In fact, switching to HP toners coupled with the precise management of supplies, enabled Doosan to reduce supplies cost. Supplies could now be reordered before they ran out, minimising work disruptions.

With an optimised imaging and printing environment in place, Doosan is planning to acquire another 100 more high-end devices for departments identified by HP Web Jetadmin as having high output volumes.



## Challenges

- Track the locations of printers that have been physically moved
- Enable employees to locate the most suitable printer
- Eliminate inefficiencies of host printing
- Reduce total cost of ownership
- Improve supplies management

## Solutions

- HP Total Print Management Solution
- Balanced deployment through right-sized imaging and printing fleet comprising 10 HP LaserJet 2300n devices and 45 HP LaserJet 5100 series devices
- Remote monitoring and management of imaging and printing network through HP Web Jetadmin
- Reduced supplies cost by adopting HP original toners

## Results

- 20% reduction in total cost of ownership
- Increased utilisation of imaging and printing assets
- Increased productivity through better management of supplies and increased availability of imaging and printing devices
- Improved output quality and cost reduction through use of HP original toners

### At a Glance

**Company:** Doosan Heavy Industries & Construction

**Location:** Changwon, Korea

**Founded:** 1962

**Employees:** 4,800

**Telephone:** +82 55 278 6114

**URL:** [www.doosanheavy.com](http://www.doosanheavy.com)

**Primary business:** Manufacturing of heavy equipment for industrial and infrastructure projects