



# Massey University makes educated choice streamlining its printing and copying with HP

## Overview

With more than 40,000 students and a full-time equivalent staff of 3,000, Massey University is one of the largest tertiary institutions in New Zealand. Operating from campuses in Palmerston North, Wellington and Auckland, the 70-year-old university has developed an international reputation for quality education in the areas of science, education and business.

After expanding its facilities and completing a merger with another education facility, Massey was faced with a complicated and inefficient printing and copying infrastructure. The IT department had little visibility of the performance and utilisation of their printing assets and therefore little control over the costs of running and maintaining their fleet.

The university conducted a full assessment of its requirements and reviewed offerings from a range of prospective suppliers. Following this process, Massey decided to optimise its printing infrastructure by installing HP printing equipment and HP's Managed Print Services charging model.

The project, undertaken with the assistance of local HP partner Laser Plus, included the rollout of a range of multifunction devices, dedicated printers and HP's supporting infrastructure solutions, including the HP Web Jetadmin and the HP Universal Print Driver.

The university's three campuses are now equipped with the best-suited printing devices for each location, delivering optimum output at the lowest cost. The result is significantly reduced operational costs for the university and an improvement in the efficiency of staff and students.

## Business Challenges

The strong growth enjoyed by Massey University during the past few years brought with it a number of challenges.

From a printing and copying perspective, the institution found it had multiple lease and service contracts on a wide range of equipment from a variety of vendors. As well as being difficult to manage, this mix meant the university was faced with unnecessary expense and complexity.

"We had a plethora of equipment types and multiple supply chains for consumables and

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support," says Gerrit Bahlman, chief information officer, Massey University. "We needed to streamline everything."

"We could see our printing devices were underutilised, unmanaged and ageing. Our priority was to find a partner to help us manage our fleet in a way that would not only reduce costs, but also boost productivity for the technical support team and the university users."

The university was keen to take advantage of new printing technologies that would allow it to move away from using dedicated photocopy machines.

By replacing them with high-capacity, networked printing devices, it was felt operational costs could be reduced and service levels improved.

Bahlman says the university was also keen to significantly reduce the number of printing vendors it dealt with - ideally to one.

### **How HP helped**

In response to Massey's Request For Proposal (RFP), HP made recommendations that would balance the university's printing assets to optimise costs and productivity.

As one of the first steps in consolidating Massey University's printing infrastructure, HP provided test access to a range of printing devices and assisted with the task of assessing the number and types of devices that would be required to service the university's large user population.

"There was some initial scepticism that HP would be able to deal with the volumes of printing that we required," says Bahlman. "However they demonstrated their range of devices would be capable to meet the demands of all users."

Bahlman says there has been a shift in focus from photocopying to printing as most documents are now held in electronic form. HP was able to provide a cost-effective and reliable printing solution that could replace the university's ageing photocopier fleet entirely.

HP proposed a balanced deployment that would give users access to the right device for their printing needs. This included recommending the most appropriate model and number of printing devices at each location which would enable the university to make significant improvements in its asset utilisation.

The networked HP multifunction devices provide new capabilities for users, such as the ability to easily scan and email documents. As well as reducing print requirements, this has also improved the efficiency of internal workflows.

HP also assisted by implementing a HP Universal Print Driver (UPD) that simplifies the task of accessing printing resources for university users from a range of different client devices. From a maintenance perspective, HP's UPD boosted the productivity of the IT

staff by enabling them to deploy one full-features driver which virtually eliminated the need to install, manage and support multiple print drivers.

The new printer fleet has also been successfully integrated with the university's network management and authentication system.

"Massey is unusual in that it has a university-wide authentication system, and HP was able to connect directly to this," says Bahlman. "Printing activities can be linked to individual users and charged back to their departments or activity areas."

With the new HP printing and scanning fleet in place across all three campuses, attention has now turned to remaining stand-alone printers. Users will be given the option of moving to HP devices and a cost-per-page charging model as their existing equipment reaches the end of its operational life.

### **Value delivered**

Working closely with Laser Plus, HP and an internal university team completed the initial hardware rollout within three months.

Bahlman says that, because the existing photocopier fleet had been leased, there were immediate savings achieved by moving to a HP Managed Print Services contract.

Other benefits have included higher service levels, due to reliable and easy to use devices, and a managed access to colour printing. The university defaults all printing to black-and-white, while users are able to decide whether to print in colour using the HP Universal Print Driver.

In addition, Massey University was also able to utilise HP's Web Jetadmin fleet management tool to deliver advanced reporting, security and administration functionality across the entire printing infrastructure. With the HP Web Jetadmin, the university can track the utilisation of different devices. This also ensures consumables are delivered on an as-needed basis, removing the requirement for departments to maintain stores.

Any issues that have arisen during rollout and usage have been quickly identified and overcome by HP – something that has been highly valued by Massey.

"You can have the best technology in the world but if you don't back that with great service, it fails," says Bahlman. "HP and Laser Plus have been very strong on the service front."

## **Solutions Overview**

### **Challenge:**

- To replace ageing photocopier fleet and stand-alone printers, and reduce overall printing costs

### **Solution:**

- HP Managed Print Services

- HP Universal Print Driver
- HP Web Jetadmin

**Hardware:**

An optimized fleet comprising of 270 single-function, multi-function mono and colour devices, including:

- HP LaserJet 4250n printers
- HP LaserJet 4345 MFP
- HP LaserJet 4345x MFP
- HP LaserJet M5035 MFP
- HP LaserJet M5035x MFP
- HP LaserJet M5035xs MFP
- HP LaserJet 9040 MFP
- HP LaserJet 9050 MFP
- HP Color LaserJet 9500 MFP
- HP Color LaserJet 4730 MFP
- HP LaserJet 3392 All-in-One

**Benefits:** Has streamlined the university's printing, scanning and copying fleet, resulting in improved efficiency and lower overall costs

**At a Glance**

**Organisation:** Massey University

**Headquarters:** New Zealand

**Founded:** 1937

**Staff:** 3,000

**Students:** 40,000

**Telephone:** +(646) 356 9099

**Primary Business:** Tertiary Education

**About HP**

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$94.1 billion for the four fiscal quarters ended Jan. 31, 2007. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

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