AgResearch reduces annual paper usage by 2.5 million sheets with HP Smart Print Services

agresearch

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Objective:

Uncoordinated printer purchasing by New Zealand agricultural research and development organisation AgResearch had resulted in a large number of mismatched printers and copiers. The organisation needed a strategic model for future imaging and printing investment.
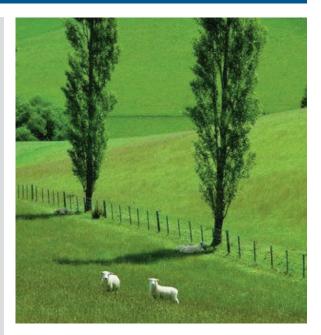
Approach:

AgResearch entered into a Smart Print Services contract with HP, using HP Universal Print Driver (UPD), HP Web Jetadmin remote monitoring and EP Soft pull printing.

IT improvements:

- HP UPD allows AgResearch to centrally enforce print policies such as double-sided and mono print, reducing annual paper usage from seven million sheets to four and a half million, and supporting environmental policies.

- Remote print management with HP Web Jetadmin more than halves IT administration time.

- Fleet alignment and standardisation means staff only need to be trained once on one machine.

Business benefits:

- The organisation now has a strategic model for future printing investment which brings greater business benefit from its printing fleet.

- Printing is tracked and then the cost is allocated to each department, meaning the department has to account for its own printing costs, helping to reduce the amount of print.

- HP continues to work with AgResearch to ensure its fleet is optimally matched to the evolving business needs.

AgResearch is a research and development organisation focused on supporting the sustainability and profitability of New Zealand's pastoral sector. The AgResearch mission is to apply their experience and expertise in every aspect of pastoral farming and also in biotechnology to continue to build substantial competitive advantage throughout the value chain.

The company had applied a commodity purchase approach to printing in the past, acquiring a large number of mismatched printers and copiers. However, treating each printer investment decision as an isolated purchase rather than as an integrated part of AgResearch's infrastructure investment strategy had lead to mismatched printing technologies, time consuming and costly service and support, software incompatibility issues and user challenges due to a variety of interfaces. The other issue AgResearch faced was a lack of control over who was printing what, making it impossible to track and apportion printing volumes.

The organisation needed to develop a strategic model for future printing investment in order to enjoy much greater business benefit from its printing fleet. It decided that printing rather than copying was the right direction for the company.

Need to reduce management time

"We recognised that it was much easier to maintain control with printers rather than copiers, as well as producing documents of a higher quality and this is important when producing documents for scientific research," says AgResearch national supply manager, David Scampton. "In addition, we wanted to improve efficiency across the organisation through the use of new printing features; minimise the time spent managing printers and reduce the quantity of paper that was being consumed by AgResearch annually."

AgResearch tendered to the major printing and photocopying companies but chose HP due to solid business relationships, leading edge technology and competitive prices. Its solution includes HP Smart Print Services, the implementation of HP Universal Print Driver (UPD) plus the use of HP Web Jetadmin monitoring software and an EP Soft pull printing solution.

HP, its reseller Gen-i and AgResearch worked closely together to evolve the R&D company's print solution strategy so that it would better meet the needs of the company's 1,300 staff at its four main sites. This involved moving AgResearch's printing investment rationale away from a price-of-the-machine based model to one that recognised and considered the cost and productivity benefits of each purchase. Parameters for future investment pointed out the potential gains of new printing capabilities and the maintenance and servicing savings of having an aligned fleet.

Aligned investment strategy

The user benefits of consistent interfaces from one machine and one location to another, overall alignment with the organisation's broader infrastructure investment strategy and AgResearch's environmental sustainability goals were considered. In addition, HP recognised that AgResearch was not in a position to rip out and replace all its printers at once so it worked with them to develop an investment plan that utilised as much of their existing fleet as possible and strategically brought in new hardware over time.

"Changing technology is often quite an emotive issue for staff," says Scampton. "HP helped make the transition smooth and ensured everyone was aware of the benefits the new technology could deliver."

HP and AgResearch agreed on a Smart Print Services deal and through Gen-i, 70 multifunction printing devices are now managed in a consolidated way over the four locations.

AgResearch now enjoys the benefits of having one supplier across its whole fleet. The result is a consistent user interface across all machines, meaning staff only need to be trained once on one machine and they will feel comfortable printing at any location. In addition, the Smart Print Services combined with Web Jetadmin and EP Soft software, helps AgResearch to coordinate and manage their fleet more cost effectively and from a central location, more than halving IT administration time. Consumables are automatically sent before the toner runs out and all repairs, parts, labour and maintenance are covered by the service contract.

"HP Web Jetadmin and EP Soft also provide a rich source of data about the organisation's printing usage that we can use to plan our future investment," adds Scampton. "It seems very simple but having a single service provider saves our IT team a lot of time on the phone contacting printer service people."

Costs re-allocated
AgResearch has also invested in a number of new printing capabilities made possible by linking print more closely to the organisation's overall infrastructure framework. Printing is tracked and then the cost is allocated to each department, meaning the department has to account for its own printing costs which has reduced the amount of printing. These advancements have also enabled AgResearch to include its printing policy as a cornerstone of its sustainability effort.

"HP's Universal Print Driver (UPD) allows us to centrally enforce print policies such as double- sided and mono," says Scampton. "This has helped cut our annual paper usage of seven million sheets down to

Customer solution at a glance

Primary hardware
• HP Multifunction Printers (MFP)

Primary software
• HP Universal Print Driver (UPD)
• HP Web Jetadmin
• EP Soft print management

HP Services
• HP Smart Print Services

four and a half million, saving us money and supporting our environmental policies."

Pull printing technology has also helped AgResearch cut down on printing waste. HP research has found that approximately 30 per cent of jobs submitted to printer queues are never picked up but with pull printing, the document is stored in the printer until the user collects the job using a swipe card or PIN. If nobody goes to collect the document, it is not printed and is eventually removed from the print queue.

To learn more, visit www.hp.com

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