

SGS

SGS lowers costs and improves reliability with
HP Managed Print Services



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"The HP Managed Print Services per-click charging scheme allows easier tracking and transparency of costs. We've been using HP for five years now and are comfortable with the technology and the printers. Our new contract, gives us a new fleet and additional savings as well."

Derek van Buren, chief information officer, SGS in Asia Pacific

HP CUSTOMER CASE STUDY:

SGS increases reliability while reducing overall printing costs with HP Managed Print Services

INDUSTRY:

Testing, Inspection and Certification

OBJECTIVE:

SGS aimed to reduce printing costs and maximise uptime for printing services for its workforce spread across 67 locations around Australia, and use the Australia model for further deployments in Asia Pacific regions.

APPROACH:

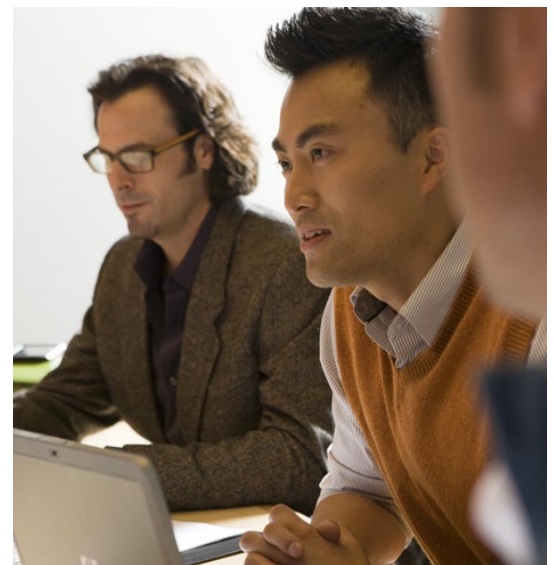
SGS engaged HP Managed Print Services solution to provide fixed-cost servicing, and replaced its entire printing fleet with state-of-the-art HP networked Multifunction Printers (MFPs) under a global pricing agreement.

IT IMPROVEMENTS:

- Introduced an entirely new fleet of HP printing devices, all networked for remote monitoring.
- Eliminated the need to manage servicing and provision of consumables such as print cartridges and paper.

BUSINESS BENEFITS:

- Achieved cost savings of up to 40 per cent as a result of the reduction in leasing costs and click charges.
- Aligns with corporate environmental sustainability objectives through the implementation of job storage, resulting in a reduction of print output by 30 per cent.



SGS is the world's leading provider of inspection, verification, testing and certification services, with 59,000 staff and over 1,000 offices in more than 140 countries. Its services include testing for minerals, Oil/Gas, environmental and industrial sectors and certification of mineral and grain shipments, food quality audits for grocery retailers, energy efficiency rating assessment for white goods manufacturers, and ISO9000 quality auditing.

A typical job might involve testing coal quality at the mine site, certifying the quality of a shipment of coal as it leaves a port for export, and then re-testing it once it arrives at its buyer to ensure the quality has been maintained during transit.

In the South East Asia Pacific region, SGS operates more than 126 offices across 11 countries and employs over 5,000 staff. Its offices and employees are spread from major centres to remote mining camps, making the provision of IT services a particularly difficult task, as some locations can take hours to reach.

A CRITICAL NEED FOR PRINTING

As much of SGS' workflow continues to be processed manually, printing is of critical importance, and producing printed documents that can travel with shipments is crucial to completing jobs efficiently.

The difficulty of supplying and servicing so many locations was a key factor in SGS' original decision to adopt Managed Print Services in Australia five years ago. At that time, SGS commenced working with an HP Australian business partner as its exclusive supplier of printing equipment and Managed Print Services. SGS in Australia used the original contract as an opportunity to standardise on HP printing equipment for all printing requirements, and to eliminate use of other manufacturers' devices. This reduced support costs which had been inflated due to the difficulty of managing personal

printers, consumables and print drivers across many different manufacturers' devices. SGS also ensured that all new HP devices acquired were networked for management purposes.

The resulting improvement in service and consumable costs led the organisation to commence negotiating a global agreement directly with HP in December 2009. That agreement and includes both a global purchasing arrangement for procurement of printing devices and the rollout of HP Managed Print Services throughout the Asia Pacific region.

DEPLOYING MANAGED PRINT SERVICES

Australia has been the first country to both engage in the direct HP Managed Print Services contract and to lease devices under the new arrangement, with the first devices deployed in June. For Australia, the new contract coincided with an existing need to refresh the printer fleet. While SGS has standardised across the entire region under a single contract, it retains the flexibility to lease equipment or buy it outright, and can choose which devices are managed under the MPS arrangement. The full rollout of more than 160 machines across 67 of SGS' offices in Australia will be near completion by the end of 2010 with subsequent countries to follow.

The printing needs of SGS range from simple black and white high-volume printing in its business administration environment to more sophisticated colour printing in its laboratories. The new fleet consists of a range of HP Multifunction Printers (MFPs), including HP Color LaserJets and standard LaserJet devices, along with some wide-format and specialist devices. The devices are frequently used in their multifunction capacity for activities such as scanning, emailing and faxing.

CUSTOMER SOLUTION AT A GLANCE:

PRIMARY APPLICATIONS

- HP Managed Print Services

HP SERVICES

- HP Managed Print Services

PRIMARY HARDWARE

- HP Color LaserJet CM2320fxi MFP
- HP Color LaserJet CM3530fs MFP
- HP Color LaserJet CM6040f MFP
- HP Color LaserJet CM4730f MFP
- HP Color LaserJet CP4525dn
- HP Color LaserJet CP5225dn
- HP Color CM8050 MFP
- HP LaserJet M3035xs MFP
- HP LaserJet M4345x MFP
- HP LaserJet M5035x MFP
- HP LaserJet M9050 MFP
- HP LaserJet P3015dn
- HP LaserJet 5200n
- HP LaserJet 5200dtn
- HP LaserJet 5200dtn



TAKING FULL RESPONSIBILITY FOR PRINTING

The MPS contract involves HP taking full responsibility for the uptime of devices for a fixed per-click price, including remote monitoring, onsite servicing, and provision of consumables. Servicing is handled either by HP directly or through authorised partners, with HP retaining all management responsibilities.

HP Managed Print Services provides reduced total cost of ownership and greater visibility into the costs of managing the overall printing environment, along with enhanced productivity and user satisfaction through improved device uptime, with fewer help desk calls.

HP was selected due to its comprehensive reach throughout the Asia Pacific region and its ability to service SGS' many locations through its extensive network of relationships with local suppliers and service resources.

It also offered the advantage of its print technology being highly pervasive in the marketplace, and hence well supported by many device manufacturers and software developers, which significantly reduces compatibility issues.

SIGNIFICANT COST AND ENVIRONMENTAL BENEFITS

SGS, as a company, is committed to its sustainability program and has noticed environmental benefits, as the job storage capability of the HP devices has led to the elimination of the 30 per cent of print jobs which results in less paper, consumable and electricity being used. This aligns well with SGS corporate sustainability objectives.

HP Managed Print Services has significantly reduced per-click charges related to servicing and consumables such as paper and ink for each page printed. Supplies are automatically routed to the sites as they are required and service calls are handled directly by HP. The MPS service contract has significantly improved the transparency of printing costs for SGS.

Overall in Australia, SGS has been able to realise a 40 per cent reduction in printing costs. This consists of a 22 per cent saving negotiated through the global leasing contract and a 51 per cent reduction in click charges for consumables under the MPS arrangement.



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