



HP Total Print Management

Take control of your imaging and printing infrastructure



Agility, flexibility and simplicity

“Enterprises spend much time studying, optimising and managing many elements of their IT infrastructure – network bandwidth, applications, storage, servers – but pay little attention to their imaging, printing and document distribution environment”

ROI Focus Shifts to Imaging and Output Infrastructure, January 2004, IDC

Satisfied users and customers – Reduced costs and increased productivity

HP has a strong philosophy for the Adaptive Enterprise – it’s all about ensuring that your business goals and your IT strategy are synchronised, so that change becomes an opportunity, not a threat. We describe the main attributes of the Adaptive Enterprise as:

- Agility
- Flexibility
- Simplicity

To be successful, a business that aspires to become an Adaptive Enterprise must have an IT infrastructure that embraces modularity, integration and standardisation so it can manage change in its market, operations or structure.

We have invested heavily in our products, software and services to make the Adaptive Enterprise vision a reality. In this brochure, we introduce a strong building block of the Adaptive Enterprise – HP Total Print Management (TPM). This is a solution that builds on many of the HP competencies you already know us for, and it offers your business all the advantages of significant cost reduction, productivity improvements and enhanced quality.

Setting the scene

Your experience tells you that planned upgrades to your IT infrastructure will be repeatedly examined for availability, reliability, increased functionality and better productivity – as well as lower cost. These factors have strongly influenced the development of the modern network, which can deliver a managed, consolidated, integrated and highly available solution that would have been an impossible dream just 5 years ago. The focus on management and control has been so strong that the “more-for-less” approach is now the doctrine of all customers deploying new assets in their environment.

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But we believe that there’s still one area of your business-critical environment that has been overlooked – the productivity, output quality and operational efficiency you achieve from your printing, copying and scanning assets. Possibly, you’re dealing with the following issues:

- Irrational demand for local ownership of print assets
- Assets procured and managed at tactical, rather than strategic, levels
- Proliferation of printers and other devices from many manufacturers
- Poor attention to administration, usage, positioning and associated supplies
- Excessive help-desk calls for maintenance and troubleshooting

It’s time to take control of your printing infrastructure

The HP Total Print Management (TPM) solution is a concept that offers significant opportunity for all businesses to take control of their imaging and printing infrastructure, and therefore to improve productivity, efficiency, quality of output and reduce the burden on IT staff. At the same time, the cost of operating the print environment can be reduced significantly. Sound too good to be true? In this brochure, we describe the major features and elements of the HP TPM solution, and indicate how you can find out for yourself how to take advantage of the business benefits offered.

Why should enterprises care about their printing infrastructure?



How HP sees the issues

Many enterprises operate with a non-optimised print environment. They live with both direct and indirect factors that increase costs, reduce efficiency, impact the quality of output, and affect user and customer satisfaction. Many will originate from having an inappropriate mix of printing and imaging assets that are then inadequately managed. We categorise these factors under four headings:

- **Fleet mix** – The provision of incorrect types, incorrect scaling, unused capacity, unused capability and throughput bottlenecks
- **Human factors** – Poor positioning of assets to deliver minimum levels of service, staff frustration at poor quality of service, customer and user credibility
- **Maintenance** – Problems associated with maintaining assets from a wide range of suppliers, of a large inventory of supplies, of configuration management and network updates
- **Management** – Problems associated with unmanaged and dispersed assets, IT helpdesk manning, fault diagnosis and reporting, and poor usage control

We believe by not addressing these factors, enterprises simply add cost, adversely impact productivity, reduce user satisfaction and risk disappointed customers.

It's not just about cost, but...

IDC conducted a study in late 2003 that demonstrated significant cost and resource savings were achievable. Its findings underlined the value proposition of HP TPM by estimating the potential cost savings and productivity improvements a business could expect by applying this approach:

- 23% average overall cost savings
- 40% reduction in IT helpdesk calls
- 25% cost reduction in consumables
- 20% cost reduction in unscheduled maintenance
- 10% cost reduction in installation and upgrades
- 5% cost reduction in acquisition

Source: IDC White Paper, "ROI Focus Shifts to Imaging and Output Infrastructure" January 2004

Benefits summary

HP TPM is a business-critical solution with strong justification for any organisation. Here's a list of the key benefits:

- Significant cost reduction
- Higher-quality output
- Better staff satisfaction
- Improved productivity

What some of our customers have said...

"The goal we were aiming at was to be able to forget our printing issues – and we have succeeded."
Valentino Tedaldi, Procurement Manager, KPMG

"By shifting responsibility for support onto HP, we've removed a significant burden from our employees and given them greater capacity to concentrate on their primary tasks."
Dr Joachim Demont, IT Manager, Bayer

"We had particular problems that we had to address which were cost savings, the introduction of fees and improved printing. On all three counts, the HP solution has met our requirements excellently and we see a saving of at least £100,000 a year."
Professor David Chiddick, Vice-Chancellor, University of Lincoln, UK

HP Total Print Management – a comprehensive view



HP Total Print Management is a comprehensive print management solution for your business that comprises the following elements:

Assessment

HP can provide an assessment tool that helps determine the real cost of operating your print environment. It also illustrates the benefits of HP TPM. We recommend you use it to appreciate the scale of the total problem, and the potential benefit to your business.

Hardware

HP TPM uses the 'Balanced Deployment' methodology to provision the right choice of print asset for the exact needs of your business. With a wide range of printers – spanning single function, small workgroup printers (networked or stand-alone, mono or colour) through to multifunction printers (MFPs) for high-use, centralised print stations – you can be sure that the HP industry-leading product portfolio provides the right devices for your environment.

Software

Using the HP Web JetAdmin software tool brings your print environment into the managed network. This advanced and proven tool allows you to maintain effective control of all assets through remote installation, configuration and troubleshooting. In addition, the HP OpenView portfolio of management software enables you to take full control of your heterogeneous environment, including your print network.

Supplies

All printer supplies – ink cartridges, printheads, toner, paper – can be provided to suit the devices deployed. Genuine HP supplies are strongly recommended to achieve best quality and utilisation.

Integration

Systems integration by HP helps you develop a flexible, agile IT infrastructure. Our collaborative approach allows you to tailor your print environment to suit the specific needs of your business, yet be flexible for future growth and priority changes.

Financial services

We will work with you to determine the optimum financial package that suits the needs of your business, and allows you to get the best value from HP TPM.

Education and change management

A comprehensive training programme is available to support the deployment of HP TPM so that IT staff and users can rapidly become familiar with the operation and management of your new print environment.

This is what HP TPM provides

HP Total Print Management is a comprehensive approach to optimise and manage your document input and output environment fully in line with the HP Adaptive Enterprise initiative. It continues the quest for IT consolidation. HP TPM provides the following features:

- Consolidates your print, copy, scan and fax environment through the 'Balanced Deployment' methodology, so users get what they need, where they need it without compromising productivity
- Removes excess capacity
- Provides a centralised management capability
- Prepares your business for a trouble-free print future
- Delivers best value to your business, your staff and your customers
- Offers a tailored support service to suit your individual requirements

HP TPM builds on the strong credentials that HP has established in many aspects of business IT – most notably, network management and printing.

What we can do together



A major element of HP TPM is that we work together to identify a total understanding of your overall document production needs – document capturing and document output – and help you to recognise the high direct and indirect costs associated with installing, operating and maintaining a loose collection of printing and imaging assets.

Depending on your business priorities and IT strategy, we can then offer different levels of solution and engagement that will support your roadmap toward becoming an Adaptive Enterprise:

- HP provides the individual elements – the assessments and balanced deployment methodology, devices, management software and other required services – and then your skilled IT staff implement the TPM solution.
- Or, HP provides the complete TPM solution as an element of the HP Desktop Lifecycle Solutions and Services programme. This programme encompasses the entire desktop environment – from desktop and mobile PCs, to imaging and printing devices – allowing you to focus on your core business. For more information, please visit our website at www.hp.com/hps/desktop or request a copy of our brochure.
- Or, HP provides the HP Pay per use services for Imaging and Printing with a wide range of different service levels, optimising and complementing your IT resources. HP Pay per use is fully described on page 6 of this brochure.



For more information, please visit our website at www.hp.com/eur/tpm

HP Pay per use services

For large organisations, we can provide a more comprehensive service that builds on the strong value proposition of HP TPM. With HP Pay per use, you can let HP take full control of your printing and imaging environment, to manage it on your behalf to exacting standards. We are confident that you will see cost reductions. But of equal importance, your staff will have better service and better access to devices, and – from this – will deliver more productivity and a higher output quality. Read on to see what HP Pay per use can do for your company.

HP Pay per use services for Imaging and Printing



With imaging and printing costs forecast to consume up to 3% of company revenue¹, a cost-effective way to consolidate, integrate and manage these activities will be attractive to most businesses. Until now, however, there has been no single vendor able to unify printing resources – to ensure that the environment provides the right facilities, quality and productivity at the same time as reducing cost. The availability of HP Pay per use services for Imaging and Printing changes that, with an imaginative solution for providing customised turnkey solutions, and a specific approach based on the HP Services methodology.

Optimising your IT resources

Today, enterprises tend to strictly focus their IT investment on their core business, leading to harsh internal competition for scarce IT resources. HP Pay per use services for Imaging and Printing help you unleash the optimisation potential discussed earlier by adding the necessary bandwidth, flexibility and scalability while providing a clear return on investment.

¹ James Lundy, Rightsizing Output Fleets, The Hidden Goldmine March 2001

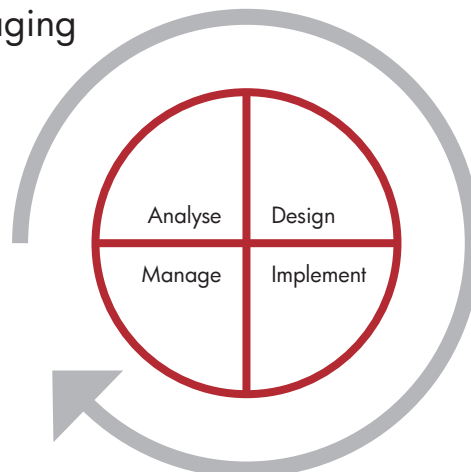
Meeting your needs

Customising the solution to the needs of your organisation is achieved through the HP Pay per use approach:

- **Assessment of the print environment**
 - TCO
 - Managed Print Assessment
- **Design of the new, optimised output fleet**
- **Implementation**
 - Hardware
 - Network
 - Project management
- **Management**
 - Supplies replenishment
 - Device tracking
 - Utilisation monitoring
 - Trend analysis
 - Quality and levels of service

HP can also provide a complete change management programme, from training and communication through to a complete transition and transformation approach.

Optimising and managing your output fleet



Flexible solutions

HP Pay per use provides a flexible portfolio of imaging and printing options that can be tailored to fit any organisation. The portfolio ranges from a simple Base Solution programme through to a comprehensive Expanded Solution that builds on the Base Solution by providing additional service options to meet specific needs:

- **Base Solution** – With HP Pay per use, you can select your choice of hardware, supplies, service, support, fleet management, flexible payment options and training.
- **Expanded Solution** – Once the Base Solution options are selected, you can build an even more comprehensive solution by selecting a wide variety of optional additional services.

Delivering lower costs and increased productivity

HP Pay per use provides more accountability, improved agility and a better return on IT, and is designed to help companies reduce the time, cost, complexity and risk of managing and supporting their imaging and printing resources. The solution delivers significant print cost savings and print-related workflow productivity improvements.

Gaining a competitive edge

You can streamline device management and reduce your overall Total Cost of Ownership (TCO) with HP Pay per use. You'll also enjoy improved printer performance, increased employee productivity and predictable printing costs, along with the world-renowned quality of HP Imaging and Printing technologies, service and support.

Flexible payment options

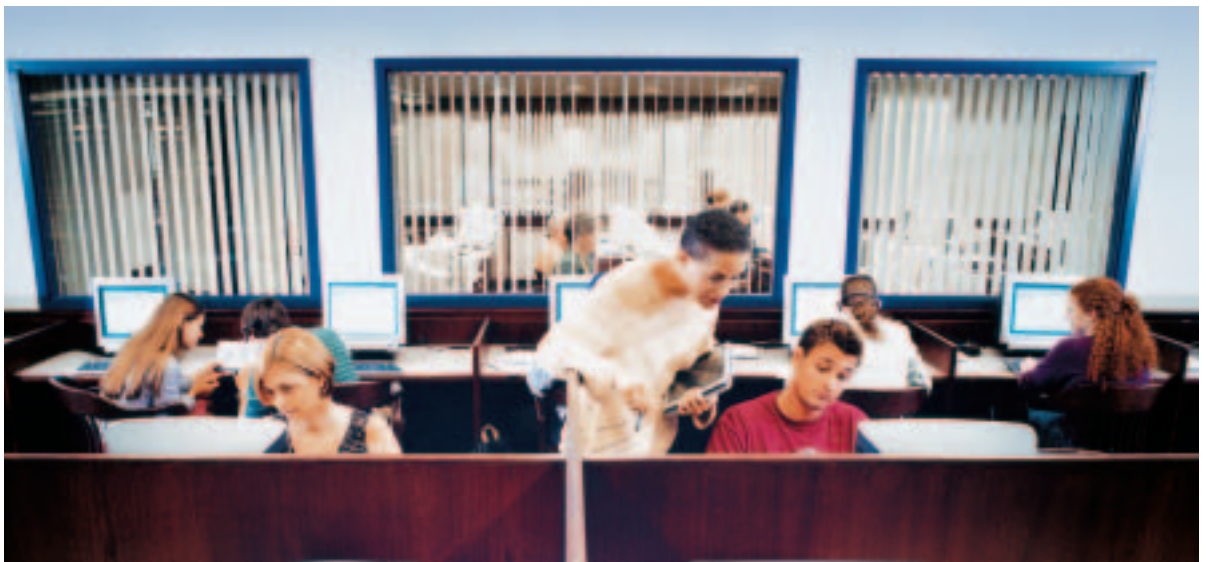
Three different payment options are available:

Level pay – You pay the same predictable fee for each month for the entire year. The monthly fee is based on your estimate of the number of pages printed per month. At the end of the year, the initial estimates may be adjusted according to supplies usage. In all cases, you pay for actual usage – no more, no less.

Base plus click – This pricing option has a fixed base and a variable portion. The base fee is constant throughout the contract period. The variable charge is based on the fixed fee per page and the number of pages printed, with or without minimum volume depending on the services option chosen.

Cost per page – Billing is on a variable basis for actual pages printed. This option requires a minimum monthly page commitment.

For more information, please read our
HP Pay per use fact sheet, or visit our website at:
www.hp.com/hps/printer/pr_payperuse.html



A large, stylized graphic of the HP logo, consisting of a white 'h' and 'p' on a dark red background. The 'h' is formed by several rectangular blocks, and the 'p' is a solid white shape.

hp

For more information about the Total Print Management solution,
please contact your sales office representative or visit
www.hp.com/eur/tpm

For more information on Desktop Lifecycle Solutions and Services, please visit
www.hp.com/hps/desktop

For more information on Pay per use, please visit
www.hp.com/hps/printer/pr_payperuse.html or www.hp.com/eur/tpm

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