

City of O'Fallon benefits taxpayers through HP PurchasEdge, HP Planet Partners

Missouri municipality earns valuable free HP equipment just by using and recycling original HP supplies.



"I highly recommend participating in HP's PurchasEdge and HP Planet Partners programs. There's no reason not to do it. It doesn't cost you anything; you're going to buy the merchandise anyway, but now you can get points for it and redeem the credit for things you need. I love it!"
— Jill Schmitz, Purchasing Agent, O'Fallon, Missouri



HP customer case study: Free equipment through HP PurchasEdge, HP Planet Partners yields operational benefits for O'Fallon, Mo.

Industry: Municipal Government

As purchasing agent for city of O'Fallon, Missouri, Jill Schmitz strives to provide the best government service at the lowest possible taxpayer cost. When she heard about HP's PurchasEdge rewards program and HP Planet Partners return and recycling program, she knew she'd found a powerful way to simultaneously save money, serve taxpayers and protect the environment.

"My vendor told me about PurchasEdge. I went online immediately and enrolled myself—it was so easy—and since then I've been able to supply the city with multiple pieces of extremely useful equipment for free," Schmitz says. "Combining PurchasEdge with HP Planet Partners, not only do I get points for recycling, but our empty HP print cartridges no longer pile up in the office until somebody can come get them."

A "best place" to live

O'Fallon is a city of approximately 74,000 residents in the St. Louis metropolitan area. Money magazine in 2006 named it one of the United States' "Best 100 Places to Live." It's easy to see why. O'Fallon ranks second in the nation for job growth; its students outstrip state average reading and math scores by approximately 20 percent; and the risk of becoming a crime victim in O'Fallon is reassuringly low.

The city government includes 25 municipal departments, such as parks and recreation, police, highway, community development and finance. Purchasing Agent Schmitz is responsible for supplying these operations with everything from filing cabinets to desktop printers. Her routine purchases from HP include LaserJet cartridges, inkjet cartridges and specialty papers. With PurchasEdge and HP Planet Partners, these purchases build points toward free merchandise.

Objective:

Deliver best possible public service at lowest possible taxpayer cost.

Approach:

Participate in HP PurchasEdge and HP Planet Partners programs to recycle used print cartridges and acquire mission-enhancing equipment for free.

IT improvements:

- HP Digital Cameras support city-department functions
- HP Camera Dock enhances use of digital camera
- HP LaserJet Printer supports police operations
- HP Fax Machine takes load off multi-function printers

Business benefits:

- Enhance efficiency of city departments
- Support revenue-raising equipment sales
- Enable acquisition of off-budget items
- Streamline recycling program management, reduce storage space

So far, with roughly 16,000 PurchasEdge points accumulated, she's acquired six digital cameras, a camera dock, a fax machine and an HP LaserJet printer. The printer in particular sped handily to the rescue recently after the police department gave up on a repair-defying, headache-inducing old machine. In fact, any time a department needs a new printer, digital camera or related equipment, Schmitz looks to see if she has enough PurchasEdge points to order it for free.

HP PurchasEdge and HP Planet Partners: a potent combo
PurchasEdge is an HP loyalty program that enables customers to earn points for recycling HP LaserJet or inkjet print cartridges through HP Planet Partners or for dollars spent on qualifying HP office supplies such as

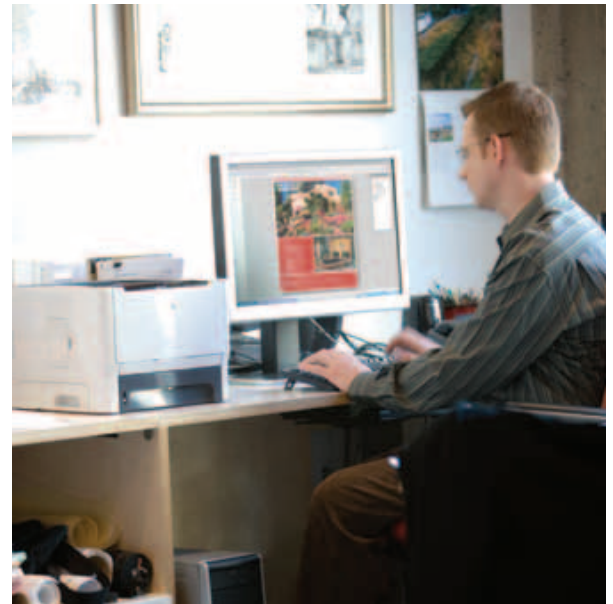
HP LaserJet and inkjet print cartridges, paper and storage supplies. These points—one for every \$4 USD or \$4.28 CAD in purchases—can be redeemed for more than 300 of the latest HP products, including printers, scanners, PDAs and digital cameras—all for free.

Customers who are members of PurchasEdge, accumulate points by recycling HP print cartridges through the HP Planet Partners return and recycling program. Launched in 1991, HP Planet Partners offers recycling for HP print cartridges and computer hardware products. When it's time to replace their HP Inkjet or LaserJet print cartridges, customers simply return the empty cartridge to HP and report the return through the PurchasEdge website. Many print cartridge



“With HP Planet Partners, we’re saving HP print cartridges for a reason; they’re not just piling up in the office. When we get a box full, it goes, it’s done and we get PurchasEdge points for it. Easy.”

Jill Schmitz, Purchasing Agent, O’Fallon, Mo.



boxes include pre-addressed, postage-paid labels, or customers may order free return shipping materials directly from hp.com/recycle.

By the end of 2006, more than 143 million HP LaserJet and Inkjet print cartridges—representing a weight of nearly 260 million pounds—had been returned and recycled worldwide. Instead of ending up in landfills, the raw materials recovered during the recycling process have been used in automotive parts, fence posts, shoe soles and other products.

Free equipment, value-added service

O’Fallon is proud to participate in this effort to protect the planet, Schmitz says. The city also benefits enormously from the free equipment it’s acquired. The main item O’Fallon has ordered through PurchasEdge is digital cameras. The highway and construction-inspection departments use them to record accidents and problems such as fallen signs or broken sidewalks. The fleet maintenance, and safety and risk management departments use them to record vehicle accidents. The volunteer-services department uses its digital camera to scrapbook its activities. And the code-enforcement department uses theirs to substantiate code violations, such as a property owner’s un-mowed lawn.

“What’s nice about this is if someone comes to me and says they don’t have budget money for a digital camera but they need one, then if I have the points I can get it for them,” Schmitz says.

Schmitz uses her own PurchasEdge-acquired digital camera to raise revenue for O’Fallon. Whenever the city inventories a surplus item—such as no-longer-

needed vehicles, replaced printers and even leftover police evidence—Schmitz snaps a digital photo and uploads it to govdeals.com, a website that allows governmental agencies to sell surplus and confiscated items via the Internet.

“I wouldn’t have gotten the camera as soon as I did if I didn’t have the points, which would have hindered me selling items on [govdeals](http://govdeals.com),” she says. “So, I not only got the camera for free, I use it to make extra money for the city.”

An HP Photosmart Camera Dock acquired through PurchasEdge expands the utility of O’Fallon’s HP Photosmart Digital Cameras, and an HP 1040 Fax is used to take some load off the city’s multi-function printers.

“HP PurchasEdge and HP Planet Partners make a powerful combination; I gain points for recycling, then get valuable equipment for free.”

Jill Schmitz, Purchasing Agent, O’Fallon, Mo.

The case of the defunct police printer was another extremely advantageous use of PurchasEdge, Schmitz recalls. The department had used up its acquisition budget when the transcriptionist’s old printer broke. They tried fixing it but that didn’t work. Checking on her PurchasEdge points, Schmitz saw she had accumulated enough to acquire a free replacement—an HP LaserJet P2015 Printer that’s fast, reliable and fits conveniently on a government-issue desktop.

“That really helped them; otherwise we might have been scrambling for a printer,” she says.

Customer solution at a glance

Primary applications

Support municipal-government departments, including police, highway, construction inspection, fleet maintenance, safety and risk management, code enforcement and purchasing.

Primary hardware

- HP Digital Cameras
- HP Camera Dock
- HP LaserJet P2015 Printer
- HP 1040 Fax

So fiscally disciplined is O'Fallon that it puts all contracts out for competitive bid and takes care to get the most bang for every buck it spends. Schmitz learned through competitive bidding that HP large format paper was actually cheaper than the brand they'd been using. She switched to save money—and enjoyed the added bonus of accumulating even more PurchasEdge points on top of those they already receive for buying LaserJet and inkjet print cartridges, and for recycling. Schmitz may order free return shipping labels directly from HP.

User-friendly administration

Recording O'Fallon's growing bank of PurchasEdge points is simple, Schmitz says. Her vendor Corporate Express automatically sends purchase data to HP, and she has an in-house assistant enter the data on recycled materials. When she wants to redeem points, she simply logs onto the HP PurchasEdge member site, looks over the inventory of items available on the Free Product Menu, and makes her selection.

"The HP website is very user-friendly," she says. "I know there's a customer-support call center, but I've never needed to use it."

It's likewise easy to return items for recycling. Each city department sends its used print cartridges to a central office, where roughly once a week a city volunteer packs a box of ten cartridges and sends it to the shipping dock for return to HP. Many print cartridge boxes include pre-addressed, postage-paid labels, or Schmitz may order free return shipping materials directly from HP. This system not only earns PurchasEdge points, it also streamlines administration, saves space, and lets Schmitz use her time more productively.

"Now we're saving these toners for a reason," Schmitz says. "Before, the cartridges would be stacked up and we would have to store them—and we don't have a lot of space to spare. Now when we get a box full, it goes out and it's done. Easy."

Easy, good for the city, good for the environment—and free. Schmitz sees HP PurchasEdge and HP Planet Partners as a win/win for the taxpayers of O'Fallon.

"Since we're using public funds, everything is scrutinized," Schmitz says. "The best thing about HP PurchasEdge and HP Planet Partners is getting all this equipment for free."

To learn more, visit www.hp.com, www.hp.com/recycle or www.purchasedge.com