GES Exposition Services

HP Managed Print Services cuts back-office printing costs by over 30 percent

"Within a few months of our initial findings, GES invited HP to come in and outline a solution and the potential cost savings. We implemented their program and within a year, we discovered the savings from HP Managed Print Services (MPS) were actually greater than had been projected. We were also benefiting from a smooth-running, centralized solution."—Sy Esfahani, Executive Vice President and Chief Information Officer, GES Exposition Services

HP customer case study: GES Exposition Services streamlines print management, cuts costs by over 30 percent with HP Managed Print Services

Industry: Exhibitions and Events

Objective:
Reduce printing, faxing, and copying costs while improving overall capabilities of equipment services for users companywide.

Approach:
GES Exposition Services entered into a Managed Print Services contract with HP that covers equipment, supplies and maintenance for printers and multifunction printer (MFP) devices throughout the company.

IT improvements:
• Ability to remotely manage printers using HP Web Jetadmin software
• Automation of routine management tasks including toner ordering and usage reports

Business benefits:
• Cost reduction
• Reduce number of devices, total cost of ownership with cost reduction of more than 30 percent
• Less downtime among printers/MFPs
• Local offices freed from contract management responsibilities for output devices
• Improved end-user productivity with faster output capabilities for most users
• Improved fax capabilities with network faxing
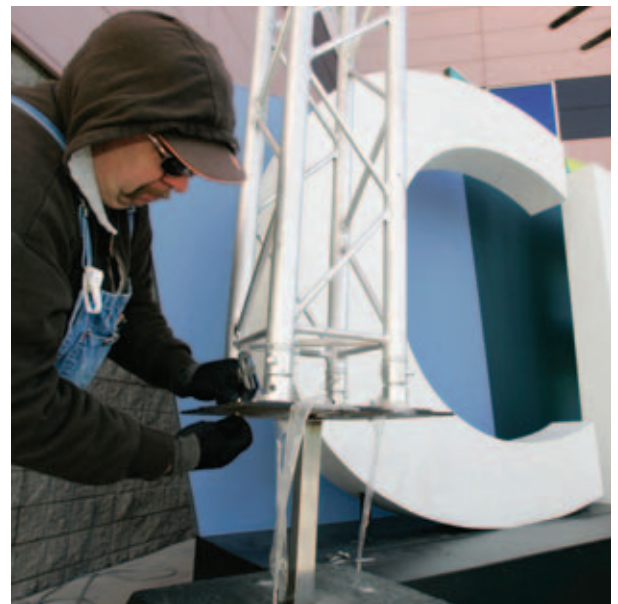
In 2005, as part of GES Exposition Services' (GES) culture and continuous focus on driving efficiencies, Sy Esfahani, Executive Vice President & Chief Information Officer reviewed what the company was spending overall for printing, copying and faxing. He conducted a comprehensive review of where dollars were being spent and recognized there was a substantial opportunity for savings.

"Within a few months of our initial findings, GES invited HP to come in and outline a solution and the potential cost savings," notes Esfahani. "We implemented their program and within a year, we discovered the savings from HP Managed Print Services (MPS) were actually greater than had been projected. We were also benefiting from a smooth-running, centralized solution."

> "That was our initial success with HP. When they replaced our previous large format printers with Designjet printers a few years ago, we immediately noticed improvement in the quality of print, the speed, and in the decline in maintenance calls."
> —Sy Esfahani, Executive Vice President and Chief Information Officer, GES Exposition Services

Today, the company has cut back-office printing costs by more than 30 percent compared to its 2005 spending levels. The key: an MPS contract with HP that standardizes output on HP devices. In place of standalone printers, copiers and faxes, GES employs HP multifunction printers (MFPs), providing services for groups of employees rather than individuals. The MPS solution also has improved uptime, while automating management of the printing fleet.

Managing print for big savings
GES Exposition Services, based in Las Vegas, is a leading official services contractor for exhibitions and events in the U.S., Canada, the United Kingdom and in Abu Dhabi through the GES Worldwide Network. It provides a wide range of services to show organizers and exhibitors including exhibition planning and design, turnkey and custom exhibit

rentals, material handling, staging, overhead sign rigging, temporary electrical equipment, signs and graphics manufacturing, installation and dismantling labor, carpet and furnishings, and transportation services.

Since its founding in 1939, the company has grown to include multiple locations in cities throughout North America and the U.K. And like many companies, printing services at GES had become decentralized during this growth. Various contracts with dozens of vendors had made it cumbersome to manage these services.

"Previously, general managers in each city negotiated contracts for devices like copiers and faxes," explains Esfahani. "We needed to upgrade our equipment, and move to one vendor to improve pricing and efficiency."

Esfahani contacted leading print vendors to get proposals on how to reign in the company's output costs while improving overall costs. Only HP promised major savings. GES had already experienced positive results with HP through use of its LaserJet printers. Esfahani had first-hand experience with the increased services to clients provided by some 60 HP Designjet large format printers used to create exhibition and event signage and graphics.

"Our initial success with HP occurred when they replaced our previous large format printers with Designjet printers a few years ago, and we immediately noticed improvement in the quality of print, the speed, and in the decline in maintenance calls," he recalls. "So that made us more inclined to work with HP for our printing needs," continued Esfahani.

GES and HP decided to conduct site assessments of three major GES locations to analyze how improvements could be made. HP became a solution partner, providing the onsite assessment services and guidance in helping the company understand its current situation and designing an improved environment to meet GES' business needs. The assessments confirmed that there was an excess of desktop printers, along with a variety of copiers and fax machines. "GES had one printer for every two employees, while the standard for similar companies was six or seven employees sharing a printer," Esfahani notes.

HP consultants designed a solution that enabled GES to replace standalone equipment with HP LaserJet MFPs and HP Color LaserJet MFPs, and consolidate print jobs to the new MFPs or to new or existing HP laser printers. Aging printers, copiers and fax machines utilizing old technology, were all eliminated.

The result: GES' fleet of output devices was trimmed from 754 devices to 268, a 64% reduction. HP projected annual savings of 28 percent. That number proved to be conservative with the company's actual savings reaching 31.8 percent.

The MPS contract with GES includes leases on new printers/MFPs, as well as a "click charge" per impression that covers toner and maintenance. Service and maintenance on all of the printers and MFPs are covered by the HP contract.

Improved service/productivity

Esfahani knew that consolidating work on fewer printers would save money, but he also expected to hear complaints when personal printers were taken away. However, by and large, he was wrong. "Most people have actually been pleased with the change," he says. "They appreciate the reliability and increased capabilities they now have."

One notable change is the speed at which the new HP LaserJet printers and MFPs print. "If you're printing 10-, 15- or 20-page PowerPoint files, documents and contracts, you might normally have to wait 20 minutes for those documents on a desktop inkjet printer. But they're completed in a minute or two now," he says of the state-of-the-art equipment that can print up to 50 pages per minute in black-and-white, or 30 pages per minute in color. "People noticed the change, and they like it."

Time cards had previously been shipped overnight to a central payroll department for processing. Checks were printed and then shipped back to the remote office. Now, time cards are digitally sent to the central office using the MFPs' fax-to-e-mail function, thereby eliminating high shipping costs. "We saved money because we can process those transactions immediately," says Esfahani. "It's a classic positive impact of technology."

Additionally, there are more MFPs at GES now than there were fax machines in the past, so it's even easier for people to send outgoing faxes. Replacing fax machines with MFPs has replaced old processes with new, efficient ones. Rather than sending faxes out over a phone line, the company now uses the network fax-to-e-mail capability. That eliminates the need for multiple phone lines, and the long distance charges that had been incurred in the past for faxing.

Sensitive documents can additionally be output at a shared printer without security concerns because of HP's Secure Print function, which allows private data to

now be output at a shared printer. Even the company's legal department uses shared MFPs and the Secure Print function to confidentially handle sensitive documents.

"With HP MPS, we have been able to provide all the services our users wanted — and to do it faster and cheaper, while meeting all of their needs," says Esfahani.

Consolidation, standardization eases IT burden
Another benefit has been discontinuing the practice of using multiple vendors in various cities. With decentralized decision-making, managers in each city would enter into contracts with local printer and copier vendors. When those managers moved on, offices lost track of their contractual obligations. Service, support and supplies were all handled locally — at high prices and with varying degrees of success.

Now, all of the company's print/copy/fax needs are centralized under a single HP contract administered by Esfahani's IT staff. GES updates device firmware for printers and MFPs throughout the company remotely from Las Vegas. HP Web Jetadmin software enables the company to automate the creation of usage reports, alerts for toner ordering, and handle other administrative needs. "Automated toner ordering was a big win for us," Esfahani says. "Using Web Jetadmin software, each device reports when it is getting low on toner directly to HP and the proper toner cartridge gets ordered and delivered to the location where it's needed. It saves a lot of time for key operators, and eliminates device downtime."

The ability to remotely apply security to the printer management functions, and to group printer resources by site are valuable options since not all sites have local IT staff support, Esfahani adds.

To make workflow even easier for the IT staff, GES utilizes the HP Universal Print Driver. "It saves time because you don't have to spend time searching for the right driver to suit a certain printer, and driver integrity is practically guaranteed," Esfahani notes.

Looking ahead, Esfahani expects to continue using HP Managed Print Services. "Managing our print needs was a problem we solved with HP's help," he says. "Our MFPs literally take care of themselves, which frees our IT staff to address other needs and devote more time to business issues. Our association with HP has created a winning relationship that benefits our company's bottom line, enhances the services we provide our customers and has been received positively by our employees. It just doesn't get any better than that."

To learn more, visit www.hp.com