

# Texas Department of Agriculture reaps advantages of HP MPS

Balanced deployment includes HP CM8050 Color MFP with Edgeline Technology



“With HP MPS, my staff spends less time working on print devices, less time dealing with service reps and less time on consumables management. Meanwhile, the whole organization enjoys newer, more reliable equipment and better service.”

—Mike Cardwell, CIO, Texas Department of Agriculture, Austin, Texas

**HP customer case study:** HP Managed Print Services and HP CM8050 Color MFP with Edgeline Technology yields better service, improved print management

**Industry:** State government

## Objective:

Advantageous contract structure, greater efficiency for statewide print environment

## Approach:

Use HP MPS for balanced deployment including HP CM8050 Color MFP with Edgeline Technology

## IT improvements:

- Color capabilities improve and extend to more workers
- Response-time SLA improves from 24 hours to four hours
- HP hardware and software leverage existing IT infrastructure
- Balanced deployment matches resources to functional needs

## Business benefits:

- Services suite allows needs-based selection of options
- Contract structure makes no impact on capital budget
- Easy management of color, B&W and mobile printers under single service
- Reliable tools and services support IT staff and workgroup productivity



The Texas Department of Agriculture handles every type of agriculture-related issue from pesticide regulation to feral hogs. Chief Information Officer Mike Cardwell oversees the office printing function with just three help-desk workers and a network engineer. This small staff prides itself on outstanding service. When Cardwell received ongoing complaints from regional offices that printers from a non-HP provider took too long to fix, that cinched his desire for a better overall solution. The answer was HP Managed Print Services and a balanced deployment of HP printers including the HP CM8050 Color MFP with Edgeline Technology.

“We would just get beat up by our staff in Dallas and College Station,” Cardwell recalls. “They’d say, ‘It takes the service guys forever to get out here, and when they do arrive, they have to turn around and order parts.’ With HP Managed Print Services, the

“The HP CM8050 Color MFP with Edgeline Technology is a cost-effective solution for high-volume, high-quality color printing and multifunction efficiency. Not only is the image quality superb, but pages with minimal color are charged at the lower black-and-white rate.”

Mike Cardwell, CIO, Texas Department of Agriculture, Austin, Texas



devices are reliable, the service technicians get there fast and it's all taken care of. That's what we want, because the reputation of this small support group depends on it.”

#### **HP MPS offers suite of service options**

TDA has marketing responsibilities to promote Texas agricultural products worldwide and regulatory responsibilities to administer more than 50 laws. With an annual budget of almost \$700 million, the Austin-based organization employs some 650 staff in more than 30 locations statewide, including regional service offices, satellite offices, testing laboratories and livestock export facilities. TDA employees, from top executives to field workers and administrative assistants, print spreadsheets, compliance reports and general office correspondence—up to 370,000 impressions a month. Before turning to HP MPS, the TDA held leases on roughly 20 non-HP black-and-white multifunction devices. When those leases were due to expire, Cardwell talked to HP, already a TDA small-printer vendor, about the department's options. He wanted better service response, greater office-print efficiency, cost-effective color capabilities, easier management and a more advantageous contract structure.

The answer was HP Managed Print Services, a suite of services that spans the imaging and printing lifecycle. With it, customers cut total ownership costs, enhance productivity and user satisfaction, reduce risks, improve environmental sustainability, and accelerate business results. For one predictable monthly cost, TDA maintains a statewide printing and imaging environment including everything from hardware and supplies to ongoing maintenance and support.

One huge advantage to TDA is that billed as a service, HP MPS does not impact the organization's capital budget. An additional benefit included improved Service Level Agreements—four-hour response time versus 24 hours with the previous vendor—and easier system management. “We chose HP MPS in large part because of the cost advantages, improved response-time SLAs, and easier management of our print environment,” Cardwell says.

HP Managed Print Services are structured to let customers choose the optimal combination of services, supplies and hardware for their needs. Service options include: Assessment to understand current usage, find hidden costs and develop a business plan for change; Financial and Procurement Services to contain costs, from technology acquisition to retirement and replacement; Transition and Implementation to ensure that the right equipment is installed and end-users know how to make the most of it; Management and Support to maximize return of investment through supplies management and fleet uptime; and Document and Workflow Services to automate paper-intensive workflows.

TDA had already consolidated its print environment, so instead of a full-scale planning assessment it asked its HP representative for an informal review. This identified an opportunity to consolidate a few fax machines. HP also helped TDA select devices to satisfy the organization's statewide printing strategy: high-volume color capabilities for high-traffic locations, supplemented by black-and-white devices matched to the number of employees in regional offices. In addition, the HP MPS contract covers 200 portable battery-operated HP Officejet H470 Mobile Printers

used by field inspectors to print out gas pump and other inspection reports on the spot.

**HP CM8050 Color MFP: cost-efficient, high quality**

TDA's choice for high-volume color printing is the HP CM8050 Color MFP with Edgeline Technology, equipped with the optional high-capacity 4,000 sheet input tray and multifunction finisher. HP pioneered Edgeline Technology to combine environmentally conscious design with reliable printing of outstanding quality at low operational cost. Onboard copy, scan, fax and print capabilities reduce the need for multiple machines. It all sounded good, but Cardwell was anxious at first about the print technology. Using an array of printheads stretched across the page, the HP CM8050 Color MFP moves the paper, not the printhead, for more accurate ink-drop placement.

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*"With HP MPS, we can pick up the phone and know they'll be there when they say they will. We're a small shop, so I don't have a lot of resources to do these things ourselves. Our reputation depends on our service provider."*

Mike Cardwell, CIO, Texas Department of Agriculture, Austin, Texas

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"TDA was skeptical that the device's inkjet technology was going to have the quality we needed," he says. "Then we were floored; the quality was superb and the machine was much faster than we expected."

The HP CM8050 Color MFP with Edgeline Technology prints an average 50 ppm black-and-white and 40 ppm color. Its usage-based pricing model charges one price per page for professional color, a lower price for general office color, and even lower for black-and-white. HP's Color Accent feature keeps overall printing costs down by charging black-and-white prices for pages that use a very small amount of color. "If I print a spreadsheet that has only a couple of rows of color

in it, that doesn't count toward my color impressions," Cardwell explains. He adds that the image quality is so good that General Office color is more than adequate for most jobs; only the marketing department uses Professional color, for pre-production reviews of marketing material.

Cardwell also appreciates the HP CM8050 Color MFP with Edgeline Technology's environmentally conscious design. Digital network connectivity and duplex printing reduce paper usage. The device meets requirements for ENERGY STAR® qualification, its print cartridges are recyclable, and it comes packed in a reusable wooden crate. "TDA is a natural resources agency and is deeply concerned with the environment and our impact on the environment," he says. "One of the factors in choosing the HP CM8050 Color MFP with Edgeline Technology was the reduced power consumption."

**HP LaserJet printers enhance workgroup productivity**

To complement its five HP CM8050 Color MFPs, TDA has deployed one HP LaserJet 9050 Printer for high-volume black-and-white, 13 HP LaserJet multifunction printers, and five HP LaserJet M3035 MFPs. Because TDA has consolidated equipment, every device it deploys must be reliable because people depend on it with little backup.

"The HP LaserJet 4345 is our workhorse," Cardwell says. "We've got five in our Austin office and the rest are scattered around the state. We picked that device for its reliability, its 45 ppm speed, multi-drawer capability and multifunction efficiency."

The smaller HP LaserJet M3035 MFPs were chosen for similar reasons, but deployed in offices with fewer employees. HP Universal Print Driver Software eases administration with a common interface and real-time access to print features, job status and device status. HP Digital Sending Software links the HP multifunction

## Customer solution at a glance

**Primary applications**

General office correspondence for statewide, 650-employee department

**Primary hardware**

- HP CM8050 Color MFP with Edgeline Technology
- HP LaserJet 9050 Printer
- HP LaserJet 4345 MFPs
- HP LaserJet M3035 MFPs
- HP Officejet H470 Mobile Printers

**Primary software**

- HP Digital Sending Software
- HP Universal Print Driver

**HP Services**

- HP Managed Print Services
- HP Care Pack, four-hour response





devices to TDA's existing fax server and Microsoft® Active Directory environment, for streamlined workflows and efficient resource usage.

"If you're at the printer and you want to e-mail a copy of that document from the device, you don't have to know their e-mail address, you just have to know their name," Cardwell says. "At the back end, we don't need to provide phone lines for each individual fax machine; it's using resources we already had."

HP MPS provides print cartridge and finishing product supply management and HP Care Pack Service with four-hour response. It also provided installation and end-user training services. "You get a big box in the mailroom. Your HP technician comes out, unpacks it, figures out where you want it, installs it and plugs it into the wall. Then a separate person came out and showed us how to handle the print server, the reporting console and the actual configuration of the devices as far as sleep mode and other preferences," Cardwell says. "The deployment went really well and faster than we expected; other than a little bit of server work, for us it was turnkey."

Working with HP personnel through all this, he adds, has been a highly satisfying experience. "Our HP CM8050 Color MFP service technician must live pretty close, because she gets here fast," Cardwell says. "Our HP sales rep is always quick to give us access to sales engineers. That's especially helpful because we can often resolve problems without having to do a work order and wait for somebody to come out. We're really enjoying that."

Working with HP MPS has enabled TDA to cost-effectively extend print services to a new department program and provide color capabilities to more employees statewide—all while easing the management and maintenance burden on Cardwell's IT staff.

"Now we don't have to manage color separately from black-and-white, we're getting better color devices than we ever had before and it's all part of our service, including the 200 mobile printers for field inspectors," Cardwell says. "What's more, being a service, HP MPS represents a predictable cost that doesn't affect our capital budget."

To learn more, visit [www.hp.com](http://www.hp.com)

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