

# Brown University fulfills business vision with HP Indigo press 5000



Brown  
University

“The HP Indigo press enabled Brown Graphic Services to strengthen our strategy of centralized printing by generating more work in-house and migrating a significant amount of work from our offset press division to digital. This resulted in savings for the client and expedited turnaround time through elimination of some prepress processes.”

—Deborah Berlo, Director, Brown University Graphic Services

**HP customer case study:** The HP Indigo press 5000 strengthens Brown University’s centralization print program, reduced outsourcing and added variable data capabilities

**Industry:** Higher education

## **Objective:**

Bring outsourced work in-house, increase print-facility capabilities, centralize university printing

## **Approach:**

Deploy HP Indigo press 5000

## **IT improvements:**

- Reduce press-run costs in comparison to offset
- Migrate some 35 percent of jobs from offset to HP Indigo press 5000
- Bring outsourced work back in-house
- Provide economically viable short-run color

## **Business benefits:**

- Retain print revenue in university
- Improve quality and timeliness of printed material
- Create efficiencies with centralized system
- Increase communications impact with personalization



As Director of Brown University Graphic Services, Deborah Berlo looked into how printing was being done across the institution and knew things could be improved. University employees were sending individual print jobs to multiple print vendors. There were quality concerns, and the university wasn’t reaping the benefits of a leveraged volume buying program. So Berlo wrote a business plan. Her strategy was to centralize all university printing through Graphic Services, supplementing her department’s production capabilities with a high-volume color digital press. Her chosen solution after thoroughly researching the market was the HP Indigo press 5000.

"We set out to bring more work in-house previously outsourced, to increase in-plant productivity and migrate shorter run offset printing to digital in order to save time and money," Berlo says. "We also recognized the need for personalized, variable-data capability, and the need to provide proofs on the actual stock specified by the clients. We accomplished these goals with the purchase of the HP Indigo press 5000."

#### **Ivy League excellence**

Brown University is a world-class Ivy League institution, founded in 1764, known for undergraduate, graduate, liberal arts, medical, engineering, research and science programs. The campus is located in Providence, R.I. Berlo's Graphic Services Department includes a campus copy center; a staff of four on-campus graphic designers, along with customer-service representatives; mailing services and an off-campus printing facility. The print shop is equipped with four offset presses, a full bindery and the HP Indigo press 5000.

Before purchasing the press, Berlo went to university administration with a 3-inch-thick binder detailing the current situation and her vision for change. "I noted every print job for the fiscal year that was printed externally and internally, including actual cost and the value they were getting for it," she says. "I could see there were savings to be had by centralizing the printing function and increasing our own in-plant capacity."

Given the green light, Berlo went shopping for a digital press. She considered three different manufacturers and chose the HP Indigo press 5000 with full seven-color capability for PANTONE® matching, and HP Care Pack Service. The selection was based on image quality. "We felt the HP technology stood out and was the closest to offset print quality of the big three," she says. "Its ElectroInk liquid ink produces sharp, crisp images; there's no sheen to it as there is with dry toner-based systems." HP also gave outstanding support both during and after the sale, Berlo says. "My rationale for purchasing from HP included the support they provided post-sale. You don't deal with the 'vanishing salesperson' never to be seen again; the aftermarket support is outstanding. They're in touch and very customer oriented."

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*"Conventional volume-based offset has its place, and so does the value-based approach of the HP Indigo press 5000 which runs jobs quickly, efficiently and more cost effectively for short runs."*

Deborah Berlo, Director, Brown University Graphic Services, Providence, R.I.

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Brown's HP Indigo press 5000 runs some 5 million impressions a year, everything from books, posters and brochures to letters and announcements. Much of the work is print-on-demand with variable data because lecture sponsors often don't receive speaker confirmation until the last minute, or panel members change.

## Customer solution at a glance

#### **Primary applications**

Campus publications include books, posters, catalogues, brochures, letters and announcements

#### **Primary hardware**

- HP Indigo press 5000

#### **Primary software**

- HP SmartStream Designer

#### **HP Services**

- HP Certified Operator Training
- HP Shared Maintenance Training
- HP Front End Tools for PrePress Training
- HP Care Pack Service

“The HP Indigo press 5000 afforded us the opportunity to bring additional work in-house that was previously outsourced, as well as migrate shorter runs from our offset presses to a more cost-effective, flexible alternative.”

Deborah Berlo, Director, Brown University Graphic Services, Providence, R.I.



#### **An artist's work rendered flawlessly**

One recent job showcased the press's high image quality: a catalogue of the work of abstract expressionist Walter Feldman, who recently retired after a long career at Brown. Feldman is a highly respected artist who exhibits at major museums including the Museum of Modern Art in New York City and the Corcoran Gallery in Washington, D.C. The catalogue had to be top notch. "Color was critical; it had to replicate the paintings, and it did so perfectly," Berlo recalls. The press also matched the solid black on an inside page with the offset-run catalogue cover. "There was no variation, and that's an important issue when you run a job partly offset and partly digital. The HP Indigo press 5000 matched the color flawlessly. Otherwise we would have had to print a relatively short run multi-page book on offset, and that would have been significantly more expensive."

Berlo says the print facility has migrated some 35 percent of its offset work onto the HP Indigo press 5000, eliminating offset prepress costs. The HP uses fewer consumables. "It's less expensive to produce short runs on the HP Indigo press; no plates and no film," she says. "That helps with the university's green initiative as well. Clients may order only the quantity they need. If additional copies are required at a later date, it's merely a matter of re-running the file." The absence of plates in the digital process speeds up the turnaround, Berlo adds. "Prepress time is reduced and

pages coming off the press are dry, so you don't have to wait to run them through on the flip side. Now we are able to deliver in hours if need be."

The HP Indigo press 5000 also enables another key feature of Berlo's business plan: variable print, with HP SmartStream Designer software. Previously, we would run letterhead shells on offset and make a second pass to print the content. Now it's printed in one run, and letters are personalized. Demand also is rising for personalized postcards. "The call for color, short runs and personalization has increased," Berlo says. "This press brings it all together."

#### **HP training supports end-to-end quality**

Two Brown press operators took HP Certified Operator Training, and a third will be trained soon. One also took HP Front End Tools for PrePress Training and HP Shared Maintenance Training. "One of the operators is a die-hard offset printer, but he's adapted well and having fun on the HP Indigo press," Berlo says. "The transition from offset to digital is quite manageable, and the press is so reliable it hasn't posed the downtime problems associated with dry toner based systems."

Engineered to minimize operator intervention, the HP Indigo press 5000's digital front end provides a unified user interface for simplified job management. A powerful onboard RIP provides fast, reliable job processing; at Brown, on-campus graphic designers

FTP files to the print facility over high-speed T1 lines. The press can print up to 4,000 8.5- x 11-inch four-color pages per hour, 8,000 two-color pages, or 16,000 single-color pages. Its end-to-end workflow includes reliable electronic collation, automatic duplexing and seamless job changeovers. The press handles a variety of print stocks, from book cover weight to text and proofs. Brown recently ran a job on synthetic paper and anticipates more demand for specialty work such as waterproof maps.

Next up on Berlo's agenda is adding the HP UV coater with the in-line conveyor to protect printed material from rough handling in the mail. "Even though the HP Indigo press is terrific in terms of ink adherence to the page, printed pieces are roughly handled going through the high-speed USPS system mail sorting equipment. The UV coating will add more protection," she says.

Berlo is always on the lookout for ways to improve Graphic Services. She checks her "My HP Indigo" personal log-in on the HP website for peeks into how colleagues elsewhere are using the press and for information on HP's latest technology innovations. Meanwhile, the Graphic Services department is enjoying the benefits she envisioned in her business plan. The university is down from 150 outside print

vendors to 10. Less work is being outsourced, thus keeping revenue in-house. Print quality has increased, and it's easier to give university materials a consistent look and feel. Centralized databases establish clear lines of accountability and make it easy to call up print files whenever needed to re-run jobs.

"We did what we set out to do," Berlo says. "A lot of that hinges on the flexibility, reliability and high-quality output of the HP Indigo press 5000."



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