

HP customer case study: Germany's Raiffeisenbank meets all its print and copy needs with an HP Smart Printing Services agreement

Industry: Financial services; Banking

German bank gets smart with its print provision



"HP printers and multifunction devices are ideal for the bank's purposes. Also, the HP Smart Printing Services contract really works for us. In fact, I was surprised at just what we get for what we spend." Alexander Rau, IT services manager, Raiffeisenbank Illertal

Objective:

Raiffeisenbank wanted to support its financial work with high quality, easily managed print.

Approach:

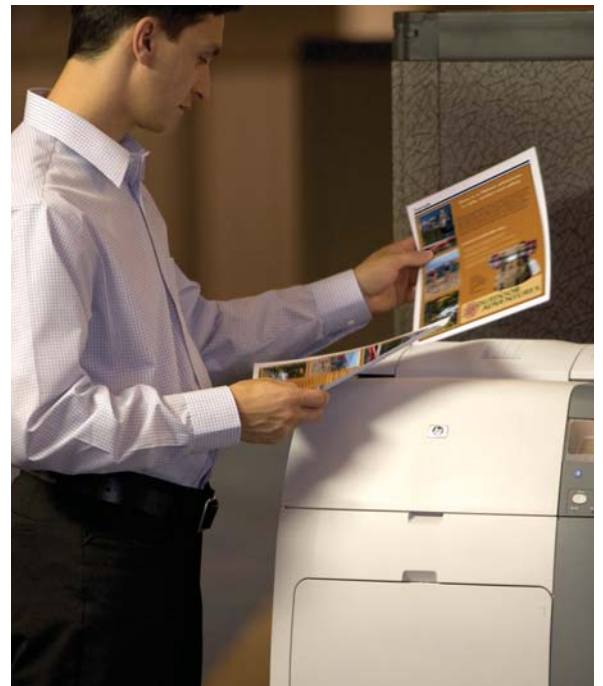
- It entered into an HP Smart Printing Services contract.
- It deployed 50 HP printers and multifunction devices around its head office and ten branches.

IT improvements:

- Printers are networked and remotely monitored by a central web server provided as part of its contract.
- Faults are diagnosed at an early stage and consumables automatically replenished.
- The service contract involves swift same day or next day attendance, depending when faults are reported.
- The inherent reliability and robust build of HP printers reduces faults.

Business benefits:

- The bank's customers are impressed by its constant flow of high quality printed materials.
- HP Colour printers enable the bank to create effective, vibrant marketing materials.
- While it cannot pinpoint specific savings, the bank is confident that HP print solutions represent excellent value for money.



Raiffeisenbank Illertal is a regional bank operating in Upper Swabia, Southern Germany. Headquartered in the town of Erolzheim, it has ten branches and 100 staff who offer general banking services, principally to private individuals and small businesses.

Print and copy volumes at the bank total approximately 65,000 pages a month and to meet this demand it needs devices that are reliable, easy to use and maintain, and capable of providing the high print quality that is expected in the banking world.

Reducing complexity

When the bank recently decided to revitalise its print landscape, Raiffeisenbank realised these needs by purchasing 50 printers and multifunction devices from HP, under a Smart Printing Services contract which both cuts printing costs and reduces print-management complexity. The printers are spread

Customer solution at a glance

Primary applications

- Print, copy and fax

Primary hardware

- HP LaserJet P2015N
- HP LaserJet M5035X MFP
- HP LaserJet M3035XS MFP
- HP Color LaserJet 2605DN
- HP Color LaserJet 5550 DN
- HP LaserJet 9040 MFP
- HP DesignJet 130nr

HP Services

- HP Smart Printing Services contract with four hour same day or next day call to fix.

among the bank's various locations and include LaserJet and Color LaserJet models, multifunction devices and a DesignJet large format machine that is used for printing posters.

"We have had an excellent history of using HP printers for more than 15 years and we use them exclusively for office printing because they are ideally suited to our purposes — particularly the new HP LaserJet M3035XS multifunction devices with print, copy and fax facilities," says Alexander Rau, IT services manager at Raiffeisenbank. "They are very intuitive so staff don't have to spend a long time learning how to operate them and using HP colour printers has improved our marketing materials by leaps and bounds."

Remote management

A major advantage is Raiffeisenbank's HP Smart Printing Services contract which is designed for small and mid-sized businesses. All its printers are networked into a central web server provided under

the contract and automatically monitored over the Internet. Problems are detected at an early stage and consumables are ordered automatically. The contract also covers maintenance and support with swift same day or next day attendance depending on the time of day that faults are reported.

Value for money

"This contract has been very beneficial to us because it has enabled us to get printing services of good quality, with good support and service at a good price," adds Rau. "The ease of use benefits the staff because they are bankers not technicians. They expect to switch something on and for it to work well and that is what HP printers do. The bank can also impress its customers with the consistently high quality of printed materials."

Rau is confident that the deal represents good value for money: "HP provides a much better service than the other vendors we looked at and the bank is very happy with the value that it gets for the price it pays."

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