Captiva speeds up business with HP Smart Printing Services

"Moving over to HP systems means we are often a step ahead of our competitors." Andreas Meyer, managing director, Captiva GmbH

Objective:

Captiva GmbH wanted to reduce costs and administration overheads together with improving scan and print quality.

Approach:

- All equipment from a single manufacturer.
- Eliminated dedicated copiers, scanners and fax machines.
- Replaced ageing equipment with new technologies.
- Consistent driver structure using HP Universal Printer Drivers (UPD).
- Administration of HP partner for end customer equipment using HP Web Jetadmin.

IT improvements:

- Transparent and cost-effective billing of print costs exclusively based on the actual consumables used, in line with an HP Smart Printing Services contract.
- Improved input and output performance.
- Better scanning and printing quality.
- Simplification of configuration and proactive monitoring using HP Web Jetadmin.

Business benefits:

- 28 per cent direct saving on energy and paper costs.
- 30 per cent less time spent on support and administration.
- Virtually no capital tied up, as there are no longer extensive stocks of laser printer cartridges.
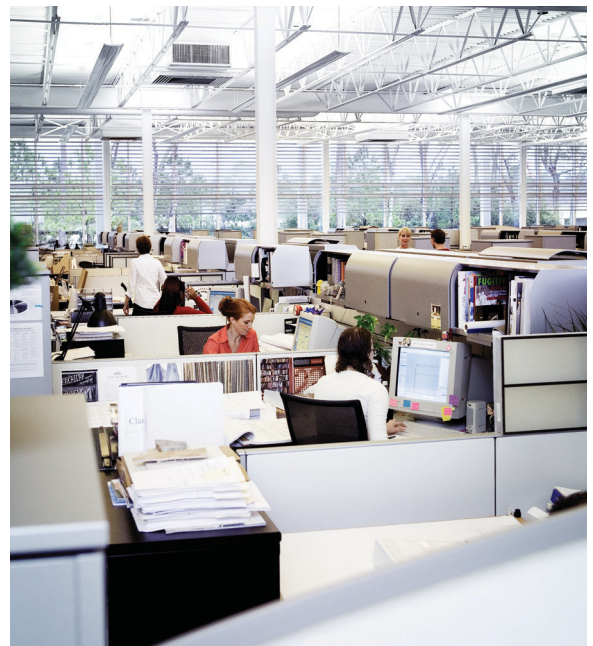
Whether it's overproduction, security agreements or rights of lien, Captiva GmbH is a valuable partner to help many companies resolve short-term problems in difficult times. The company, which is based in Neuss am Rhein, Germany, will take over stock - even when it is extensive - for immediate payment. However, Captiva then needs to find one or more buyers itself - which can represent a real challenge given global communications and therefore global competition. The companies that succeed are not necessarily the ones offering the best prices, reveals Captiva managing director Andreas Meyer, "quick decisions are just as important, if not more so, which means the IT infrastructure needs to work well and produce good quality at all times."

Management by accident

Before Captiva opted for HP, the company's IT infrastructure was an assortment of printers, scanners, copiers and fax machines from different manufacturers, which had been amassed over the years. "Because our company is relatively small, we cannot employ a maintenance and administration specialist," says Meyer. "The work was done by our staff here and there - with results to match." As an example, the managing director cites instances where copiers or fax machines and printers suddenly stopped working and no toner cartridges had been ordered. "We got to a point where we couldn't cope with these problems any more. We need to communicate with our customers quickly, comprehensively and clearly. Transmitting photos plays an important role."

Colour as a deciding factor

The first consequence of the consolidation process was the replacement of conventional colour copiers and scanners with a multifunction product and a colour laser printer. This provides excellent resolution for all input and output tasks and at the same time offers crucial added value. "Our HP CM4730MFP works completely independently when, for example, sending product photos as an email attachment. Before, we had to scan the photo into the PC, format it and then send it by email. Now we can do the same thing in just two or three steps," explains Meyer. The same is also true for the reverse process, and a photo can be received and printed on paper more efficiently. And that is not all: "If we get offers for the purchase of stock, we need to make decisions quickly. This would be a risky business without excellent quality colour pictures showing even the tiniest details. We are now on the safe side and moving over to HP systems means we are often that decisive step ahead of our competitors," adds Meyer.

A handle on costs

Thanks to the administration of the HP system using the HP Web Jetadmin browser interface, the managing director believes that maintenance of the equipment is now easier too. "We don't have to worry about ordering more toner anymore, HP Web Jetadmin does it automatically by sending an e-mail to our HP partner, Nösse Datentechnik GmbH," comments Meyer. It is also an advantage that they are only charged for the actual toner used. "Our HP Smart Printing Services contract makes the cost of consumables transparent and it is considerably more cost-effective than conventional billing models. We have the latest technology, and our costs are predictable. This is decisive, at the end of the day!" concludes Meyer.

To learn more, visit www.hp.com