

Case study

Colorado State University

Research-oriented CSU reaps environmental, cost benefits with HP Planet Partners, HP PurchasEdge, MPS programs



Industry

Education

Objective

Replace older printers with high energy needs and help reduce printing costs at environmentally committed university system

Approach

Deploy ENERGY STAR® qualified HP printers; recycle through HP Planet Partners; acquire free HP products through HP PurchasEdge

IT matters

- Gain benefits of HP Original Supplies for high quality printing while helping to meet goals for cost efficiency and environment responsibility
- Obtain HP products with HP PurchasEdge supplies loyalty points
- Streamline print supplies through on demand order processes
- Increase operational efficiency with full-featured print solutions

Business matters

- Support environmental mission as part of CSU's strategic sourcing
- Replace older printers with new ENERGY STAR® qualified models (projected savings of 30 to 40% in energy usage from previous models)¹
- Reduce paper waste and energy waste
- Recycle more than 1,300 HP print cartridges per year



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– Farrah Bustamante, manager of strategic sourcing, Colorado State University

Colorado State University, based in Fort Collins, Colo., is known for its research in infectious disease, atmospheric science, clean energy technologies and environmental science. Attention to environmental issues is also reflected in the school's operation. To further environmental goals through its strategic sourcing initiative, CSU has a 5% preference for items that are environmentally friendly. The school forms strategic relationships with companies like HP based in part on the ability to participate in initiatives like HP's Planet Partners recycling program.



Colorado State University®

Recycling with HP Planet Partners

“Initiatives like Planet Partners further our HP strategic collaboration because they reflect our similar goals,” says Farrah Bustamante, manager of strategic sourcing for CSU. Through HP Planet Partners, CSU ensures that approximately 1,300 HP LaserJet print cartridges every year will be properly recycled.

“We targeted older, non-ENERGY STAR® printers for removal and replaced them systematically with ENERGY STAR®-qualified HP printers that are far more efficient.”

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Many of the faculty and staff at CSU are environmentally conscious, Bustamante explains. “That raises important questions for CSU. How do we know our waste is being handled responsibly? When it comes to printing, how do we conserve electricity, cartridges and paper? With HP Planet Partners, we’re doing our best to ensure that no HP cartridge will end up in a landfill.”

HP Planet Partners enables simple, convenient recycling of printers, HP cartridges and other technology products—including computer hardware from any manufacturer. The products are processed to dispose of waste materials properly and to recover valuable plastics and metals, diverting millions of tons of waste from landfills.

The university places recycling bins throughout the campus, including the library and residence halls. Posters publicize the value and ease of recycling. Cartridges are picked up by central receiving and packed onto pallets that are returned to HP.

In addition to its Fort Collins campus, CSU controls 90,000 acres of research and office facilities throughout Colorado. The university took care to make it easy for all these branches to collect and return products for recycling. Individual users can even participate in HP recycling on their own with pre-labeled shipping materials provided by HP at no cost.

The result: widespread participation in the Planet Partners program. “We did our homework,” Bustamante says. “We have achieved tremendous buy-in from faculty, students and administration.”

She says the university continues to look for ways to streamline the system and simplify recycling for employees. “For example, we have found that palletizing the cartridges works better for us than sending out bulk collection boxes.”

Recycling and HP Original purchases earn new products

The Planet Partners program and CSU’s decision to encourage use of Original HP supplies, also pay off financially. CSU has acquired thousands of dollars worth of HP printers through the HP PurchasEdge program by purchasing and recycling Original HP supplies. The HP PurchasEdge program grants points that can be redeemed for hundreds of the latest HP products.

“We encourage university offices to order HP original supplies for their HP printers through our eProcurement program,” Bustamante explains. “Without original supplies, there are possibilities for lower page yield and increased costs. Our CSU users consistently choose HP original supplies for the consistent quality benefits and ongoing environmental support from HP.”

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Thus far, the university has redeemed PurchasEdge points for 119 HP printers, primarily energy- and cost-efficient HP LaserJet printers.

Bustamante learned about the HP Planet Partners and PurchasEdge programs from CSU’s local HP reseller, Source Office Products. To ensure that CSU receives its HP PurchasEdge points for purchasing Original HP supplies, Source Office Products submits university invoices directly to HP.



To check the university's rewards balance or to redeem points for products, Bustamante simply logs onto the password-protected HP PurchasEdge website (www.purchasedge.com). The program also provides e-statements, new product announcements and promotions.

Energy, paper savings

The environmental impact of HP printers goes well beyond recycling. CSU uses the HP printer-exchange program to trade in older printers for new HP ENERGY STAR®-qualified models.

CSU also opts for automatic duplexing as its default standard to save paper. "We work with Source Office Products to ensure that new printers, multifunction printers and copiers will either arrive on campus set to default to duplex printing, or they will program those machines for default printing soon after," Bustamante explains.

Bustamante says the printer upgrades enabled by the HP PurchasEdge program are highly popular. Any university department can apply. And in placing those printers, Bustamante has made strategic decisions that upgrade the printing fleet.

"We started by targeting older, non-ENERGY STAR® printers for removal. Now we think we've gotten almost all those off campus and replaced them with ENERGY STAR®-qualified HP printers that are far more efficient." She estimates that, on average, ENERGY STAR®-qualified printers help reduce energy usage by 30 to 40%

when directly replacing older, high energy usage printers.¹

MPS can cut costs, improve environmental performance

Looking forward, the department has upped the ante to further improve efficiency and environmental impact. It now uses the promise of free printers as one enticement to encourage departments to consider implementing a Managed Print Services program delivered through Source Office Products, an HP Managed Print Advanced Specialist. The idea is both to reduce environmental impact and save university resources through consolidation and better print management.

"Finding a single program that everyone can use, and that HP will administer at no cost to us, is a win-win for everyone."

– Farrah Bustamante, manager of strategic sourcing, Colorado State University

In a six-month pilot MPS program in CSU's Veterinary Teaching Hospital, print costs were reduced from \$14,574 to just \$8,681, a savings of roughly 40%. "When a department asks us how it can reduce printer and copier expenses, we can point out the savings results of the MPS solution at the Veterinary Hospital," Bustamante says.

Customer at a glance

Application

University printing

Hardware

- HP LaserJet printers
- HP Color LaserJet Enterprise printers
- HP Original Supplies

HP services

- HP Planet Partners
- HP PurchasEdge
- Managed Print Services through Source Office Products, an HP Managed Print Advanced Specialist

A major key to realizing such savings, she notes, is consolidation. "I know there are many departments that have a printer on each person's desk. We had them in our office here and consolidated a couple of years ago, eliminating 12 desktop printers." In their place: a single HP multifunction printer that now serves the entire work group.

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Consolidating on HP MFPs not only cuts energy usage but also reduces the cost-per-page for printing and copying. HP multifunction printers typically are faster than the desktop printers they replace and deliver copying, scanning and fax capability to eliminate the need for several other devices in the office.

The managed printing program offers monitoring of networked printers for toner supplies and timely reordering from HP. Original HP toner is shipped to the office requiring the replacement.

Strategic collaboration supports university goals

CSU's strategic sourcing goals include finding vendor-run programs like those offered by HP across the university, and to reduce the university's total cost of ownership through them.

Initiatives like HP Planet Partners, PurchasEdge and Managed Print Services contribute to the university's strategic partnerships by adding value and simplifying the processes needed to meet university goals.

"Before we got started in the Planet Partners program, different departments had their own ways to encourage recycling. But there was no consistency," explains Bustamante. "Finding a single program that everyone can use, and that HP will administer at no cost to us, is a win-win for everyone."

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¹Energy savings calculation assumes the device is scheduled to be off for 12 hours per weekday and 48 hours per weekend. Reduced energy use is compared with a typical daily usage model, which assumes devices remain in "off" mode overnight and on the weekend.

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