Case study

J.D. Byrider

Automobile dealership franchiser drives efficiency with HP MPS

Industry
Automobile

Objective
Simplify management, ensure reliability and help reduce costs of print infrastructure to support employee productivity

Approach
Engage HP Managed Print Services

IT matters
• Eliminate burden on IT staff
• Provide reliable uptime
• Deploy high quality, cost-effective color
• Consistent print quality

Business matters
• Cut print costs 36% despite volume increase[1]
• Achieve ROI on HP Officejet Pro X within nine weeks
• Increase employee productivity, eliminate frustration from printer downtime
• Ability to expand MPS to new stores supports corporate growth

"HP MPS provides tremendous insight into the volume and type of printing we do. Reliable uptime ensures better service to our employees, and the service scales to support company growth."

– Dave Beckman, chief technology officer, Byrider Franchising, LLC

J.D. Byrider is the leading U.S. used car and dealer-carried finance franchise enterprise, with offices nationwide. Printing is integral to the company's operational processes including sales and contract documentation. As the company has grown, the cost and complexity of printing has also grown. With unmeasured downtime, business interruptions, supplies inventory challenges, vendor issues and no visibility into fleet details, J.D. Byrider selected HP Managed Print Services for its 30 company-owned stores and its corporate headquarters in Carmel, Ind. Costs are improved, efficiency is up, and high-quality, cost effective color printing is available with HP Officejet Pro X printers. Supporting growth is now as simple as adding a new site to the HP MPS contract.

Reduce costs. Simplify management. Make sure that when a J.D. Byrider employee hits "print," the device works without a hitch. These main goals led J.D. Byrider to HP MPS. "I wanted to end the support calls to my team. I wanted to end device downtime. The main thing was, we wanted no more technology problems frustrating employees' ability to do their jobs," says Dave Beckman, chief technology officer of Byrider Franchising, LLC.

The challenges: visibility, reliability, management, cost

J.D. Byrider was built on the commitment to treat customers with respect and to consistently deliver dependable used cars, expert servicing, and affordable onsite financing. Printing of contracts, management reports, and general office documents is integral to the business. Yet several years ago, printing had become very inefficient.

Beckman identified several problems including a lack of visibility and obscured insight into printer uptime, usage, and costs. Dealerships tended not to report repair needs until breakage of their last functioning printer created a workflow emergency. Toner was purchased at local supply stores with little thought to its quality and little inventory control; sometimes toner streaked and spotted on the page, or leaked into printers. Break/fix was an ongoing issue, with no centralized vendor that could reach all of J.D. Byrider's geographically dispersed sites or even talk through issues on the phone. The paperwork alone was a headache.

"We were frustrated, we were miserable," Beckman says. "Printing-related issues were the number one support ticket topic for our corporate-owned stores."

HP MPS delivers on promises

To attack these issues, Beckman piloted HP Managed Print Services (MPS) at a handful of stores. HP MPS is a comprehensive program managing print devices, supplies, support, professional services and document workflow solutions that span the print lifecycle. Beckman wanted to see if HP MPS worked as described. He asked the store staff to monitor whether the HP staff responded promptly, competently, and courteously to maintenance and repair needs. He reviewed usage data to gauge impact on costs. When everything checked out favorably, he signed a contract and rolled HP MPS out to the 30 company-owned stores and corporate headquarters.

J.D. Byrider didn't move immediately to consolidate devices, which were HP LaserJet printers of various models and ages. Instead, it used the data provided by HP MPS—using software tools to gain insight into the deployment and its usage—to move under- or over-utilized devices to optimal locations.

> "If you're an employee of this company, you don't want to have to make your printer work. You just want a piece of paper to come out when you hit the button."
>
> – Dave Beckman, chief technology officer, Byrider Franchising LLC

"From a centralized web page I can see where devices are located and how many pages they print," Beckman says. "Before, we didn't have a good handle on our usage, our costs, or our placement. Some stores had eight printers, others had three. We moved devices around to place the right printer in the right spot."

HP MPS delivers Original HP ink and toner to J.D. Byrider sites when supplies are low, and local employees find them easy to install. The print quality problems from low-quality toner disappeared, as did the hidden costs of uncontrolled procurement and inventory. When HP MPS technicians make service calls for a specific device, they often check other devices close by to make sure everything runs in tiptop condition.

"I wanted to make printing a utility," Beckman says. "With HP MPS, we have fewer support calls, requests are handled immediately, and our staff no longer sits on a problem. All they have to do is call an 800 number or make a request online. Work is not interrupted by printer downtime and we don't have assets sitting idle."

HP Officejet Pro X reduces cost of color

Aiming to reduce the cost per page of color printing, J.D. Byrider piloted HP Officejet Pro X printers—and then deployed 44 of them, including the HP Officejet Pro X551dw printer and the HP Officejet Pro X576dw MFP. The HP Officejet Pro X represents a new class of enterprise inkjet that produces high-quality color at twice the speed[2] and up to half the cost per page[3] as color laser printers. The devices are enterprise network compatible to meet demanding security, management, and mobile-printing requirements.

"The Officejet Pro X printers are reliable, quiet, fast, and in many cases smaller than the devices they replaced. The users like all that," Beckman says. "What's more, with Energy Star® qualifications, the devices are better for the environment than the aged printers they replaced, and they paid for themselves in about nine weeks. Having the HP Officejet Pro X printers on the HP MPS contract brings management ease to all of our deployed devices."

Lower cost, greater reliability

Color print costs dropped 45% after J.D. Byrider implemented the HP Officejet Pro X devices, and total print costs fell 36% –even as total pages printed rose 7%.[1] The cost per page for color fell by more than 50%. "We don't expect cost decreases that dramatic every quarter, but the savings are ongoing," Beckman says.

"HP MPS changed our number one support problem into a non-issue. We provide better service to our employees while cutting costs and simplifying corporate growth."

– Dave Beckman, chief technology officer, Byrider Franchising LLC

J.D. Byrider over time also is upgrading its HP LaserJet printers and multifunction devices to more energy-efficient, feature-rich models that bring opportunities for consolidation as well as transition to digital workflows. "We just rolled out a new electronic workflow initiative for payables and receivables," Beckman says. The company also is leveraging HP MPS to support corporate growth. When the contract

Customer at a glance

Application
Contract and general office documents

Hardware
• HP Officejet Pro X551dw Printer
• HP Officejet Pro X576dw MFP
• HP LaserJet Pro Printers

HP services
• HP Managed Print Services

Supplies
• Original HP ink and toner

started three years ago, J.D. Byrider ran 11 corporate-owned stores. Now it has 30, and as the company builds or acquires new sites all it has to do is expand the contract to cover them.

"The HP Officejet Pro X printers are fast, quiet, reliable, and they paid for themselves within nine weeks."

– Dave Beckman, chief technology officer, Byrider Franchising LLC

"With HP MPS, supporting 30 stores—or more—is no more difficult than supporting 11," Beckman says. "With HP MPS in place and devices such as the HP Officejet Pro X, we have

easier management, fewer support calls, keen insight into our print infrastructure, better service to employees, better print quality and a pathway to electronic workflows—all at lower cost."

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[1]Comparative statistics based on print volumes and cost for April-July 2013 compared with April-July 2014.

[2]Comparison based on manufacturers' published specifications of fastest available U.S. Letter print speeds for A4 color (as of November 2013) and includes color laser MFPs ≤$3,000, based on market share as reported by IDC as of Q3 2013 and HP internal testing of printer in fastest available color mode (sample four-page category documents tested from ISO 24734) for the competing printers in U.S. Letter mode. Additional information is available at hp.com/go/printerspeeds.

[3]TCO comparison based on HP internal research of manufacturers' published specifications, manufacturers' suggested retail prices, cost per page based on ISO yield with continuous printing in default mode with high-capacity cartridges and long life consumables (as of November 2013) including majority of color laser MFPs <$3,000 USD. Details are available at hp.com/go/officejet and hp.com/go/learnaboutsupplies.