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HP Managed Print Services and the Environment

How HP Managed Print Services (MPS) can contribute to meeting your organization's environmental sustainability goals.

White paper

Table of contents

Executive summary	2
Two ways MPS is good for your business	2
Accelerating the case for change	2
HP Eco Solutions program	3
Over 50 years of environmental leadership	3
Why HP Managed Print Services	4
Optimize infrastructure	5
Manage environment	6
Improve workflow	7
Good for business. Better for the environment.	7
Why HP?	8
How do you get started?	8

Executive summary

HP Managed Print Services (MPS) is a comprehensive suite of imaging and printing services designed to help organizations meet important operational and sustainability goals. Through MPS, an enterprise can lower its costs, simplify its printing management, streamline recycling and disposal, cut its paper usage, and reduce its carbon footprint.



The HP Carbon Footprint Calculator for printing estimates a printer's energy consumption during operation, the CO₂ produced by the generation of that electricity and the CO₂ produced by the manufacture of the paper consumed during printing. It also calculates the costs of the power and paper the printer consumes based on electric rates and generation facilities in more than 146 countries. (www.hp.com/go/carbonfootprint)

Two ways MPS is good for your business

Consisting of hardware, software, supplies, services and solutions, Managed Print Services benefits your enterprise in many ways. This paper discusses two especially important perspectives for today's enterprise-level organizations—business and environmental sustainability.

- From a business standpoint, MPS enables your organization to optimize your imaging and printing infrastructure, streamline and standardize your printing management, and improve workflows through document digitization.
- From a sustainability perspective, you can cut your energy consumption, reduce paper usage and your printing carbon footprint, and simplify recycling and end-of-use disposal of hardware and cartridges.

Implementing HP Managed Print Services on the merits of the business benefits alone is a smart decision for many organizations. Active print management can cut your office printing costs up to 30 percent. Factor in the environmental gains and the business case becomes even more compelling. For example, pre- and post-analysis of some HP MPS customers' imaging and printing operations reveals energy savings of between 30 percent and 80 percent, and reductions in paper consumption in the millions of pages.

Until recently, the environmental benefits of HP Managed Print Services played a relatively unreported role in the considerable value MPS offered an enterprise. Upon closer scrutiny, it becomes apparent that the very benefits MPS offers—reduced energy expenses, streamlined management, greater productivity, decreased paper usage, and proactive disposal and recycling strategies—translate perfectly to an effective environmental sustainability effort.

Accelerating the case for change

Enterprise expectations for its printing environment are changing. More and more IT, purchasing, facilities and line-of-business leaders are being called on to align their departments' operations with corporate green and cost-cutting initiatives. And while it may seem prudent to forestall any investment in these actions during difficult economic conditions, a Forrester Research study shows that many organizations actually have the opposite view. According to Forrester, twice as many companies are accelerating their green activities compared to those slowing them down.¹ Under these circumstances, you have an opportunity to demonstrate leadership within your enterprise and drive business results by presenting an effective cost-saving and green IT strategy as part of your print management plan for these challenging times. To support your case, point to the following results achieved by other HP MPS customers:

- Cost reductions of up to 30 percent
- Energy savings of 30 percent to 80 percent
- Paper reductions in the millions of pages
- Efficiency and productivity improvements
- Decreases in their carbon footprint from printing²
- More responsible disposal thanks to asset recovery and recycling strategies for devices at end of use
- Easy, consistent and responsible recycling of HP toner and ink cartridges with a trusted recycling partner

HP brings massive savings to Logica³

Logica, which has grown largely by acquisition of other firms in recent years, inherited the IT estates of businesses which it had absorbed. Consequently, Logica's central IT department had very little control over printers and copiers from different vendors scattered through its more than 20 U.K. offices.

Following the introduction of an HP Managed Print Service solution, Logica has reduced total cost of ownership of its printing and imaging functions by a massive 39 percent.

HP introduced the solution in two phases. First, they replaced stand-alone machines with HP LaserJet M4345mfp Multifunction Printers (MFPs) able to print, copy, scan-to-email and fax, as well as a lesser number of A3 printers. Then, color MFPs were introduced to parts of the organization which had previously only had access to monochrome printing and copying. To manage the environment, Machin identified these key solutions: the introduction of Ringdale's FollowMe™ pull printing solution on all color printers, HP Web Jetadmin and HP Digital Sending Software.

An added bonus of the new HP solution has been a more environmentally sound approach to printing. Use of paper has been reduced by 60 percent. Logica is using 32 percent less energy to print than with the previous fleet of machines.

HP Eco Solutions program

Over 50 years of environmental leadership

HP has a long-standing commitment to environmental responsibility. In 1987, HP became the first technology company to start a hardware recycling program, and a formal Design for the Environment program that has been in place since 1992. HP is recognized for environmental commitment including:

- *Fortune* magazine includes HP in its list of corporate "Green Giants."⁴
- The Global 100 ranks HP as one of the most sustainable corporations in the world.⁵
- Dow Jones includes HP on its Sustainability, FTSE4Good, and Accountability Rating indices.⁶
- The Carbon Disclosure Project honored the company with its "Best in Class" rating.⁷

History of HP environmental leadership

- 1950s – HP Global Citizenship objectives established
- 1987 – Hardware product recycling program launched
- 1991 – Planet Partners LaserJet print cartridge recycling started
- 1991 – First environmental report published
- 1992 – Product Design for Environment (DfE) program launched
- 1997 – Planet Partners inkjet print cartridge recycling started
- 2002 – Supply Chain Code of Conduct released
- 2006 – PVC eliminated in new packaging designs
- 2006 – International climate change initiative launched with World Wildlife Fund (WWF)
- 2007 – Reached initial goal of recycling 1 billion pounds of computer hardware and print supplies
- 2008 – Developed process to use recycled Original HP inkjet printer cartridges in the manufacturing of new HP Original inkjet print cartridges

Viacom cuts costs, saves energy with HP Managed Print Services³

As the date approached for Viacom's corporate copier contract to expire, the leading global entertainment content company decided it was time to look at all available options. Chief Information Officer Joe Simon asked "Could we make the printing and copying environment more streamlined? Reduce our costs? And perhaps even come up with a 'greener' way of doing things?" The answer, in every case, was "Yes." Viacom's approach to achieve each of those goals was to centralize management through a Managed Print Services contract with HP.

The company's transition to HP Managed Print Services was fast-moving—from idea to implementation in just ten months. With MPS, Viacom's printing and copying needs are centrally managed with a single point of contact for service and support, and a single monthly bill based on usage. The company "right-sized" its print output infrastructure with brand new HP printers and multifunction devices to provide employees with new capabilities and higher service levels. HP Digital Send (DSS) software is used to manage the MFPs remotely using standardized, enterprise-wide configurations.

Business benefits:

- Anticipated cost reduction of 20 to 25 percent for printing and copying
- Improved document workflow
- Faster printing and copying speeds for most employees
- Improved color and copy quality
- 50 percent reduction in number of print, copy or fax devices
- 12.5 percent reduction in number of pages printed (projecting savings of more than 10 million sheets of paper)
- Energy use for printing slashed by 66.2 percent (for a cost savings of \$114,409)
- CO₂ emissions reduced by nearly 839,000 pounds

Why HP Managed Print Services

As one of the world's largest IT vendors, HP is at the forefront of developing new technologies, products and processes designed to enhance your business and the environment. HP Managed Print Services offers your organization an opportunity to implement a print management strategy customized to your unique business goals. Implementing MPS, you'll be able to:

- Reduce costs by gaining visibility and control over your imaging and printing technology, assets and supplies.
- Free up time for IT and end users to focus on the core business.
- Improve productivity and accelerate business results with enhanced document workflows.
- Mitigate security and compliance risks with authentication, authorization and auditing solutions that help control access to documents and data.
- Increase environmental sustainability with energy-efficient products, as well as software and services that help you better manage print volume.

These best practices are often proven through trials within HP itself. In one instance, HP saw the potential for reducing its paper usage and achieving cost savings by converting to duplex printing (printing on both sides of a sheet of paper). To realize the greatest savings, it is:

- Optimizing the imaging and printing infrastructure by reducing the number of desktop printers and stand-alone devices and consolidating on networked, shared multifunction devices
- Adopting duplex printing as a global standard in all HP offices
- Using HP Universal Print Driver to set the default printing mode to two-sided on all devices worldwide
- Helping end users understand their roles in reducing and managing print costs as well as environmental impacts

Results are anticipated to be dramatic. As HP rolls out this optimized printing infrastructure, we expect to use 800 fewer metric tons of paper annually.



In September 2008, Gartner, Inc. positioned HP in the Leaders Quadrant in their Magic Quadrant for Managed Print Services Worldwide.⁸

Optimize infrastructure

The key to effectively meeting the goals of your HP Managed Print Services implementation is assessing the current status of your printing network and what processes are needed to make it as cost-effective, eco-efficient and productive as possible.

Through an assessment, you can attain visibility into the full costs of your imaging and printing infrastructure. One of the most common situations an assessment reveals is an overabundance of document devices and a lack of standardization in the types of devices in use. This is usually the product of granting independence to outlying offices in managing their own printing environments. While empowering on the local level, it also duplicates work, demands redundant support, and requires more time, money, supplies and energy to manage than is necessary—or prudent. One of the following HP assessments can help you get a more accurate understanding of the full costs of your imaging and printing environment, as well as providing a roadmap and recommendations for improvements.

- The HP Industry Benchmark Assessment helps you compare the cost of your imaging and printing environment against a series of industry-specific benchmarks and provides recommendations for improvement.
- An HP Managed Environment Assessment helps identify opportunities for fleet rationalization, cost reductions, increased business efficiencies and environmental improvements. The assessment helps you develop a future-state architecture and recommendations for ongoing practices that maintain optimization and reduce staff workloads. This assessment also helps illustrate the business case for engaging HP in a Managed Print Services arrangement.

- The HP Eco Printing Assessment helps you understand the environmental impact of your imaging and printing fleet. Using this information, you can develop a roadmap for reducing your carbon footprint through changes in your infrastructure, management, workflow and employee behavior, as well as quantify the financial and environmental benefits of going green.

Consolidation and asset recovery

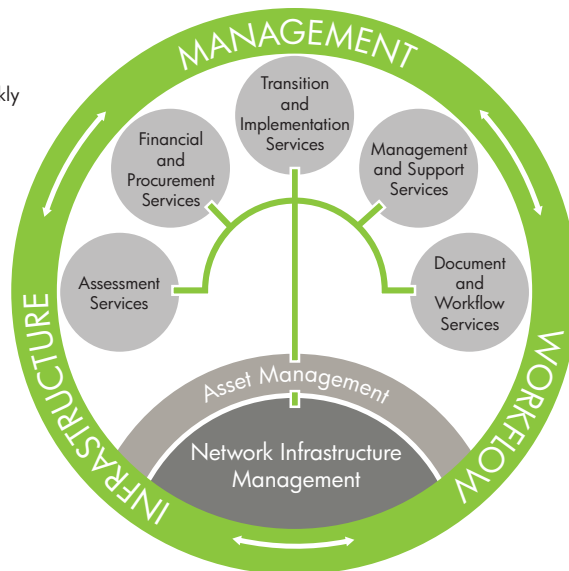
A common recommendation that comes out of an initial assessment is to consolidate your printers, scanners, copiers and fax machines with fewer, faster, more energy efficient and more strategically placed printers, including multifunction devices. Consolidation and standardization enable you to right-size for your organization's actual needs, reducing waste, redundancy and energy use.

Certainly, these are sound operational strategies, but they can also present challenges to your environmental ambitions. After all, what do you do with all the equipment you're replacing? HP has answers for that, too.

As part of HP Managed Print Services, HP Asset Recovery Services accepts any HP or non-HP brand of hardware. Disposition is managed responsibly and in accordance with applicable laws, which can vary around the world. You may even be able to realize some financial gain for the value of any remarketed devices. HP Asset Recovery can be integrated with your HP Managed Print Service strategy. It is also available as a standalone service you can use as a continuing long-term solution to hardware equipment disposal.

Figure 1. HP Managed Print Services

HP Managed Print Services offer flexible imaging and printing services that enable organizations to adapt quickly to ever-evolving business and technology environments.



Your printing environment self-assessment

Just as HP recommends an assessment of your printing infrastructure as part of a Managed Print Services strategy, you can perform a preliminary self assessment by evaluating your situation on the basis of the following questions.

1. Do you know your organization's true burdened cost of printing? Have you benchmarked it against industry norms?
2. Is your organization interested in reducing its carbon footprint? If so, do you know the impact imaging and printing has on your carbon footprint? Are you aware of potential energy savings?
3. Have you established imaging and printing environment metrics and goals?
4. Have you determined, gathered and analyzed the data needed to help you build a plan and a business case for change?
5. Have you built a plan to prepare your people for the changes you seek? Does your plan address environmental sustainability?
6. Do you have a roadmap and a partnership with your vendor(s) that integrates print management initiatives into your IT strategic imperatives?
7. Are you enlisting the expertise and experience that will ensure your imaging and printing environment is optimized and well managed over time?
8. Are your IT resources maximizing the power of available network print management tools?
9. Are you regularly using key tools to track your progress against environmental goals?
10. How effectively is your organization using its imaging and printing environment as a digital "on-ramp" and "off-ramp" to its applications?

Manage environment

HP employs a deliberate approach to the ongoing management of your imaging and printing environment. Following the initial MPS implementation, your environment is continuously assessed and evaluated to ensure your customized cost savings and resource conserving strategy remains in place. Applying industry-leading network management practices and technologies to fleet management, supplies provisioning and support, HP helps you gain greater visibility into usage trends, capacity and expenditures.

Once the strategy is implemented, your HP Managed Print Services account team generates regular status reports on network printer performance, usage and costs. These reports provide you with greater visibility into expenses and give the team the information it needs to make recommendations for continuous improvements to efficiency and environmental sustainability.

HP network infrastructure management software

In many enterprise organizations, managing the printing infrastructure is a local responsibility. Local managers acquire, supply, maintain and support their devices based on the needs of the immediate end users. This appears sensible on the surface, but it can lead to inefficient duplication of tasks and environmentally hazardous disposal and recycling practices.

An HP Managed Print Services strategy not only encourages device optimization but ongoing oversight and guidance. Plus, it provides two network printer management applications, HP Web Jetadmin and HP Universal Print Driver, that make it possible.

Caja Madrid and HP meet the environmental challenge with Project 0 Paper³

Caja Madrid is Spain's fourth-largest financial group. Reflecting the company's commitment to sustainability its social and environmental responsibilities, Caja Madrid developed Project 0 Paper. The aim was promoting and coordinating a range of initiatives designed to strengthen its corporate paper-saving culture.

HP has developed a range of custom-made programs which integrate with Caja Madrid's financial software. This enables staff to use HP LaserJet 4345 Multifunction printers to manage document digitalization tasks and deliver significant progress toward a paperless environment. In turn, HP developed a range of tools that integrated digital document handling with the file management processes of the bank's 1,948 branches in a transparent and user-friendly manner. When an operating process requires the handing of storage and paper, a task is sent to a new HP MFP, which holds the task in queue. When convenient, the employee goes to the scanner, activates the pending scanner task, scans the document and destroys it or sends it for storage to the company's central archive. The system stores the document in the appropriate place in the electronic folder and informs the operating process that the pending task has been completed.

All these paper-saving initiatives have helped to significantly reduce customer service times. They have also reduced internal paper consumption more than 15 percent. In turn, this has delivered an estimated savings of €20,800.

From a single, standard web browser, HP Web Jetadmin enables you to install, configure, troubleshoot and manage all of your networked imaging and printing devices. This can enhance management efficiency and provide environmental benefits at the network level, such as setting printer sleep and wake modes to reduce your entire printing fleet's energy use.

Likewise, HP Universal Print Driver can help you reduce paper consumption—again at the network level. Using a single driver to access your organization's printers, you can set default settings to print on both sides of the sheet. Since it takes ten times more energy to produce a sheet of paper than to print on it,⁹ these savings are critical to an overall green IT strategy.

HP MPS account management

HP recognizes that a successful, long-term MPS strategy includes tapping into expertise that helps you address needs locally and globally. One way HP provides this expertise is through a dedicated account manager. This person can be a part of your HP team from the very beginning. He or she can assist you in the analysis of your current infrastructure; the design and implementation of your new, optimized infrastructure; and on-going maintenance, supply and support through the duration of your MPS agreement.

Improve workflow

By streamlining your document-intensive processes, HP can help you deliver a more efficient, environmentally sustainable strategy for capturing, securing, managing, retrieving and sharing information.

If your organization wants to improve business-critical, paper-intensive processes, an HP Workflow Discovery Assessment may be a smart first step. It analyzes your

current practices and recommends alternatives that leverage functions like scan-to-e-mail, scan-to-folder and scan-to-fax found in HP multifunction printers. These digital-to-digital transfers of data reduce the need for traditional hardcopy versions—whether printed, copied or faxed—and accelerate your overall business processes.

An HP Workflow Discovery Assessment can also help determine if implementing solutions like pull printing will help improve security and meet stringent privacy and auditing regulations as well as reduce wasteful printing. Some customers report achieving 15 percent to 30 percent reductions in paper use after implementing pull printing.

Good for business. Better for the environment.

HP's Managed Print Services program has long been recognized as a valuable way for an organization to streamline its infrastructure; reduce costs; simplify support, maintenance and supply functions; and centralize its management. Now it's also appreciated for what it can do for an organization's environmental efforts. Paper conservation, decreased energy usage, and intelligent disposal and recycling strategies make an MPS program doubly effective—and valuable—to any enterprise's global operations.

HP believes that partnering on a managed print strategy is a wise decision on many levels, and provides the expertise, services and solutions that propel your environmental stewardship forward efficiently and effectively. If you'd like to discuss the opportunity it presents your organization specifically, please contact an HP sales representative or visit www.hp.com/apac/enterpriseprint/services/mps to learn more.

Why HP?

Complete solutions—With end-to-end solutions and services, HP can work with you to identify and address your specific needs today and into the future.

Expertise—HP has more than ten years of experience with imaging and printing in enterprise environments.

Global reach—With IT professionals in 170 countries, HP has the resources to address your organization's needs around the world.

Financial strength—HP is a financially strong company with the resources to provide financing and procurement options that are right for your organization.

Leadership—HP is recognized as a global leader in imaging and printing, an industry leader in network and infrastructure management, and a company with a strong commitment to environmental sustainability.

How do you get started?

Contact your local HP representative to:

- Set up a discussion or workshop to assess your specific business needs.
- Establish a plan to implement the best solution for today and into the future.
- Identify the MPS strategies that can help your organization.

1. Forrester Research, Inc. "More Green Progress in Enterprise IT." Christopher Mines, May 16, 2008.
2. Carbon Footprint decreases associated with estimated CO2 from electricity production and CO2 from paper production.
3. This customer's results depended upon unique business environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.
4. Green Giants, Fortune magazine, March 22, 2007, http://money.cnn.com/galleries/2007/fortune/0703/gallery.green_giants.fortune/10.html
5. Corporate Knights Global 100 Most Sustainable Corporations Announced in Davos, www.global100.org/PR_Global_2008.pdf
6. Dow Jones Sustainability Indexes "Results of the DJSI Review 2003," September 4, 2003
7. HP press release, "HP Achieves Highest Score on Carbon Disclosure Project Survey," September 25, 2007
8. Gartner, Inc., "Magic Quadrant for Managed Print Services Worldwide," Ken Wellerstein, Cecile Drew, Federico De Silva Leon, Yulan Li September 24, 2008, The Magic Quadrant is copyrighted 2008 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.
9. www.epa.gov

To learn more, visit www.hp.com/apac/enterpriseprint or www.hp.com/apac/enterpriseprint/services/mps

HP three-part approach

HP works with you to assess, deploy and manage an imaging and printing environment tailored to meet your business needs, while helping you reduce costs, conserve resources and simplify document-intensive processes. HP's three-part approach:

Optimize infrastructure

HP can help you achieve a balance between your total cost of printing and your needs for user convenience and productivity.

Manage environment

Working together, HP can help you maintain your optimized infrastructure while improving business efficiency and tightening security.

Improve workflow

By streamlining your document-intensive processes, HP can help you deliver a more efficient environment for capturing, managing and sharing information.

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