

HP MPS supports vision for sustainable global growth, cloud IT transformation and managed, progressive change



L'ORÉAL

“L'Oréal wanted a global ally, a leader in its domain able to provide a fully managed print service that aligns seamlessly with our IT transformation strategy.”

— Olivier Dersch, CTO, L'Oréal, Clichy, France

HP customer case study
HP MPS complements L'Oréal's sustainable growth strategy
Industry Beauty/Cosmetics

Objective

Optimise print infrastructure and workflows to support business growth and reduce environmental impact

Approach

Engage HP Managed Print Services to deploy printers, manage environment and streamline workflows

IT improvements

- Consolidate devices by more than 30 per cent to reduce cost, space and consumption footprints
- Consolidate vendors to one vendor which simplifies administration
- Centralise infrastructure management for usage visibility, streamlined updates, ongoing optimisation and business improvement

Business benefits

- Meet environmental goals, including:
 - 20 per cent reduction in print volume
 - Reduced paper usage through duplex printing
 - Raise awareness of responsible printing to reduce unnecessary printing
 - Estimated 25 per cent reduction in printer energy needs
 - Recycling through HP Planet Partners Program
- Reduce print costs up to 30 per cent per industry analysts' estimates
- Increase workflow efficiencies to support global growth
- Successful user adoption supported by customised HP Education Services training and communications



At L'Oréal, beauty is much more than skin deep. The world's leading cosmetics company, L'Oréal also ranks among the 100 most sustainable and ethical companies in the world. L'Oréal was launched in 1909 by a young chemist who invented hair dye for sale to Parisian hairdressers. Today the company operates in 130 countries, offering 23 brands ranging from renowned names such as Maybelline and Lancôme to pioneering newcomers like SkinCeuticals. L'Oréal's vision for the future is as bright as its industry-defining past. The €20 billion company aims to double in size of the over the next 10 years by winning one billion new customers with products serving diverse consumers worldwide. Integral to this goal – indeed to the company's very identity – is L'Oréal's commitment to innovation, diversity and sustainability.

“How much sense would it make to be the world's No. 1 company when it comes to human beauty if you don't respect the natural beauty of the planet?” asks CTO Olivier Dersch. “We have a vested interest in that we want to grow our business but not just any old way; we take our environmental commitment very seriously.”

L'Oréal's environmental commitments:

- Reduce water use, waste and greenhouse gas emissions 50 per cent by 2015
- 700 products carry the Forest Stewardship Council logo
- All 38 L'Oréal production facilities are certified for environmental performance
- 43 per cent of ingredients come from renewable plant sources
- 25 per cent of the remainder ingredients come from L'Oréal's "green chemistry" programme

That's where HP Managed Print Services (MPS) comes into the picture. Seeking to increase the operational efficiency of its print infrastructure, L'Oréal sought a vendor with a similar environmental vision, global reach, a broad product and service portfolio and the expertise to build a strategically scalable solution. That vendor was HP.

“Key goals for the L'Oréal purchasing department were to standardise, simplify and consolidate. These in turn would generate cost savings. Overall corporate goals included workflow efficiencies and reduced environmental impact.”

— Laurent Poussade, director of purchasing, L'Oréal, Clichy, France

“To select the best supplier for L'Oréal, it was essential for us to work with a global partner who would understand our context, spend time with us, innovate change and take charge of the deployment,” says Laurent Poussade, L'Oréal's director of purchasing. “L'Oréal has been an HP customer for years. We share a vision of corporate responsibility and HP MPS brought the expertise to optimise our print infrastructure, streamline workflows and manage our print environment for reduced consumption and lower cost.”

Assessment (from a French perspective) reveals complex print environment, streamlining opportunity

Before HP MPS came on the scene, a 2009 assessment of printing facilities across L'Oréal's French operations found a complex print environment with many personal printers on individual desks from numerous different suppliers. Each printer consumed supplies, electricity and space. Each vendor had to be managed. “From a purchasing perspective, to get a printer we'd need to work with several players - a printer supplier, a leasing company, a cartridge provider and a cartridge recycler. And at the end of the lifecycle, we needed to recycle the equipment,” Poussade recalls. “We had too many vendors, too many printers and no centralised control over the infrastructure.

L'Oréal aimed to simplify, streamline and better control the environment with a managed print solution from HP. Moreover, it wanted smooth, incremental progress towards best practices, improving the end-user experience without disrupting employees' work. With an eye toward eventual global deployment, L'Oréal first introduced the HP MPS solution first at its 45 sites in France.

HP MPS provides optimised deployment, lifecycle management

HP MPS is a comprehensive suite of customisable solutions, including print devices, network print management software, supplies, support, professional services and document workflow solutions that span the print lifecycle. At L'Oréal, devices were reduced more than 30 per cent. An optimised deployment was created by strategically placing a portion of the existing fleet and adding new ENERGY STAR® qualified HP LaserJet and HP Color LaserJet multifunction printers (MFP).

“L'Oréal wanted a global ally, a leader in its domain able to provide a fully managed print service that aligns seamlessly with our cloud computing IT transformation strategy.”

— Olivier Dersch, CTO, L'Oréal, Clichy, France

New efficient MFPs help to slash electricity consumption while providing end-users with productivity features, such as scan-to-email that streamline workflows and reduce unnecessary printing. For L'Oréal, the devices are embedded with SafeCom Go pull-printing software, which stores print requests until the end users release their jobs - to the machine of choice. This solution software enhances security, reduces unnecessary printing and also provides copy control, email control and cost tracking.

Customer solution at a glance

Application

- Office printing

Hardware

- HP LaserJet P2055dn Printer
- HP LaserJet P3015dn Printer
- HP LaserJet M602x Printer
- HP LaserJet M3035xs Printer
- HP Color LaserJet M551dn MFP
- HP Color LaserJet CM3530fs MFP
- HP Color LaserJet CM4540f MFP
- HP Color LaserJet CM6040f MFP

Software

- HP Web Jetadmin
- HP SafeCom Pull Printing

HP Services

- HP Managed Print Services
- HP Education Services
- HP Planet Partners Recycling Program

HP remote monitoring tools provide real-time information on toner-cartridge levels and enable automatic re-ordering. HP Web Jetadmin provides web-based printing and imaging management to install, configure, troubleshoot and manage networked devices. The online portal checks the status of individual machines and can carry out, for example, firmware updates across the fleet as needed. The MPS solution includes HP service and support, a continuous improvement plan with a dedicated account manager, supplies cartridge and equipment recycling and HP Education Services offerings to support management of change.

Management of change solutions ease transformation

L'Oréal employs approximately 66,600 workers worldwide and changing day-to-day processes for even a fraction of such a number can be a significant undertaking. The company takes a pragmatic approach to managing change: strong executive sponsorship, careful communication with those impacted and processes customised to local needs.

“The L'Oréal culture promotes progressive change and discourages a big bang upheaval,” Dersch says. “Our top executive management strongly supports the MPS solution and the attention that was given to create a programme for natural adoption by users.”

“The L'Oréal culture promotes progressive change and discourages a big bang upheaval. Our top executive management strongly supports the MPS solution and the attention that was given to create a programme for natural adoption by users.”

— Olivier Dersch, CTO, L'Oréal, Clichy, France

As one example, some sites in France had used non-HP devices for a long time and needed a different kind of training to those sites already familiar with HP solutions. HP worked with L'Oréal to develop and deploy an optimal plan. “HP sat down with us and helped us design a super communication plan and documents such as user guides,” Poussade says. “As a first step, we sent push email telling employees that they would have new printers. In the second step, we explained the new functionality - for example, being able to print directly from your PC. Thirdly, we described secure, confidential printing. The idea was to deliver the right information at the right time, not too much all at once and carefully make small changes in the way everyone uses printers.”

Leveraging HP Education Services offerings through training and communications helps reduce the risks of workflow changes by building user acceptance, motivation and skills. Components include promotional and educational materials such as posters, email messages, even prizes; events such as road shows and demonstrations; and onsite, live online or virtual on-demand professional training. At L'Oréal in France, the education offerings were customised for each of the 45 sites.

“We adapted the communication plan to each situation,” Poussade recalls. “At one site, we deployed end-user guidelines. At another, we deployed an on-demand e-learning solution through the Intranet and for other sites, we provided specific trainings. With HP's assistance to address user needs, no matter how the sites differed, they were all smooth in their transition.”

Solution meets environmental, efficiency, expansion goals

HP MPS integrates with L'Oréal corporate goals on many levels: environmental sustainability, workplace efficiency and scalability for global growth.

“The HP MPS programme and our entire evolving relationship with HP is really a deepening of the change that began many years ago in our views on sustainability,” Dersch adds. “People come and watch and see two of the best known companies in the world showing that you can grow business the right way.”

On the environmental front, the total number of printed pages has dropped some 20 per cent, due largely to the reduction in printing waste at remote printers, a change to duplex print settings and an awareness campaign for users. The reduction in the number of printers and the adoption of the latest-generation equipment has reduced printer energy needs by an estimated 25 per cent. As part of the contract, all used cartridges are recycled through the HP Planet Partners Recycling Program. HP provides a detailed annual report on the number of cartridges recovered, along with the corresponding equivalent weight of CO₂ saved.

“Our responsibility goes beyond today; it encompasses how we source, manufacture, consume and dispose of products. HP as a corporation shares these same goals regarding lifecycle responsibility,” says Poussade.

In terms of workplace efficiency, multifunction features streamline workflows. Centralised management enables L’Oréal to monitor print usage, encourage best practices and maximize productivity from each printer. Even the design of HP devices supports the workplace diversity L’Oréal values. “People with vision impairments or who might use wheelchairs—the fact that these kinds of things are taken into consideration in the design of HP machines is extremely important to us,” Poussade says.

“The HP MPS programme is really a deepening of the change that began many years ago in our views on sustainability. People come and watch, and see two of the best known companies in the world showing that you can grow business the right way.”

— Olivier Dersch, CTO, L’Oréal, Clichy, France

The success of the deployment in France has set L’Oréal’s sights on expanding HP MPS to the rest of Europe and beyond. The flexibility of HP MPS allows adaptations to local needs. Furthermore, the global IT expertise of HP ensures that L’Oréal’s print infrastructure strategy aligns with its overall IT strategy for data centre transformation.

HP relationship ensures seamless IT transformation

To enable the business agility it need to double in size through global expansion, L’Oréal is transforming its IT strategy to gain the performance, cost and sustainability advantages of cloud computing. HP MPS is a seamless component of this strategy delivering a cloud-based printing infrastructure. And HP as a company brings the virtualisation expertise, partnerships and infrastructure solutions to elevate a global company like L’Oréal to a cloud platform.

“L’Oréal is leading a global program to rationalise, standardise and consolidate its IT infrastructure worldwide,” says Dersch. “We’ve launched significant data centre consolidation and virtualisation initiatives to gain the agility and flexibility advantages of cloud computing. With HP, we benefit from a strong long-term relationship with a global leader in IT transformation.

¹ According to industry analysts, savings of up to 30 per cent are typical with managed print services. To learn more, visit www.hp.com/go/MPS

For more information

To read more about HP Managed Print Services, go to www.hp.com/go/mps

Get connected

hp.com/go/getconnected

Get the insider view on tech trends, alerts, and HP solutions for better business outcomes



Share with colleagues

