

Coldwell Banker Prime Properties

Multi-office realtor regains control of printing through HP Smart Printing Services



“The printing issues we had a year ago all went away. We cut our costs by more than half. Our new HP printers are very good. They do their job well, we barely have any downtime, and most important, they help employees do their work more effectively.”

— Cesar Rodriguez, IT Director, Coldwell Banker Prime Properties



Objective:

Improve management of printing for a multi-office real estate agency while cutting costs.

Approach:

Coldwell Banker Prime Properties entered into an HP Smart Printing Services agreement that replaced its existing desktop printers with new HP LaserJet printers, provides a single point of contact for service and supplies, and has cut printing costs by half.

IT improvements:

- Printers can be monitored remotely using HP Web Jetadmin software.
- Using HP Service frees up IT staff for other work.

Business benefits:

- Improved print quality.
- Faster printing.
- Single point of contact for service, supplies.
- Uniform monthly cost with 50 percent savings.

HP customer case study: Upstate New York real estate firm centralizes control, cuts printing costs by half, with HP Smart Printing Services

Industry: Real estate



When Cesar Rodriguez talks about document printing at his company 18 months ago, he can't help but to focus on the bad. “Our cost for printing supplies was through the roof,” he recalls. “Each office was ordering whatever they wanted. It was very, very expensive.”

How expensive? Rodriguez found out only when he got the monster under control.

By implementing a plan from HP Smart Printing Services, Rodriguez's company has replaced all its existing inkjet printers with brand new HP LaserJet printers that are faster, print with higher quality, and are more reliable. And his company's total cost — including leases on the new printers, as well as supplies and service — is just half of what the company had spent on supplies in the past.

“The printing issues we had two years ago all went away,” he says with a smile. “We cut our costs by more than half. Our new HP printers are very good. They do their job well, we barely have any downtime, and most important, they help employees do their work more effectively.”

Bringing printing under control

Rodriguez’s company is Coldwell Banker Prime Properties, a leading full-service real estate company serving upstate New York with 22 offices and 600 professional sales agents. Its major markets include Albany, Syracuse and Rochester. The company offers customers and clients one-stop buying or selling and related services that range from financing to relocation assistance.

Rodriguez, IT Director for the agency, has only two employees dedicated to IT to serve those 22 offices. So as printing spiraled out of control — with service calls to fix printers or printing problems taking his staff on the road daily— Rodriguez knew he had to tackle the problem head-on.

“We were able to cut our costs in half through HP Smart Printing Services.”

Cesar Rodriguez, IT Director, Coldwell Banker Prime Properties

“We wanted to find a way to keep expenses down, provide the company with a consistent month-to-month cost for printing and service, and alleviate the burden on IT,” he says. “HP Smart Printing has delivered it all for us.”

As IT manager, Rodriguez was confident in HP products and service. So he contacted his local representative for help. “HP invested a lot of time with us. We worked together over the course of a year to understand the printing needs of each office, as well as how much we were spending and where the money was going.”

“We wanted to find a way to keep expenses down, provide the company with a consistent month-to-month cost for printing and service, and alleviate the burden on IT. HP Smart Printing has delivered it all for us.”

Cesar Rodriguez, IT Director, Coldwell Banker Prime Properties

HP Smart Printing Service begins with analysis

The analysis of printing undertaken by HP and Coldwell Banker was eye-opening. In the past, each office had several desktop inkjet printers. Individual agents would often print anything and everything in full color, consuming lots of ink. There was no single point of control for purchasing supplies, so no one knew exactly what the company was spending.

“When the numbers started coming in, I couldn’t believe it,” says Rodriguez.

HP developed a Smart Printing Service proposal designed specifically to meet the agency’s needs. It replaced the older inkjet printers with brand new HP Color LaserJet 3800 printers. Administrative assistants in many offices were equipped with an HP LaserJet 1022n printer. The laser printers are faster, deliver better print quality, and have a lower per page cost.

Customer solution at a glance

Primary applications

General office printing

Primary hardware

- HP Color LaserJet 3800 printers
- HP LaserJet 1022n

Primary software

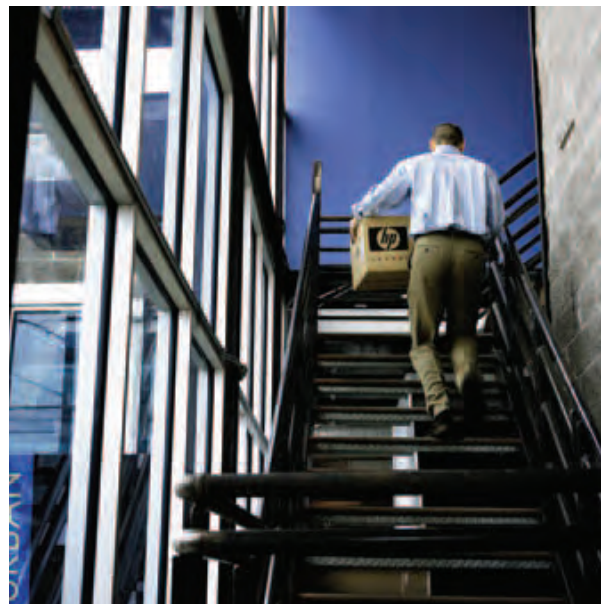
- HP Web Jetadmin software

HP Services

- HP Smart Printing Services.
- HP Services Next Day on-site support

“We’re very happy with the results from HP Smart Printing Services. We’re getting good value, reliable and high quality printing and it’s easy to manage. Everyone is happy.”

Cesar Rodriguez, IT Director, Coldwell Banker Prime Properties



Under the HP Smart Printing Service agreement, Rodriguez has a single point of contact for all his printing needs, and a single bill to pay each month. It covers leases on all the new printers, toner cartridges and next day HP service — all for significantly less than the company was spending for supplies just a year ago. “We were able to cut our costs in half through HP Smart Printing Services,” Rodriguez reports.

Faster speed means fewer printers

The new printers are faster than the inkjets they replaced with a rated speed of up to 22 pages per minute in either black or color. A single LaserJet printer often replaces three of the old inkjets and still, agents get their printing done faster.

“Agents used to complain about how slow printing was,” Rodriguez recalls. “One of the main things they print is the Customer Market Analysis, which runs close to 30 pages and has a lot of color and graphics. On the old inkjets, it might take 15 minutes to print that document. Now the job is done in less than two minutes. So agents get their documents faster. They’re more productive.”

The agency benefits from greater control. To keep costs down, the company established rules for printing. Now customer-facing documents like the Customer Market Analysis are printed in color, but all other documents are printed in black-and-white. To ensure compliance with the new policy, HP and Rodriguez’s team customized the print driver enabling color for only certain types of documents.

All the printers are connected to the agency’s wide-

area network, giving Rodriguez and his staff a window into how they’re being used. HP Web Jetadmin software lets the IT staff monitor the status of each printer. They can review logs on monthly usage, and be warned in advance when toner is low. Administrative assistants in each office notify Rodriguez’s staff when the office needs toner, and the IT department places an order online. HP ColorSphere toner is delivered the next day to the appropriate office.

“Our accounting department appreciates knowing what we’re going to pay, month after month, for all our printing costs. They can budget more effectively.”

Cesar Rodriguez, IT Director, Coldwell Banker Prime Properties

Saving time for the IT staff

The Smart Printing Services agreement also saves time for Rodriguez’s staff. In the past, if a printer went down, the IT team had to dispatch someone to fix it. “We were probably spending four to five hours a week just troubleshooting printing problems,” Rodriguez says, plus driving time. Now, the office’s administrative assistant simply calls the HP toll-free service number for next-day service, which is included under the SPS agreement. “We can spend our time working on other things.”

The lease agreement is based on an average print volume of 5000 pages per month on each printer. At year-end, Rodriguez and HP compare the actual use against that figure, and adjust the monthly lease agreement accordingly for the next 12 months. “Our



accounting department appreciates knowing what we're going to pay, month after month, for all our printing costs," Rodriguez says. "They can budget more effectively."

Looking ahead, Rodriguez anticipates renewing the Smart Printing Services agreement when the current 36-month leases on the LaserJet printers expire. He may also consider taking advantage of HP

multifunction devices in order to provide integrated copying and scanning capabilities. But one thing is certain: he's found a winning solution, and he plans to stick with it.

"We're very happy with the results from HP Smart Printing Services. We're getting good value, reliable and high quality printing, and it's easy to manage. Everyone is happy."

To learn more, visit www.hp.com

© 2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA1-3961ENW, June 2007

