Unilever Indonesia reduces printing cost by 30% with HP Managed Print Services

"We decreased the number of printers that we own by 60% from the original 550 units. Paper consumption dropped by 50% and we saved 30% of printing cost in total."

—Dannarjaya Sri., Business Systems Head, PT Unilever Indonesia Tbk

HP customer case study: Reducing printing costs and environmental impact

Industry: Manufacturing/ FMCG

Challenges:
- Minimise printing and print management cost
- Increase information security
- Reduce environmental impact

Solutions:
- HP Managed Print Services
- Hardware: HP Color LaserJet CM6040 MFP, HP LaserJet M9040 MFP, HP LaserJet M4345 MFP, Color LaserJet 4700dn, Color LaserJet 5550dn, LaserJet P4515 – consolidated and upgraded printer fleet from 550 devices to 220 devices
- Solution: HP Secure Print Advantage

Benefits:
- Achieved 30% savings in printing cost
- Decreased the number of printers by 60%
- Reduced paper consumption by 50% by reducing paper use by up to 70 reams each month
- Reduced environmental impact
- Increased data security with HP Secure Print Advantage

The Unilever Group manufactures some of the world's most famous household and consumer goods brands. The group started operations in Indonesia in 1933 as PT Unilever Indonesia Tbk (Unilever Indonesia), which has since grown its employee strength to 3,600. It currently owns eight factories and six outsourced factories, and it also won 66 local and international awards in 2008 alone, an achievement that is testament of its success and market leadership. To accommodate Unilever Indonesia's rapid expansion, a reliable and extensive back-end system for technical and business support was required.

Outsourcing to the experts

The company's Business System Division encompasses more than just the IT function, as it also oversees overall business processes on a strategic level. As a result, it outsources its IT operations to external vendors. "We entrust operational activities like procurement, the management of our networks and computers, and printing to the experts, so that we can focus on our core business," said Dannarjaya Sri., Business Systems Head of Unilever Indonesia.

Any IT investment it makes, however, must be driven by a real business need and must deliver return of investment to the company. This applies even to seemingly insignificant decisions like provision for more Internet bandwidth. Similarly, Unilever Indonesia is very selective when choosing its outsourcing partner. "We do not just look at the cost. We also evaluate the IT solution and our partners based on the quality of their products and services," Dannarjaya added.

Based on these stringent criteria, Unilever Indonesia selected HP to help the company ensure information security, minimise printing and print management cost, and reduce environmental impact. This was an extension of an outsourcing agreement that the Unilever Group had with HP. This arrangement ranged from the management of the group's data centres, Internet and intranet systems, disaster recovery sites, and other aspects of business computing.

Ensuring data security

Although printing volume is moderate, Unilever Indonesia frequently prints business-sensitive documents. As a result, information security is of utmost importance and the company regularly audits the information distribution process down to how its printers are used.

In the past, printers were shared among users, which meant that business-critical data could fall into the wrong hands. To minimise the chances of that happening, the management conducted what it called a 'night audit' to ensure that confidential data were not left on the desks and at the printers, Dannarjaya revealed. This was a labour-intensive process that did not address the issue at its source.

Reducing environmental impact

Moreover, the Unilever Group has a sustainability initiative as part of a corporate social responsibility programme that is mandatory for its operations worldwide. This requires Unilever Indonesia to reduce environmental impact, and there are specific targets and objectives to achieve. Printing is one of the key performance indicators (KPIs) for this programme.

After the deployment of HP MPS, the number of devices in the organisation has reduced by 60%. Additionally, by implementing default duplex printing on all printers and using digital sending features on the MFPs , Unilever Indonesia has reduced paper consumption by 50%.

"We are measured based on how much paper we save and how much electricity we reduce by decreasing the number of printers used. We used these as our evaluation criteria and the solution through HP's Managed Print Services meets all our requirements," Dannarjaya said.

Significant cost savings achieved

In line with the strategy to focus on core competencies, Unilever adopted HP Managed Print Services to fulfill their printing necessities.

With HP MPS, Unilever Indonesia only pays for what it prints. Capital cost and total cost of ownership are reduced as it no longer owns the printers. Maintenance cost is eliminated too, and it need not worry about buying printing supplies. And to reduce paper consumption further, Unilever Indonesia also selected the HP multifunction printers (MFPs) that came with digital sending features.

"We saved a significant amount of consumables cost. We also decreased the number of printers that we own by 60% from the original 550 units. Paper consumption dropped by 50% and we saved 30% of printing cost in total," said Dannarjaya. HP also recommended printers that were a perfect fit with Unilever Indonesia's requirements. By using full duplex devices, for instance, the company saved up to 70 reams of paper every month.

Protecting Confidential Data

With the help of HP Secure Print Advantage the security of business-critical document is guaranteed as the feature protects an enterprise's sensitive print documents in a printer network. This is achieved through solutions that range from secure print servers, secure printer cards, and intelligent client applications. Unilever Indonesia uses this feature with the proximity ID-card, which allows only authorised employees to print confidential data on public printers.

In addition, Unilever Indonesia can now track printer usage per employee and even the type and amount of documents printed. "HP Managed Print Services is a valuable tool as it enables us to allocate printing budget for each department accurately. This was something that we were unable to do before," Dannarjaya said.

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