

Viacom cuts costs, saves energy with HP Managed Print Services

Entertainment leader streamlines fleet, improves productivity,
print management



Viacom

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—Gabriella DiMaggio, Vice President of Vendor Management, Viacom

HP customer case study: Viacom consolidates printing and copying service and support with HP Managed Print Service contract

Industry:
Entertainment

Objective:

Address all output needs—printing, copying and faxing—in an integrated way to improve service while cutting costs and helping the environment

Approach:

Viacom has centralized print management under a Managed Print Services contract with HP

IT improvements:

- Centralized device management using HP software
- Automatic supplies ordering with HP Service Portal

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 62.5 percent (for a cost savings of \$114,409)
- CO₂ emissions reduced by nearly 839,000 lbs.



As the date approached for Viacom’s corporate copier contract to expire, the company decided it was time to look at all the available options. “We began talking with HP about how we could do things more holistically,” recalls Chief Information Officer Joe Simon. “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

Customer solution at a glance

Primary applications

Printing, copying, faxing

Primary hardware

- HP CM8060 Color MFP with Edgeline Technology
- HP Color LaserJet 6040 MFP
- HP Color LaserJet CP6015x Printer
- HP Color LaserJet CM4730 MFP
- HP Color LaserJet CP3505dn Printer
- HP Color LaserJet 5550dtn Printer
- HP Color LaserJet 4700dtn Printer
- HP LaserJet 9050 MFP
- HP LaserJet M5035xs MFP
- HP LaserJet 4345x MFP
- HP LaserJet M3035xs MFP

Primary software

- HP Web Jetadmin
- Digital Sending SW
- HP Service Portal

HP Services

- HP Managed Print Services

Services (MPS) contract with HP. 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 has also "right-sized" its print output infrastructure with brand new HP printers and multifunction devices to provide employees with new capabilities and higher service levels.

Viacom expects to cut printing and copying costs by 20 to 25 percent over the course of the initial three-year MPS contract, according to Simon.

"Moving to a Managed Print Services solution from HP was a significant change for us, and one that might have met with resistance from some employees," acknowledges Bob Roth, Vice President for Strategic Services. "But in fact, most employees have embraced the change now that they realize the capabilities of the HP devices outside their offices. The color is better, the speed is faster, the quality is improved, and they're feeling more environmentally responsible."

From idea to implementation in 10 months

Viacom is a leading global entertainment content company with a family of prominent and respected brands including MTV, VH1, Nickelodeon, Comedy Central, BET, Paramount Pictures and Paramount Home Entertainment. Viacom is the world's leading pure-play branded content company with assets across television, motion pictures and digital media platforms.

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Joe Simon, Chief Information Officer, Viacom

The company's transition to HP Managed Print Services was fast-moving—from idea to implementation in just 10 months. The existing copier contract was just months from renewal when the process started. So Viacom engaged its two primary vendors—HP for printing and a second vendor for copying—to seek out ideas for improving the company's management of print output. There was a lot of room to improve.

Copier management had been handled by the company's facilities group, and print management by the technology group. Literally hundreds and hundreds of employees had their own personal printers, so that the overall ratio of employees to devices was roughly 2:1. HP brought a core team from Viacom to its "Print 2.0" workshop to provide strategies and insight into industry trends and solutions for efficient output management.

"We learned we were way over in terms of the ratio of printers to staff; it was quite a surprise how far we were from industry benchmarks," notes Simon. "We clearly needed a solution that would encompass all our imaging needs and increase efficiency."

With the goal of centralizing output management under the corporate technology group, Viacom quickly chose HP to begin planning a solution. "HP clearly offered a better solution in comparison with our existing solutions and alternatives from other vendors" and in terms of the previous relationships that existed in IT. It made a lot of sense for us to go with HP Managed Print Services," says Gabriella DiMaggio, Vice President of Vendor Management.

'Right-sizing' output capabilities

At the outset of the process, Viacom actually had no idea of what it was spending on printing, copying, scanning and faxing, says Roth, a common dilemma facing businesses. Viacom and HP worked together to develop "right-sized" solutions for the company's various facilities. The "right-sizing" approach includes providing the right features and capabilities in strategic locations to promote convenient printing. Key are HP multifunction printers (MFPs) providing printing, copying, scanning and faxing capability in a single package. A low-cost color feature is included where color is required. And with document finishers, MFPs can eliminate manual document handling that employees would have done in the past. With devices now connected to the network instead of operating as silos, workflow can be matched to their capacity and underutilization avoided.

Among the models deployed at Viacom facilities are the new HP CM8060 Color MFP with Edgeline Technology, HP Color LaserJet 6040 and M4730



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Gabriella DiMaggio, Vice President of Vendor Management, Viacom

MFPs, HP Color LaserJet CP6015 and 5550dtn printers and LaserJet M3035xs, M5035xs and 9050 MFPs. These ENERGY STAR® qualified devices feature top print speeds ranging up to 40 to 60 pages per minute and monthly duty cycles up to 250,000 pages per month.

One of the program’s goals was to significantly reduce the number of personal printers, and it has succeeded: Roughly 80 percent of the personal printers have been eliminated. Some were removed by the technology team during implementation; others were voluntarily given up when employees began experiencing the new capabilities under the MPS solution. All told, the number of output devices has been cut by more than half, from over 2,000 in the past to just 950 today. Consolidating devices results in an automatic reduction in power consumption, and produces both cost and environmental benefits.

New workflow, new capabilities

All the devices are networked so that they can be centrally managed with HP software tools. One of the advantages of HP Service Portal software is automated cartridge ordering. “Each machine orders its own cartridge replacements when it starts to run out,” explains Roth. “That alone eliminates the need for a couple of people who would walk around the building every day and check the machines to see what the supply situation was.”

HP Digital Send (DSS) software is used to manage the MFPs remotely using standardized, enterprise-wide configurations. For example, MFPs at Viacom facilities default to printing on both sides of the page, in order to save paper. The amount of color pages printed is decreasing using HP Color Access Control to ensure documents, such as e-mails, are not inadvertently

printed in color. HP Web Jetadmin generates automated supplies alerts and faults which is helping Viacom understand how its fleet of MFPs and HP printers are actually being used and proactively respond to issues before they impact users. With historical and real-time reports on usage, the company will be able to fine-tune deployments—adding another device where needed, or removing one that’s not being used to its potential.

“There’s a world of difference now,” says DiMaggio. “I can actually get data now on our usage, our costs, and equipment status. None of that was available to us before.”

With the initial MPS deployment nearing completion, Viacom can focus now on making the most of its new infrastructure. One example: training employees to use the scan-to-e-mail and scan-to-folder functions on the MFPs, rather than distributing hard copies of documents. DiMaggio is also planning to implement digital faxing.

“Viacom features very visible environmental messaging on its cable networks, and it is part of our culture to ‘walk the walk.’ The green initiative has permeated everything right now. So MPS is a great fit for us: It’s both a savvy business move that cuts costs and improves services, and environmentally responsible at the same time.”

Carl Folta, Executive Vice President, Corporate Communications, Viacom

“We want people to get away from paper as much as possible to distribute documents,” she notes.

Training on use of the MFPs and printers was actually some of the best-attended training sessions the company has ever had, DiMaggio adds. “Part of the reason was that we had a program on environmental initiatives we called *Green Days*, and we showcased the new HP printers and MFPs then. We had hundreds and hundreds of people go through and try the devices. I think it created a lot of interest among users.”

‘Walking the walk’ with environmental benefits

By changing document workflows and setting printers to duplex mode, Viacom estimates it will reduce the number of pages printed by 12.5 percent, projecting savings of more than 10 million sheets of paper. The printing fleet also uses 66.2 percent less energy than it did before the MPS program was implemented—a reduction of more than 539,000 kWh valued at \$114,409.



"Our primary goals weren't saving paper or reducing energy use. But clearly, we've reached the point where environmental benefits and cost savings can go hand-in-hand if you use the right technology. HP helped us find the right technology, and manage it effectively," notes Simon.

Combining the paper and energy savings, Viacom's MPS solution should reduce CO₂ emissions by almost 40 percent, or 839,000 lbs. of CO₂. Through the HP Planet Partners recycling program Viacom now easily and consistently recycles its Original HP printer cartridges.

Such environmental benefits are an important consideration for a company with many youth-oriented brands including MTV, Comedy Central, Nickelodeon, BET and approximately 150 networks worldwide. "Viacom features very visible environmental messaging on its cable networks, and it's part of our culture to 'walk the walk,'" notes Carl Folta, Executive Vice President of Corporate Communications at Viacom. "The green initiative has permeated

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Looking ahead, DiMaggio says MPS is raising awareness of printing and copying in new ways.

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"One of the major results of having HP Managed Print Services is that it makes printing and imaging more visible so that it can be managed effectively as a technology service," she says. "We're getting much smarter about printing. With help from HP, we're finding the right tools to meet employee needs, not just putting in a larger, faster printer."

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