

PERKINELMER, INC.

HP MPS brings cost-efficiency, visibility to print environment



"We turned to HP MPS for several reasons: to drive cost out of the business, gain efficiencies and free technology staff time for more compelling strategic work."

—Andrew Lancaster, manager, IT Support and Client Technology, PerkinElmer, Inc., Waltham, Mass.

HP CUSTOMER CASE STUDY:

PerkinElmer optimizes print environment, frees staff time with HP MPS

INDUSTRY:

Health sciences and Photonics

OBJECTIVE:

Cut costs, eliminate printer proliferation, free technology staff time

APPROACH:

Use HP Managed Print Services to optimize and maintain printer deployment

IT IMPROVEMENTS:

- Reduce number of devices by approximately 80%
- Provide networked multi-functionality to enhance workgroup performance and secure printing
- Free technology staff time for strategic projects

BUSINESS BENEFITS:

- Reduce print infrastructure costs and management burden
- Gain visibility into usage patterns and costs, to guide ongoing optimization
- Pave way for electronic document workflow solutions



Cost reductions, feature-rich devices, more project time for technology staff—PerkinElmer points to HP Managed Print Services (MPS) as the solution that transformed an inefficient, resource-intensive print environment into a streamlined system that paves the way for future electronic workflow initiatives.

"HP MPS has completely changed the landscape. We've drastically reduced the number of devices, gained multifunction efficiencies and freed staff time," says Andrew Lancaster, manager of IT Support and Client technology at PerkinElmer. "What's more, the solution brings visibility to usage patterns and costs that never were visible before."



COMBATING DEVICE PROLIFERATION, HIGH MAINTENANCE OVERHEAD

PerkinElmer, Inc. designs, manufactures and delivers advanced technology solutions that address global health and safety concerns, including maternal and fetal health, clean water and air, and safe food and toys. The company reported revenue of approximately \$1.8 billion in 2009, and employs some 8,800 workers serving customers in more than 150 countries.

“We looked into various managed print service options and found the comprehensive services we wanted from HP.”

—Andrew Lancaster, manager, IT Support and Client Technology, PerkinElmer, Inc.

A few years ago, as the person newly in charge of the print environment, Lancaster noted a high device-to-employee ratio in some U.S. PerkinElmer offices and a proliferation of models from various vendors. His staff was spending an inordinate amount of time babysitting printers.

“There was a lot of printer-support overhead—responding to requests for repairs, maintaining toner supplies. It’s not necessarily worth my guys’ time, considering their skill levels and everything else they should be doing,” Lancaster says. “We also had a couple of locations that had an extraordinarily high user-to-printer ratio, and the base was not standard.”

CUSTOMER SOLUTION AT A GLANCE

PRIMARY APPLICATIONS

General office printing including invoices, payroll and personnel documents

PRIMARY HARDWARE

- HP LaserJet 9050 printer
- HP Color LaserJet CM4730 Multifunction Printer
- HP LaserJet M5035 Multifunction Printer
- HP Color LaserJet CM6030 Multifunction Printer

PRIMARY SOFTWARE

- HP Access Control Secure Printing Solution
- HP Web Jetadmin
- HP Universal Print Driver

HP SERVICES

- HP Managed Print Service

PerkinElmer already had HP MPS contracts in its Fremont and Santa Clara offices in California. It also had a good server hosting relationship with HP. The company considered several managed print options and chose HP MPS for its comprehensive service and record of outstanding performance. Over the next two years, PerkinElmer migrated 14 additional U.S. sites to the HP MPS contract, as existing equipment leases expired or devices reached end of life.

HP Managed Print Services span the image and printing lifecycle to provide a turnkey solution to develop, deploy, maintain and evolve an optimized print environment. HP MPS options include Assessment Services; Financial and Procurement Services; Transition and Implementation Services; Management and Support Services; and Document and Workflow Services. PerkinElmer started with an HP MPS assessment of current usage and costs. “We knew we had too many printers, we knew we had too much cost—that’s why we were moving to this new model to begin with,” Lancaster recalls. “The thing HP quantified for us was how far out of normal we were in our environment. At one site, they had 315 printers for 500 people. There were printers piling up everywhere, under service contracts that added no value.”

HP LASERJETS DELIVER WORKGROUP EFFICIENCY

It was clear what should go out of PerkinElmer’s print environment: the standalone devices, the out-of-date equipment. But what should go in? PerkinElmer considered each site individually. “We took a specialized approach and did an in-depth review of their needs, not only from a business perspective but also from what the machines themselves were telling us about their print volume,” Lancaster says. “We would see one machine making 10,000 copies a month and another ten feet away making 1,000 copies a month. Obviously that’s a case for consolidation to a machine that prints 11,000 copies a month.”

Under its HP MPS agreement, PerkinElmer pays a monthly fee comprised of a base rate for use of HP devices, and a “click” charge based on actual page volumes. The agreement covers print cartridges as well as repair and maintenance.

To gain buy-in from end users for consolidation, Lancaster or a member of his staff met with every site manager—at one location even with every departmental manager—to explain the change and the reasons for it. “When site leaders look at saving money, they usually don’t balk,” he says.

HP MPS is designed to enhance end-user productivity, accelerate business results, cut costs, advance environmental sustainability and reduce risk. At PerkinElmer, some end users were reluctant to give up their individual printers out of concern for information security when printing sensitive materials such as employee or payroll documents. PerkinElmer is addressing that concern with HP Access Control Secure Printing—software modules installed on HP LaserJet printers and multifunction printers (MFPs) that secure print job data by encrypting it over the network as it leaves the laptop and before it gets to the printer. A private PIN number is then entered at the printer to release the job when the sender is ready to pick it up. “In some locations we went to secure printing, being able to print with PIN codes,” Lancaster says. “We showed employees how they could do things differently to meet their security needs and at the same time meet our price and consolidation needs.”

“The HP MPS assessment mostly affirmed what we already understood and feared—that we had too many devices. But in addition to consolidation, HP MPS brought security enhancements and color-printing controls for better management of the overall environment.”

—Andrew Lancaster, manager, IT Support and Client Technology, PerkinElmer, Inc.

At the site with 315 printers for 500 employees, PerkinElmer consolidated down to 52 devices. Overall in the United States, the company consolidated from roughly 500 devices down to approximately 100 for 3,000 end users. “It was all about reduction,” Lancaster says. “We’d take out three, four, five or six printers and put in one MFP.”

The reduction in the number of printers and the upgrade to more energy efficient MFPs automatically brought energy savings. In



addition, HP MPS incorporates a cartridge recycling process that helps PerkinElmer advance its environmental stewardship efforts.

What ultimately won end users over was the rich functionality of the new devices. PerkinElmer standardized on selected HP LaserJet printers and MFPs. The HP LaserJet 9050 printer is a black-and-white device that provides high volume printing up to 11 x 17 inches, with versatile paper-handling options. The HP LaserJet M5035 Multifunction Printer allows workgroups to print and copy 11 x 17 documents, fax, and performs multiple send-to functions. The HP Color LaserJet CM4730 Multifunction Printer combines print, copy, scan and fax capabilities with brilliant color output and access to HP and key partner solutions. The HP Color LaserJet CM6030 Multifunction Printer produces quality color documents up to 12 x 18 inches.

“The HP LaserJet deployment makes life easier for everyone because they don’t have to go to a separate fax machine, printer or copier—it’s all there in one machine,” Lancaster says. “The devices themselves are heads and tails above what we were using. You’re instantly putting easy-to-use scanning capability in people’s hands. Everything is networked. After some initial adjustment, most everyone is happier.”



USAGE REPORTS PROVIDE PLANNING BEDROCK

PerkinElmer receives monthly site-by-site reports from HP, and meets regularly with its HP MPS experts to discuss optimization opportunities. Being an environmental company, it uses automatic duplexing whenever possible to reduce paper waste. Default controls also have optimized color printing—another cost saver. Behind the scenes, HP Web Jetadmin software provides device and usage data to guide ongoing efficiency gains.

"For the first time, we know precisely what we have and how it's being used," Lancaster says. "HP MPS brought visibility to what was largely invisible to us as a company not more than three or four years ago."

Next up on its path of continuous infrastructure improvement, PerkinElmer plans to investigate HP MPS Document and Workflow Services to automate paper-intensive workflows. "Now that we've got our environment standardized, we can start talking about what other types of things we can do, such as automatic delivery of scanned images to certain folders or applications," Lancaster says. "With HP MPS, everything's in place to take the next step of improving process flow."



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