11-FTC ENTERPRISES RAISES PRINTER UPTIME WITH HP SCITEX PRINT CARE

11 FTC Enterprises, Inc.

At 11-FTC Enterprises, a leading Philippines printing house, it's well understood that, even with the highest-quality, best-maintained infrastructure, occasional workflow issues are unavoidable. The key is to limit the impact on your business.

With an extensive line-up of HP Scitex industrial wide format printing solutions, 11-FTC Enterprises has taken all the right steps to help its business flourish. It has deployed high-quality, reliable HP wide format digital printing solutions, implemented well-organised routine maintenance procedures, and become an early adopter of HP Scitex Print Care – the new set of tools and services for maximising printer uptime.

The company was established in 1996 as a screen printer and began the transformation to digital in 2004. From the outset, 11-FTC Enterprises recognised HP as a partner for reliable and advanced digital printing solutions. Its printing operation is now almost exclusively HP digital systems, including HP Scitex XP2500 and XP2300 Industrial Printers, an HP Scitex FB7500 Industrial Press, and two HP Designjet Large Format Printers that use water-based HP Latex Inks. It depends on its HP printing equipment for high-quality advertising, promotional, and merchandising materials for its client base of national and international consumer brands, including many leading food and beverage, tobacco, and cosmetics companies.

Saving time and hassle with HP Scitex Print Care

HP Scitex Print Care has been installed on the HP Scitex XP2500 Industrial Printer at 11-FTC Enterprises since early August 2011. After just a few months of experience, the company has noticed a host of benefits, including smoother maintenance and significantly faster fixes when a printer problem arises. Although the company is yet to analyse performance data, the indications are strong that HP Scitex Print Care is positively effecting printer utilisation.

"From the initial data we are getting, we're seeing some improvement in terms of uptime," says John Gilbert Madarang, CEO of 11-FTC Enterprises. "HP Scitex Print Care has significantly reduced our machine downtime. There were some incidents where we avoided having to make several calls to diagnose the problem. Using Print Care and the Call Me@HP tool, we were directed immediately to a technical professional, which cut our downtime dramatically."

Resolution in hours instead of weeks

"The strongest benefit is that with the diagnostics and the calling facility from within the system, you have a direct line to an expert on your specific machine," says Madarang. "We used to expect a waiting time of half a day to two days before actual diagnostics from engineers. Now, the problem can be seen and responded to immediately."

When 11-FTC Enterprises experienced a problem with the UV power supply on its HP Scitex XP2500 Industrial Printer (beta version), the operator used HP Scitex Print Care to quickly find and fix the problem. Having identified the problem using the HP Scitex Print Care diagnostics tools, he activated a remote support call via the Call Me@HP interface. Using the live chat, real-time video feed, and file transfer functions in HP Scitex Print Care, the operator and HP service technician worked together to zero-in on the cause of the problem[1]. Without HP Scitex Print Care, it could easily have taken a day or more to resolve the issue. Instead, the printer was back in operation only about three hours after the Call Me@HP activation.

On another occasion, 11-FTC Enterprises experienced a problem with one of its HP Scitex XP2300 Printers during a major job for a long-time client, Madarang recalls: "We performed the prescribed Print Care procedures, and the problem was diagnosed and remedied within hours."

Smoother maintenance and diagnoses

"The maintenance list and wizard are very helpful[2]," says Madarang. "All the instructions are there in detail and with images. Even a newly trained operator can understand what needs to be done. On several occasions, we were reminded that some preventive maintenance tasks needed to be done and that saved us a lot of time when we needed the machine up and running at its best."

Likewise, the diagnostics tools, which evaluate various printer components and pinpoint potential problems, have been helping 11-FTC Enterprises operators to quickly assess the printer's status. "Our operators find it easy to follow, results are generated instantly, and it shows them what to troubleshoot," says Madarang.

Higher printer utility to support growing business

Looking at the entire business workflow, Madarang views HP Scitex Print Care as a tool that increases printer value by helping ensure smooth operation. "This year our revenues are up significantly on last year. When you sell more aggressively, your platform has to be shipshape. We run our HP printers 16-18 hours a day, sometimes 24/7. With HP Scitex Print Care, the focus is on better printer utility, so we expect to see less downtime."

Having a reliable printing infrastructure is undoubtedly good for business growth. Madarang reports that a competitor that has had repetitive and long-lasting problems with his printer lost business to 11-FTC Enterprises. "This became an opportunity for us. The client – a regular customer who splits his work between us and another provider – got fed up with waiting. Now we have a bigger piece of the pie."

"HP Scitex Print Care significantly minimises my downtime. It gives us a direct line to an expert on our printer. It cuts out the back and forth and saves a lot of time."

John Madarang
CEO, 11-FTC Enterprises

AT A GLANCE

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CHALLENGE

- Improve printer uptime.
- Reduce time-to-repair, particularly when a service call is required.
- Ensure dependable production to cope with growing demands on capacity.

SOLUTIONS

- HP Scitex Print Care installed on the HP Scitex XP2500 Industrial Printer.

RESULTS

- Higher printer uptime.
- Gained additional orders at the expense of a competitor.
- Problems that used to take one day or more to fix are now being solved in 2-3 hours.

To learn more, visit www.hp.com/go/graphicarts