

Sales brief

# HP and environmental sustainability



## Public sector landscape

Federal, state, and local government agencies are facing a challenging economic and political climate. Tightening budgets are forcing agencies to cut expenses while preserving the quality of public services. At the same time, the public's demand for increased transparency and accountability is requiring better cost-measurement tools and more efficient operations. Plus, agencies are expected to manage financial pressures while fulfilling their policy objectives and complying with government directives, including reducing their carbon footprint.

## Resources

HP Federal Government  
[hp.com/go/federal](http://hp.com/go/federal)

HP Public Sector Services and Solutions  
[government.hp.com](http://government.hp.com)

HP Environment  
[hp.com/environment](http://hp.com/environment)

HP document workflow solutions for government  
[hp.com/go/govworkflow](http://hp.com/go/govworkflow)

HP product return and recycling  
[hp.com/recycle](http://hp.com/recycle)

ENERGY STAR®, EPEAT®, and other eco-labels  
[hp.com/go/ecolabels](http://hp.com/go/ecolabels)

HP Global Citizenship Report  
[hp.com/sustainability](http://hp.com/sustainability)

## Elevator pitch

HP offers solutions that can help federal, state, and local governments achieve their operational, financial, and sustainability goals. Our portfolio of products, services, and solutions allows agencies to reduce operational costs, increase energy efficiency, and build modern work environments that support the emerging low-carbon economy. These initiatives also create new opportunities for public sector efficiency, helping agencies meet the accountability demands of taxpayers and public officials, and fulfill their agencies' missions.

## HP and the public sector

HP is a trusted partner to more than 300 government agencies in more than 30 countries worldwide. HP is also an industry standout for our commitment to socially and environmentally responsible business practices. In 2013, we became the first information technology (IT) company globally to publish our complete carbon footprint, along with our supply chain water footprint and smelter list. We were also the first in the industry to issue supplier guidelines for the responsible management of student and temporary workers.

Whether enabling millions of secure access cards across a defense agency's infrastructure, managing and securing the world's largest and most secure intranet, or deploying the largest infrastructure project ever undertaken in Europe, HP is uniquely positioned to support public agencies as they adjust to evolving budgetary and environmental realities.

## Public sector priorities

- Reduce costs without compromising the quality of services.
- Improve employee productivity and streamline workflow, so agencies can deliver faster services to citizens, reduce processing times, and increase efficiency when working with vendors and contractors.
- Implement IT solutions that comply with government directives on green purchasing and sustainability.
- Put in place high-quality tools to help measure program accountability.
- Develop solutions that help stimulate the development of a digital economy and maximize economic growth.
- Modernize IT infrastructure to optimize long-term effectiveness, security, collaboration, and transparency.

## Improve performance, reduce impact

Between PCs and printers, government agencies have huge appetites for energy. HP helps agencies cut costs and save energy with industry-leading products that use fewer resources and create less waste.

### Your customer wants to:

- Increase the energy efficiency and performance of PCs and printers
- Reduce paper waste and increase productivity
- Meet federal standards for product energy efficiency

### Recommend:

**HP's high-efficiency desktop and notebook PCs** use an average of 50% less energy compared with HP PCs released in 2005.<sup>1</sup>

**HP multifunction printers (MFPs)** allow customers to digitize paper-based workflows, reduce paper waste, and boost efficiency compared with standalone devices.

**HP's complete portfolio of EPEAT® registered** computing products meet rigorous standards for energy, materials, recyclability, and other criteria, helping enhance the sustainability performance of organizations. The EPEAT printing registry has included HP imaging and printing products since it opened in January 2013.

**ENERGY STAR® qualified** computing products meet stringent energy-efficiency standards.

## Turn insight into improvement

HP helps agencies improve the efficiency and performance of IT systems—and their entire organizations—with easy-to-use power- and fleet-management tools.

### Your customer wants to:

- Gain real-time visibility into the energy use and costs of their computing environment
- Monitor individual and fleet-wide printer use to better manage costs and resources

### Recommend:

**HP power management tools** help customers control power settings and measure, log, and report the costs of running HP PCs in U.S. dollars, kilowatt hours, and carbon dioxide equivalency. HP power management solutions include HP Client Automation, HP Client Manager IPM+, and LANDesk manageability software.

**HP Web Jetadmin printer management software** provides a centralized way to measure environmentally relevant capabilities and use patterns, helping customers spotlight opportunities to cut energy use and paper waste across their entire printer fleet.

## Build a stronger, more sustainable organization

HP's transformative solutions help agencies create faster, more cost-effective, and more sustainable ways to get the job done.

### Your customer wants to:

- Streamline public communications and reduce duplicate work
- Centralize or outsource production printing to reduce costs and environmental impact

### Recommend:

**Implementing HP Managed Print Services (MPS)** involves creating and deploying agency-wide print and workflow strategies, which can help save up to 30% in printing costs overall, millions of pages in reduced paper waste, and up to 80% in energy consumption.<sup>2</sup>

**The cloud-based HP Exstream** uses a single software platform to design and deliver a wide variety of communications—including print, web, Short Message Service, and email content—easily and securely.

<sup>1</sup> The average energy consumption of HP product is estimated using high-volume notebook and desktop product lines representative of the overall shipped product volume. Energy consumption has been estimated in 2005 and annually since. The high-volume product lines include notebook and desktop computers, inkjet and LaserJet printers, and industry-standard servers.

<sup>2</sup> Estimated energy and paper savings based on analysis of select HP Managed Print Services customers' imaging and printing operations, using data gathered on devices and paper consumption, and comparing with post-MPS actuals or projections. Results depend on unique business environments, the way HP products and services are used, and other factors. Overall printing costs are unique to each company and should not be relied on for savings you may achieve. According to industry analysts, savings of up to 30% are typical with managed print services.

**HP Distributed Workflow Solutions** allow customers to streamline and automate paper-based document management within their agencies' existing IT systems.

**HP cloud-based printing services** help customers reduce the environmental impact of production printing. Customers can replace or augment on-site print operations with on-demand printing using Smart Production Suite. HP Enterprise Production Print Solutions lets users efficiently produce, manage, and distribute printed materials on an as-needed basis.

**HP Touchpoint Manager** HP Touchpoint Manager is a single, cloud-based solution that allows you to easily track and address the security and health needs of all your devices from a single, user-friendly dashboard.

## Reduce, recycle, and reuse

HP helps minimize the risks, manage the costs, and reduce the environmental impact of IT disposal through a variety of refurbishment, recycling, and trade-in programs.

### Your customer wants to:

- Responsibly dispose of old IT equipment
- Recycle HP ink and toner cartridges
- Safeguard private citizen records and safely dispose of sensitive data

### Recommend:

**With HP Asset Recovery Services**, agencies can return IT products for disposal, refurbishment, or reuse. HP makes sure all returned equipment is handled to meet strict environmental and data security standards.

**HP Planet Partners** is an easy way to recycle HP supplies and any brand of IT equipment.

**HP's on-site data destruction services** can erase highly sensitive information before it leaves the premises. Ideal for agencies with strict security regulations, HP's secure and certified data destruction meets the most stringent requirements, including Department of Defense standard 5220.22-M, HIPAA, Gramm-Leach-Bliley Act, and other privacy protection laws.

## The conversation

Demonstrate to your customers that you have a thorough understanding of the challenges faced by government agencies. While you should discuss the environmental benefits of purchasing HP products and services, keep in mind that most federal agencies are operating in a cost-cutting environment. Make it clear that HP's solutions can save agencies money in addition to lowering their environmental impact.

**"Green products and services are always more expensive."**

### Response:

"HP can help agencies cut costs and reduce their environmental impact, while also boosting productivity and service quality. Our solutions can help you lower your energy use, reduce paper waste, minimize costs, and improve employee efficiency. You can also gain insight into the impact of your agency's operations using tools that track details, such as energy use, carbon output, per-page printing costs, and more. The more information you have, the easier it is to manage your costs."

**"We have to trim our budgets. We don't have time to worry about eco initiatives."**

### Response:

"HP can help agencies cut costs and reduce environmental impacts at the same time, while also boosting efficiency and service quality. This not only creates a leaner, more productive agency environment, but it also conveys a positive image to the public. A well-run agency indicates that you take cost cutting seriously, but that you're committed to doing it in innovative ways."

## Tools and resources

HP provides tools and resources to help agencies tackle environmental challenges and cut expenses.

### HP Carbon Footprint Calculator

A free, online tool that estimates the energy and carbon footprint of HP computing products and printing devices in a variety of scenarios.

### Action plan for environmental sustainability in office printing

A downloadable plan that gives agencies practical advice on how to reduce costs and the environmental impact of their imaging and printing environment.

### A guide to HP Sustainable IT Purchasing

Advice on how to develop environmental procurement guidelines that are useful, fair, understandable, and economically viable.

**“We don’t have the resources to monitor our energy usage and carbon footprint. How can we take advantage of these opportunities when we have to commit our resources to meeting policy goals?”**

#### Response:

“HP has solutions that can give you real-time insight into your agency’s power usage, CO<sub>2</sub> output, printing costs, and more. We also have the IT expertise to assess, recommend, and implement solutions to make your agency more cost and energy efficient while boosting productivity. For example, thin clients utilize cloud-based computing to give enterprise-level solution using substantially less material and energy. By switching to thin clients you don’t have to worry about managing anything.”

**“We’re required to meet specific federal, state, or local environmental directives. How can buying additional equipment or adding more IT services make us greener? Won’t that increase our energy usage and create more waste?”**

#### Response:

“Newer IT hardware is far more energy efficient than old hardware. For example, by choosing energy-efficient technology from HP—and turning on their power settings—our customers are cutting energy use by more than half compared with products introduced just a few years ago. In addition, we can optimize your IT environment through programs like HP Managed Print Services and the HP JetAdvantage portfolio of workflow software and solutions, which are designed to help capture, store, manage, share, find, and deliver information more efficiently. By removing your outdated and redundant hardware and replacing it with devices targeted to your exact needs, we can lower your energy output and save you money on supplies. For example, a single HP multifunction printer can meet the printing, copying, and scanning needs of a dozen people at once—a much more efficient solution than using single-function devices. For example, the HP desktop mini shows energy savings comparable to consumer products and much lower than more traditional desktops, and are much smaller than traditional desktop form factors. You can get all these environmental benefits without sacrificing performance in any way.”

