Palo Alto Unified School District

HP Managed Print Services enables flexible print policy
and cost/benefit analysis

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> right places, robust cost accounting and reporting, and streamlined
> supplies management."**
>
> —Yancy Hawkins, fiscal services manager, Palo Alto Unified School District, Palo Alto, Calif.

Objective

Optimize deployment; simplify supplies management
of print and imaging infrastructure

Approach

Engage HP Managed Print Services (MPS)

IT improvements

- Consolidated number of devices by up to 50%
  at district office

- Gained clarity into device usage and costs, as basis
  for deployment decisions

- Reduced costly ad hoc supplies purchases and excess
  inventory through automatic replenishment

- Established process for site-specific cost/benefit
  analysis to enact flexible print policy

Business benefits

- Robust cost accounting and reporting

- Detailed data of devices and supplies used at each site

- Eliminate unexpected repair and maintenance costs

- Improve service to students and staff

A few years ago, Palo Alto Unified School District
(PAUSD) took stock of its print infrastructure and found
itself in a situation common among institutions whose
equipment inventories have evolved over time. Devices
of various makes and models had proliferated, increasing
operational overhead. Many different types of toner
cartridges had to be stocked; expired inventories sat in
closets, even after the printer had been retired. There
was no insight into the overall infrastructure or its
true costs.

The district started moving, site by site, to HP Managed Print Services (MPS) with optimized deployments of HP LaserJet printers and HP Web Jetadmin management software.

New devices match user requirements, from small classroom printers to high-volume library printers. As part of the service, each device reports over the network when it's getting low on toner, which generates an automatic order for supplies from HP. The automatic ordering system relieves district employees from having to track toner levels, stock supplies or even remember to order them. HP Web Jetadmin centralized-management software brings cost transparency and usage data to guide ongoing deployment optimization.

"HP Managed Print Services gives you a process and, even though there is an added responsibility to manage that process, it gives you more control," says Brett Demetris, system administrator for Henry M. Gunn High School, the first of two PAUSD sites to adopt HP MPS. "HP MPS provides a cost/benefit analysis that can be broken down by site, so each site can maintain a printing policy that is flexible to its needs."

High-achieving district targets print infrastructure

PAUSD employs approximately 800 teachers serving a student population of more than 12,000 in 18 schools. Of its graduates, 95% attend college, with SAT scores exceeding national averages by more than 100 points. The district emphasizes excellence in education, environmental awareness and fiscal responsibility. PAUSD's move to HP MPS provides a behind-the-scenes look at how the district is solving all-too-common problems in the world of K-12 education.

HP MPS is an outsourcing service that encompasses all stages of the print and imaging lifecycle, including assessment, procurement, implementation, device and supplies management and workflow automation. Organizations use HP MPS to help reduce costs, support environmental sustainability policy and improve productivity.

In 2009, PAUSD had a large base of HP printers, along with mix of printers from multiple vendors. After a competitive bid, HP won the managed print services contract and PAUSD began to purchase more MPS-capable printers. Printer supplies were part of the bid process and are included in the MPS contract.

HP LaserJet models match user needs

PAUSD started its managed-print deployment at two sites—the district office and Henry M. Gunn High School. It conducted its own assessment and purchased printers through HP Partner CDW-G. The district plans to roll out to all 18 schools over the next two years.

In Henry M. Gunn High School classrooms, and for a handful of employees who need individual printers, PAUSD deploys the HP LaserJet P2055 Printer. The device is fast, energy efficient and economical—costing the district less than $25 a month per device to operate. "If teachers are in a classroom with a roomful of students, they can't always walk down the hall to a printer," Demetris says. "This brings them a convenient solution at relatively low cost to the district."

The HP LaserJet P4015 Printer is placed in library academic centers for high-volume monochrome printing by students. For copy, scan and fax functions, and monochrome printing, the guidance counselors, district administrators and the registrar's office use HP LaserJet M4345 MFPs. In one case, the district replaced 12 standalone devices with a single HP MFP—simultaneously cutting costs and enabling greater employee efficiency. Some of the retired devices were HP printers purchased circa 1990. The devices still worked—a testament to the reliability—but printers of that era were less energy efficient and could not operate in a modern managed print environment. Where color printing is needed, PAUSD deploys HP Color LaserJet printers. These are found in the art department; career-technology classrooms that print computer-aided design (CAD) drawings; the athletic department, which prints its own brochures; and district offices.

PAUSD matched the models to the output and volume needs of the area. The district also is reviewing its copier contracts to identify possible cost savings. The HP LaserJet 4555 Multifunction Printer (MFP) can handle workloads of hundreds of copies.

HP Original supplies provide high output quality and protect district devices from damage. "The schools were going out and buying refilled toner cartridges," Demetris says. "HP toner cartridges are clean. They don't leak into the printer and don't streak the page. And, the cartridge relays information to the server so you can see the ink lifespan; you're never in the dark about supplies." Automated ordering simplifies supplies management and ensures ink and toner cartridges are on hand when needed. "The toner is automatically ordered, delivered and we just put it into the printer," Demetris says.

HP Web Jetadmin software, HP MPS enable optimization

PAUSD uses HP Web Jetadmin software to monitor and manage its print and imaging infrastructure. The web-based software enables district staff to install, configure, troubleshoot, manage its network printers, and set waste-reducing defaults such as duplex printing. PAUSD does its own network setup using HP Web Jetadmin. Usage reports provide detailed transparency into costs and the data to continuously optimize device deployment. "Our bill information is really robust," says Yancy Hawkins, PAUSD fiscal services manager. "It tells us every month how many monochrome pages and how many color pages were produced on every printer. That usage data enables us over time to refine the printer locations. If a printer is underutilized, we investigate why; maybe we should move it to a higher-traffic area."

In the district office, the number of print devices was reduced 50% as part of the consolidation process in HP MPS. At the Henry M. Gunn High School, the number of printers actually rose, but that was a choice the district made so teachers would not have to leave their classrooms. HP MPS gives PAUSD a means to make fact-based infrastructure deployment decisions that deliver business value, Demetris says. "HP Managed Print Services provides answers to administrative questions such as: Is it worth it for us to expand or reduce our printing system based on this clear cost structure? If we do incur this new cost, will making this decision contribute to overall staff happiness and productivity?"

HP MPS is designed to allow organizations to pick and choose service offerings as needed. PAUSD elected to manage the print infrastructure itself, so the district's move from a decentralized system to a centralized one has actually increased some of the IT staff's management responsibilities. "A cool thing about HP Managed Print Services is that I know who to call at HP, for example if a printer needs repair—and we don't have to worry about unexpected repair costs," Demetris says. "On the other hand, moving from a highly decentralized system to a consolidated one gives me more day-to-day responsibility to manage and control the system. District employees now tend to call the tech guy for every issue, instead of bringing some matters to the departmental secretary. Additionally, the process creates a communication channel between HP and the sites that PAUSD technology staff must maintain." The advantage of managing a centralized system is that it gives you clarity on your print needs and printer locations in order to control costs, says Demetris.

Next steps: HP access control, enhanced device access and rationalized print volumes

While the district aims to centralize certain functions such as IT for the sake of efficiency, it also gives individual schools a great deal of autonomy to make their own decisions. Success of the HP MPS deployments at the district office and Henry M. Gunn High School is building consensus to roll out the service district wide. Additional schools have already come onboard.

PAUSD also is looking into possible use of HP Access Control (HPAC) in high-volume student print areas such as libraries. Students would have the ability to enter PIN codes, to "pull" print jobs, which reduces the paper waste of unclaimed documents. It also strengthens security, as documents are kept on a secure server until the authenticated user releases the job.

Says Yancy Hawkins, PAUSD fiscal services manager: "Before HP Managed Print Services, we had no insight into what was spent on printing or what departments were printing; we just knew it was excessive. With HP Managed Print Services, we have the right printers in the right places, robust cost accounting, streamlined supplies management and optimization choices for the future."

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