Case study

Milwaukee Electric Tool Corporation

HP MPS and HP printers deliver powerful solutions to heavy-duty users

Industry
Manufacturing

Objective
Enhance print infrastructure to improve efficiency, reduce print management burden on IT staff and help streamline costs

Approach
- Deploy HP Managed Print Services to establish a rugged, reliable and manageable print environment
- Replace aging, underutilized copiers with printers that meet needs for speed, volume and features
- Identify and place printers appropriate for varied print demands

IT matters
- Create highly-reliable and easy to manage print environment
- Integrate remote monitoring to improve productivity and help reduce costs
- Implement scan-to-email capabilities to enable fast, easy electronic document workflow

Business matters
- Leverage HP MPS to free IT staff to focus on strategic projects
- Eliminate IT burden of delayed service repairs and cumbersome supplies replacement
- Support business efficiency with detailed usage reporting

"Choosing HP Managed Print Services was logical for us. We didn't need a big ROI analysis: it's simply less expensive to get our support and supplies with HP—they do all the work."

– Jake Murnane, desktop analyst, Information Services, Milwaukee Electric Tool Corporation

Since its founding in 1924, Milwaukee Electric Tool Corporation has focused on a single vision: to produce the best heavy-duty electric power tools and accessories for the professional user. The company continues to set industry standards with a product line that includes more than 500 tools and over 3,500 accessories. The company's IT team was finding it challenging to focus on priority projects when day-to-day printer issues at its numerous locations took them off-task. High-quality HP printers, HP Managed Print Services and remote monitoring have freed them to work on higher-order business needs—and help save time, money and headaches in the process.

Milwaukee Electric Tool Corporation (METCO) produces some of the highest quality, most durable and most reliable professional tools money can buy. The IT team within METCO is perceived as a business partner, rather than a cost center. It supports numerous locations including branch offices, distribution centers, remote offices and home offices for field personnel.

Too often, day-to-day support and maintenance issues were getting in the way of the strategic IT projects. HP Managed Print Services (MPS) and feature-rich, cost-effective new HP Multifunction Printers (MFPs) brought welcome changes.

Focusing on key priorities

Managed printing provided immediate value with usage data from remote monitoring of the print fleet. New printers could now be selected based on workload, replacing high-speed copiers that METCO simply didn't need. For instance, copiers that were only printing 5,000 sheets per month were swapped out by smaller HP MFPs with the right capacity for the job resulting in cost benefits. Jake Murnane, Desktop Analyst, Information Services, Milwaukee Electric Tool Corporation says, "We are now spending the right amount on internal printing for each location, based on exactly what those users need and do."

"The cost of managing supplies through HP MPS is very cost efficient."

– Jake Murnane, desktop analyst, Information Services, Milwaukee Electric Tool Corporation

METCO's MPS solution includes remote monitoring, and printer placement allocation recommendations as well as print-cartridge exchanges and service repairs. With these burdens eliminated, the IT team is free to take on priority projects to support the overall business. Murnane explains, "Prior to HP MPS, I was spending between two to four hours per week just dealing with supplies—and just in my own facility. Now, the processes are clear and it's completely handled without needing my input."

The remote sales people have seen an impact on their productivity, too. For instance, prior to

MPS, each rep was responsible for purchasing his or her own ink or toner, which meant they had to find it, purchase it, and then complete an expense report to get reimbursed. The process also meant that the company was not necessarily getting the most economical prices for supplies. Murnane says it probably takes them less than 90 seconds to order new supplies—and the cost is a predictable part of the contract.

The right tools for the job

METCO had a mixed environment of HP and other multi-vendor print devices, but previous experience convinced Murnane to move to an all-HP printer standard. "HP printers are highly reliable. They also have an effective web interface for configurations, useful print features and an excellent user experience. They are so easy to use they require minimal training," he says.

"Dealing with supplies issues was taking me 30 to 60 minutes a day. HP MPS has saved me hours each week— just in my own facility."

– Jake Murnane, desktop analyst, Information Services, Milwaukee Electric Tool Corporation

The IT team maintains roughly 200 printers across the Americas, including black-and-white, color and HP LaserJet MFP printers. And now, the company is also integrating the HP Officejet Pro X printers in specific environments.

The need for speed—at a smart price

"In some areas, users require more speed and higher color quality than a traditional printer can provide," Murnane says, "but it would be cost-prohibitive to install color laser printers for smaller-volume users."

The HP Officejet Pro X MFP meets METCO's need for high quality output with the speed of a color laser printer, but at 50% less cost per page[1]. In particular, users appreciate the scan-to-email capability that lets them quickly and easily forward documents to other users.

Currently some of the Officejet Pro X printers are in use by several company vice presidents and in production areas. Murnane adds that METCO plans to add more HP Officejet Pro X MFPs as they identify more users that demand the low-cost, color quality, and high-speed benefits that the HP Officejet Pro X printers deliver.

Super speed, high volume, key features

METCO also replaced its aging copiers—most of which were small- to mid-sized copiers that were underutilized—with Enterprise 700 class devices. METCO was enthusiastic about the ability to preview and edit scanning jobs, centrally manage printing policies, and safeguard sensitive business information.

"HP Officejet Pro X MFPs work beautifully. They offer terrific quality and phenomenal speed at a very attractive overall cost."

– Jake Murnane, desktop analyst, Information Services, Milwaukee Electric Tool Corporation

Personnel will typically reuse a small set of print, scan or copy parameters repeatedly. With the ability to save job parameters as a pre-set customized icon, users now process a typical job at the push of a button. For METCO, that means a packing slip is automatically filed to the correct folder, scan resolutions are standardized, and processes are consistent saving both time and waste.

"HP MPS provides us with high quality, timely and professional service. They understand our business and the urgency of keeping printers running. And HP is easy to work with."

– Jake Murnane, desktop analyst, Information Services, Milwaukee Electric Tool Corporation

Murnane particularly appreciates the address book feature which links to the Exchange server for virtually zero maintenance around personnel changes. Before, as people were hired, moved or left the company, manual updates were required to the printers' address book; now that is all handled automatically, eliminating errors, saving time, and keeping the IT team focused on more strategic priorities.

Murnane finds that HP Universal Print Driver[2] helps eliminate driver chaos by dramatically reducing the number of drivers needed. With HP UPD users gain access to a range of print devices—in the office or on the road—without separate drivers.

In addition to offering the high-end features METCO employees need, HP provides printer options with a very small footprint at lower overall costs than traditional copiers. Even better, the maintenance costs are significantly lower. Murnane explains, "Every time a traditional copier breaks down, it takes at least 48 hours to get it fixed. With HP printers and

Customer at a glance

Application
Office printing, copying, scanning and faxing

Hardware
- HP Officejet Pro X Series printers and MFPs
- HP LaserJet Enterprise 700 color MFP M775 printers
- HP LaserJet printers and MFPs
- HP Officejet MFPs

Software
- HP Data Collection Software
- HP Universal Print Driver

HP services
- HP Managed Print Services

the MPS program, if something does need attention, HP is quick to resolve."

The IT team has standardized on HP Officejet Pro 8600 eAiO printers as the current printer replacement for remote and field office workers. This allows remote offices without critical needs for speed to print cost efficiently.

See it all, manage it all—remotely

HP provides detailed quarterly business reports on actual device usage and offers advice for getting the most value out of METCO's printers and copiers through the use of remote monitoring software.

Murnane summarizes, "HP Managed Print Services just works. I don't have to deal with the issues—and MPS is very effective for us in both time and money. Coupled with the outstanding performance and total cost of ownership of HP print devices we are confident we are getting a world-class, right-sized print environment that meets each user's demands exceptionally well."

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[1]Cost per page (CPP) claim is based on the majority of color laser MFPs <$1000 USD and color laser printers <$800 USD as of August 2013, ISO yield based on continuous printing in default mode based on market share as reported by IDC as of Q2 2013. CPP comparisons for laser supplies are based on published specifications of the manufacturers' highest capacity cartridges. CPP based on HP 970XL/971XL ink cartridges estimated street price. For more information, see **hp.com/go/learnaboutsupplies**.

[2]HP Universal Print Driver is free and available for download at **hp.com/go/upd**.