

Case study

Institute of Business & Medical Careers



Innovative HP Officejet Pro X printers help IBMC College deliver grade-A support

Industry

Higher education

Objective

Improve front-desk productivity and offer added print flexibility

Approach

Replace failing color printers with fast, quiet, reliable HP Officejet Pro X printers

IT matters

- Deliver the high-quality output and speed of a color laser printer
- Scan-to-network capability enables easy sharing of documents

Business matters

- Optimize productivity with fast desktop color printer
- Enhance flexibility with ability to produce high-quality color prints



“It is amazing what the HP Officejet Pro X can do. This printer is amazingly fast and reasonably quiet. It puts out high-quality prints in less time than all but the fastest laser printers. In addition it has scan-to-folder capability.”

– Kelly Schroeder, technology services & training manager, IBMC College

For more than 25 years, the Institute of Business & Medical Careers has provided career training and placed thousands of individuals into career positions in their specific field of study. It has also transformed the way many companies recruit new employees by supplying employers with skilled graduates and student externs in the region. But with a small IT staff, the College’s technology must work harder to pick up the slack. When problematic multifunction printers failed, the Institute needed a smarter printer option. The HP Officejet Pro X delivered high-quality color prints at lightning-fast speeds in a device that the staff can depend on.



Founded in 1987, the Institute of Business and Medical Careers (IBMC), originally awarded diplomas in the field of Medical Assisting. In 1995, due to rapid growth of the student body, as well as an increasing awareness of a need for business programs in Northern Colorado and surrounding areas, the College expanded to include business programs and award Associates of Occupational Studies degrees, diplomas, and certificates in the areas of medicine and healthcare, business, paralegal studies, cosmetology, and massage and healing arts. The College has five locations across Northern Colorado and Southern Wyoming.

Speed and quality with a whisper

With a department of just five staff supporting 250 employees and over 1,000 students across five locations, Kelly Schroeder, technology services & training manager, IBMC College, doesn't have time for printer issues or downtime. Reliable, high-quality printing is mandatory. So, when existing MFPs began to fail, Schroeder replaced them with four HP Officejet Pro X576dw MFPs. He placed them in support of front-desk personnel who had not had printers close by previously—providing them with easier access and improving productivity in those areas. Schroeder says, "Now, instead of walking to another location, front desk staff have fax, scan and color print capabilities at their fingertips."

Because of their location at front desks, the printers needed to be fairly quiet. But speed is important too, when you are supporting a large and growing organization. The blazing fast speed of the Officejet Pro X ensures that users don't have to wait to print their documents. The HP Officejet Pro X576 MFP delivers high-quality color at speeds up to 70 pages-per-minute.¹

"The quality and reliability of the HP Officejet Pro X provides us with a lot more flexibility for what gets printed where. Now even high quality marketing brochures can be printed anywhere there is a Pro X printer."

– Kelly Schroeder, technology services & training manager, IBMC College

Schroeder adds that the high quality output also means that the College has more flexibility in terms of who prints what. Previously, marketing materials such as brochures and flyers were only printed by the Marketing Department which would then distribute them out to the various front desks. Now, the HP Officejet Pro X gives the front desk the ability to print quickly on demand, without sacrificing quality.

Schroder explains that a feature that is particularly appreciated is the easy scan-to-network option. "Other devices claim they can do it but the internal software was just not robust or easy to use. Before it was a hassle to scan, get a flash drive or try to work with the device to get it to talk to the network in order to save it. With the HP Officejet Pro X, we just connect to the web interface and scan to shared folders. Done." Now, it's a simple matter for staff to quickly scan receipts and other documents such as student forms and save them on the network for other staff members to access.

In addition to enhancing the staff experience, the HP Officejet Pro X printers are also improving the College's interface with customers. IBMC operates two clinics that

students staff to gain real-world experience, one for massage and one for cosmetology. Because the printers are fast, reliable and quiet, the front desk environment is professional for clinic visitors.

"The scan-to-network is terrific. It's very easy to use, just set it up and go."

– Kelly Schroeder, technology services & training manager, IBMC College

Schroeder says that as additional color printers reach end of life, the HP Officejet Pro X printer is an ideal fit for the IBMC environment.

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¹Based on published fastest print speeds for the HP X551dw and X576dw models compared to laser and inkjet color desktop MFPs <\$1000 USD and printers <\$800 USD validated by WirthConsulting.org Jan. 2013. For more information, see hp.com/go/printerspeeds.

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