Enduro Resource Partners LLC

HP Officejet Pro X MFP helps support business growth with smart productivity features

Industry
Energy, Oil & Gas

Objective
Provide leading-edge technology to support fast-growing company

Approach
Install HP Officejet Pro X576 MFPs at key sites

IT matters
- Support high productivity with feature-rich options such as scan-to-email, double-sided scanning, and HP ePrint
- High quality, durable print output
- Easy to install, use, and maintain

Business matters
- Increase productivity with smart features
- Support paperless business model

> **"The HP Officejet Pro X is an amazing device and extremely cost effective. The scan to email, double-sided scanning, and ePrint capabilities keep us moving fast and lean."**
>
> – Rob Braun, director of information technology, Enduro Resource Partners LLC

Focused on acquiring high-quality, long-lived oil and gas properties in the onshore United States, Enduro Resource Partners LLC, was formed by three successful oil and gas professionals in 2010. The team quickly found fertile soil and the company entered a period of sustained, substantial growth. Having established a trusted relationship with HP, the company keeps its fingers on the pulse of up-and-coming technologies, constantly scanning for innovations that will help support and advance its growth. When the HP Officejet Pro X came on the market, they moved quickly to adopt.

A fast-growing company demands the latest and greatest technology. When Enduro Resource Partners LLC—an upstream oil and gas partnership—was formed in 2010, it had 4 employees. Three years later, the company is approaching 200 employees. More than half of them work across six remote office locations.

Fueling that magnitude of growth requires many components all working seamlessly together—and a critical piece is technology. Rob Braun, director of information technology, Enduro Resource Partners LLC, explains, "Typically, companies in the oil and gas space are slower to adopt new technology, but not true with Enduro. It's one of the things that sets us apart—our focus on having the best technology. We may not be bleeding edge, but we're very close to it."

Powered with the right features

An HP devotee for the past several years, Enduro has a full end-to-end HP solution, complete with HP Z Series Workstations, servers, AiO desktops and notebooks including EliteBook Folios. Braun is also evaluating HP ElitePads for employees to take with them on well-testing field trips. He says, "We had a different vendor for technology when we started out but the support just wasn't there. HP has great support and we see the durability that HP builds into its products."

At a local HP customer event, Braun heard about the HP Officejet Pro X MFP and was intrigued by the promise of the new technology that delivers breakthrough performance. Once the printer launched he quickly purchased two—one for his use and one for use by a team in a remote office. Both models — the X476 and X576 — work well, he notes.

To support electronic workflow, Enduro appreciates key features such as double-sided scanning, scan-to-email, and HP ePrint[1] which enables employees to send an invoice to a printer via email and then forward onto accounting to code and approve and load into the billing system. Braun says, "Double-sided scanning is awesome for us. We do a lot more scanning than printing. We scan 100 sheets for every 25 we print." The Officejet Pro X provides a terrific niche solution for the print volume that Enduro maintains and is more cost-effective per page compared with color laser printers.[2] Braun says the company is pleased that over the course of having the product, they haven't experienced any issues and the device "just works."

> "The HP Officejet Pro X is a great fit for us because it's the right size, offers the advanced functionality we need at a competitive cost-per-page—and it looks good."
>
> – Rob Braun, director of information technology, Enduro Resource Partners LLC

He adds that any concerns about the quality of inkjet output have been thoroughly put to rest. "The Officejet Pro X has all of the durability of laser printers. I spilled coffee on a printout and it didn't run, didn't smudge."

The feature offering, the ease of use and integration, and cost efficiency all impress Braun and he sees opportunities for adding additional Officejet Pro X devices at Enduro offices in the future.

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[1]Requires an internet connection to an HP ePrint-enabled printer. Printer requires ePrint account registration. App or software may be required. Wireless operations are compatible with 2.4 GHz operations only. Print times and connection speeds may vary. Wireless broadband use requires separately purchased service contract for mobile devices. Check with service provider for coverage and availability in your area. Learn more at **hpconnected.com**.

[2]Cost per page (CPP) claim is based on the majority of color laser MFPs <$1000 USD MSRP and color laser printers <$800 USD MSRP as of March 2012, ISO yield based on continuous printing in default mode based on market share as reported by IDC as of Q1 2012. 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**.