



# ADREA Mutuelle upgrades its printing with the HP PageWide Pro

In order to meet financial and environmental criteria, ADREA Mutuelle relies on the new HP PageWide Pro Printer

**Industry**  
Assurance

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**Objective**

ADREA Mutuelle wanted to upgrade its printing assets across 112 branches, in order to improve the customer relationship with effective, economical and environmentally friendly hardware, while controlling costs

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**Approach**

As a result of the collaboration with HP and Osilog (partner specialising in printing solutions), ADREA Mutuelle chose the HP PageWide Pro range after testing its technical and environmental performance over a period of three months

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**IT matters**

- A fourfold reduction in energy consumption
- High-capacity print cartridges
- 50% of HP PageWide Pro machines are made from recycled HP hardware

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**Business matters**

- Exceptional quality of colour printed documents
- Automatic management of consumables
- Ease of use: no maintenance



**“The selection of the HP PageWide Pro was the result of a meeting with Osilog and HP, as we wanted to standardise our printing assets, reduce our costs, including those of the IT system, and roll out new machines.”**

– Hervé Issaly, IT director, ADREA Mutuelle



## ADREA Mutuelle reduces its costs by half, thanks to HP PageWide Pro Printers

In 2012, ADREA decided to upgrade its printing assets to improve the quality of printed communications sent to its members. The aim was to produce more colourful documents in the branches. After carrying out various tests in different branches and acting on the mutual advice of HP and the service company Osilog, ADREA opted for PageWide technology and installed both single function and multifunction versions of the new HP PageWide Pro Printer. The aim was to streamline its printing system, control costs and roll out new hardware.



## Challenge

### To improve the relationship with customers by printing colour documents while controlling costs

ADREA Mutuelle is a complementary social protection organisation for individuals. This health insurance scheme has expanded over the years to include a range of cover to protect against life's little hazards. This organisation's services are aimed at private individuals, businesses and independent professionals. It provides cover to over one million people in France.

In 2012, ADREA Mutuelle was debating methods of improving the relationship with its members, a relationship which is substantiated, in particular, by hard copy documents issued to members when they visit branches. The IT, marketing and sales departments agreed on the fact that they had to upgrade to colour and therefore started to look for solutions that would allow them to print more colourful documents, while controlling costs and maintaining excellent finished quality. ADREA quickly focused its choice on HP PageWide solutions which offer numerous economic advantages, excellent printing output and much valued environmental benefits.

## Solutions

### Implementation of HP PageWide Pro

Hervé Issaly, the IT director of ADREA Mutuelle, explains: "The selection of the HP PageWide Pro was the result of a meeting with Osilog and HP, as we wanted to standardise our printing assets, reduce our costs, including those of the IT system, and roll out new machines. Osilog and ADREA Mutuelle have been partners for around 15 years and we have always been completely satisfied with their provision of support, their proposals for new solutions and their advice."

ADREA therefore opted for a globalised solution comprising hardware, maintenance, automatic provisioning of consumables and related services, for both its management sites and 112 local branches. All of these requirements were met by HP PageWide Pro, the new range of HP printers, available in single function or multifunction versions.

In addition, this range proved particularly environmentally friendly, which was a decisive factor for the client. Indeed, HP PageWide Pro machines consume four times less energy than a colour laser printer. The high-capacity ink cartridges offer the potential for printing more documents and therefore have a positive environmental impact in terms of consumables. Finally, 50% of the component products of HP PageWide Pro machines are produced from recycled hardware. This demonstrates HP's strong commitment to the environment.

## Customer solution at a glance

### Application

HP Web Jetadmin

### Hardware

• HP OfficeJet Pro X Printers



ADREA Mutuelle chose to install HP PageWide Pro machines; this selection was the result of intensive and conclusive tests carried out over a three month period, in the offices of the company's IT and communication departments. The excellent quality of the colour printing was evident from the tests, as well as the ease of use of these printers which do not require any maintenance. The printheads no longer require cleaning, and calibration is performed automatically when the machine is first switched on. In addition, replacing the cartridges takes a matter of seconds. "Finally," as Jacques Teulade, head of the Local Infrastructure & Support Division at ADREA Mutuelle, points out, "it is also important to highlight the low acquisition cost of these HP PageWide Pro models, across a range that extends from single function printers to multifunction devices."

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## Benefits

### Complete cost control

To date, 60 HP PageWide Pro Multifunction Printers have been installed in the network of ADREA branches, replacing obsolete and in some cases redundant models. These new printers were also provided with an additional service which was set up by the IT department in partnership with Osilog. This service is automatic on-site provisioning of consumables, which is managed through the HP Web Jetadmin tool. The result being that the user will never run out of cartridges. Sixty additional printers will also be progressively rolled out to all of the remaining sites.

All of these HP PageWide Pro machines, installed in the branches, help the company to improve and strengthen its relationship with customers through the ability to produce personalised documents, commercial proposals, quotes and administrative documents on site. These printers are also used by non-office based insurance advisers who can now prepare high-quality booklets for members in advance, before leaving the branch. This generated a net gain in productivity and a high level of customer satisfaction.

The proposed change to PageWide technology was a real technological development for ADREA Mutuelle which, thanks to cost control and ease of use, has been quickly adopted by users and members alike. "Furthermore, due to the cost savings and the environmental aspect, HP PageWide Pro machines are the best solution that is currently available in terms of new technology and benefits for all parties," concludes Hervé Issaly.

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The HP products highlighted in this case study are HP OfficeJet Pro X and HP OfficeJet Enterprise X using HP PageWide technology. All references to the HP OfficeJet Pro X, HP OfficeJet Enterprise X and inkjet in this case study have been replaced by their current HP PageWide brand name: HP PageWide Pro, HP PageWide Enterprise and HP PageWide. The change of brand name does not affect the results of the case study.

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