

## Case study

# Novabase optimises its print system to control costs



## HP Managed Print Solution ensures first-rate hardware efficiency

### Industry

Information Technology

### Objective

Reorganise and modernise the print estate to reduce costs and improve efficiency

### Approach

Consulted leading print suppliers to map a solution for its new head office; HP seen as the most competitive bid with quality devices

### IT matters

- Centralised management of print estate produces greater transparency of costs
- Ensures ongoing maintenance of the printers, including automatic replacement of consumables
- Refreshed the print estate with modern, fit-for-purpose devices

### Business matters

- Improved reliability of devices results in fewer breakdowns
- Reduces power and paper costs, along with a smaller environmental impact, through the use of more efficient printers



**“We had a lot of problems: a range of printers and MFPs with different makes and models. Equipment was acquired as needed, each printed to its own site, and in some situations the cartridges cost more than the printers.”**

– Carlos Malosso, IT manager, Novabase

## Print consolidation delivers functionality and cost control

Since starting out in 1989, Novabase has enjoyed rapid and continuous growth. The move to a new head office at the end of 2007 was seen as an opportunity to optimise working processes, including the print function. A widely diverse and uneconomical range of printers had accumulated. The HP Managed Print Solution enabled implementation of a centralised system, leading to improved cost control.

## Customer solution at a glance

### Hardware

- 10 x HP Color LaserJet CP4525dn
- 9 x HP Color LaserJet Enterprise CM4540f MFP
- 1 x HP LaserJet Enterprise M4555f MFP
- 9 x HP LaserJet M5035x MFP

### HP services

- HP Smart Printing Services

## Challenge

### A disparate print estate

Novabase is a leading IT company in Portugal. Founded in 1989 as a software house, it spent the late 1990s positioning itself as a systems integrator. In 2000, Novabase was quoted on the Lisbon Stock Exchange.

The business moved to a new, 6,000 sqm head office at the end of 2007, housing most of its Lisbon staff. The aim was to benefit from a purpose-designed, modern and functional working space, with better working conditions. The move prompted a rethink of Novabase's use of print.

"We had a lot of problems," recalls Novabase IT manager Carlos Malosso. "We had a range of printers and MFPs, with different makes and models. Equipment was acquired as needed, each printed to its own site, and in some situations the cartridges cost more than the printers."

## Solution

### Order through consolidation

"We wanted to change the print paradigm: to have a single supplier and, rather than individual printers, provide services per floor for scanning, black and white or colour printing, A3 and A4 size, or sending by email," says Malosso.

The company submitted its requirements to leading print suppliers, each of which responded with their various plans. "HP was selected, not just for the quality of its equipment, but also because it submitted the most competitive bid," says Malosso.

To reduce the number and diversity of the printer fleet, more than a dozen existing printer models were reduced down to just four: HP Color LaserJet CP4525dn, HP Color LaserJet Enterprise CM4540f MFP, HP LaserJet Enterprise M4555f MFP and HP LaserJet M5035x MFP. As well as facilitating management of the equipment, this transition eliminated ink jet printers, which were viewed as uneconomical.

Simultaneously, HP provides a print management service, allowing Novabase, for example, to know who was printing, or whether they were printing in black and white or colour. Printing only takes place when the order gets to the machine, which results in paper saving and discourages unnecessary print outs. HP determines when consumables are running low and replaces them in less than 48 hours, ending the previous inconvenience when a printer would fail due to lack of toner.

## Benefits

### A culture of prudent printing

Malosso welcomes the optimisation of the company's internal procedures after implementing the HP centralised management system: "When someone has a printer next to them they print everything out, but when they get up they think twice."

"The main benefits for Novabase," he adds, "are cost stabilisation and control and a better environmental performance. There was a combination of factors that led to savings. With fewer and more efficient types of equipment there are energy savings."

He says the positive results have led to a renewal of the contract and extension of the relationship with HP to another type of equipment. "It started with a four year contract, which has since been renewed. Today, HP is the sole Novabase supplier in terms of end-user hardware: people work on HP computers and print on HP printers."

The print services contract was also extended to other offices, including Porto and Spain. Recent years have been marked by a focus on international growth of the company and the move into new regions. Novabase now has more than 2,000 staff of 17 different nationalities. It has offices in Spain, the Middle East, Mozambique, Angola, the United Kingdom and Portugal and has plans to open in Ghana and Turkey.

"We didn't waste time researching the market because HP suits our equipment perfectly and provides perfect service, including equipment updates," says Malosso. "Thanks to the type of contract we have, in situations where HP equipment progresses, we will get this new equipment as part of the service."

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