

## Case study

# Kreissparkasse Höchststadt/Aisch keeps printer costs under control



## HP Partner Managed Print Services contract with SanData provides high level transparency

### Industry

Financial services

### Objective

Reduce printer fleet costs

### Approach

Comparison of various managed print services proposals

### IT matters

- Simplifies administration and management of all printers with HP Web Jetadmin
- Reduces IT Department workload on printer maintenance and repair

### Business matters

- Reduces direct costs for the printer fleet by 10 per cent
- Orders toner automatically to reduce the workloads of the purchasing, accounting and financial controlling departments
- Delivers highly transparent printing costs



**“Thanks to our HP Partner Managed Print Services contract with SanData, we have reduced costs by 10 per cent compared with our internal solution. This figure only takes into account the costs of purchasing the devices and supplies. We have not included reductions to our process costs. But those are not insubstantial either.”**

– Thomas Ackermann, IT organisation, Kreissparkasse Höchststadt/Aisch

### **Saving money through outsourcing**

After comparing proposals from various providers, Kreissparkasse Höchststadt/Aisch decided on an HP Partner Managed Print Services contract with SanData. The result: Cost savings of 10 per cent for printers and supplies, plus further savings on the process side for the IT organisation and accounting departments.



## Challenge

### Need to reduce print costs

With assets totalling €784 million, 15 branches, 246 employees and a public-law business model, Kreissparkasse Höchststadt/Aisch has been a trustworthy and competent provider of financial services in the Höchststadt an der Aisch region of Bavaria for over 160 years.

Kreissparkasse Höchststadt/Aisch's 250 or so employees are supported by a modern IT infrastructure that also includes an efficient printer fleet. The company has over 130 printers which produce an average of 100,000 pages each month and 90 per cent of which are black and white machines.

"As you often find with banks, our customer advisers each need a printer in their workspace so that they do not have to leave the room during a customer consultation," explains Thomas Ackermann, of the IT organisation department at Kreissparkasse Höchststadt/Aisch. "Centralised multifunction devices were therefore not an option when the company was looking to reduce its printer costs but we are always looking for new opportunities to reduce our costs."

The IT department, which is responsible for the entire printer infrastructure – including administration, maintenance and purchasing supplies – previously considered outsourcing these tasks to a service provider but came to the conclusion that they could carry out these tasks more cost-effectively internally.

## Solution

### HP Partner Managed Print Services contract

Things began to change when the company put out another tender. The existing workspace printers from HP and another manufacturer were coming to the end of their useful lives and were generating high maintenance and repair costs.

"We were in the middle of the tendering phase when SanData contacted us," remembers Ackermann. "The call came at just the right time and the first meeting we had at our site was very positive. For us, there was no question that SanData should submit a bid, especially as they were offering us HP printers that other providers were not. We had always had good experiences with these products in the past due to their reliability."

As the bid from SanData and HP was also the most cost-effective, it was a clear choice for Kreissparkasse Höchststadt/Aisch to award the bid to SanData. The full service rental contract with SanData includes financing for the printers, preventative maintenance, technical support, delivery of supplies and replacement parts, repairs, servicing and configuring the devices.



## Benefits

### **Complete transparency over all costs and printer data**

“Thanks to our HP Partner Managed Print Services contract with SanData, we have reduced costs by 10 per cent in comparison to our internal solution,” says Ackermann. “This figure only takes into account the costs of purchasing the devices and supplies. We have not included reductions to our process costs but those are not insubstantial either.”

The IT expert estimated that around five per cent of the IT organisation team’s working hours were spent on the printer fleet. Since the contract began, this has been reduced to a minimum. Ackermann and his colleagues no longer have to order supplies for the printers. Today, all of the devices are networked and as soon as a device’s toner level drops below 15 per cent, an order is automatically sent to SanData and the toner is sent to the relevant location within the company. Kreissparkasse Höchststadt/Aisch set the threshold at 15 per cent for all of the devices following its initial experiences at the beginning of the contract period. This can be changed at any time and different thresholds can be set for each individual printer.

Previously, there was a particular employee who was responsible for this ordering process. The other employees in the departments would call her when their toner needed replacing.

To ensure that the employees could print whenever they needed to, the IT department had to order toner at regular intervals and always keep a supply of different cartridges in stock – taking up fixed capital for Kreissparkasse Höchststadt/Aisch.

“Although we no longer have to deal with ordering supplies ourselves, the HP Web Jetadmin software gives us complete transparency over all data and information at all times,” says Ackermann. “HP Web Jetadmin is provided free of charge with the HP printers and provides an insight into all of the important parameters of the devices which provides real added value for us.

“We recognised this immediately when SanData provided us with an initial introduction and training session free of charge. Aside from ordering supplies, we can also use it to connect to all of the devices and resolve many errors remotely or install new firmware centrally,” says Ackermann. “This means that the IT organisation team no longer has to travel out to the branches as often. It also allows us to ensure that our employees can re-print efficiently if there is an error.”

Another advantage for administration is that the printer fleet is made up entirely of HP devices so the number of device types has been reduced to just a handful. All of the company’s workspace printers are now HP LaserJet Pro M401dn models. Twenty existing multifunction devices that the company had purchased just a few months before the contract have also been included. They are used to print, scan and copy.

## Customer solution at a glance

### Hardware

- 115 x HP LaserJet Pro M401dn
- 1 x HP LaserJet Pro 400 Color M475DN MFP
- 16 x HP LaserJet Pro 400 Color M475DN MFP were already in place and were added to the maintenance contract
- 4 x HP LaserJet Enterprise 500 Color M551dn
- 2 x HP LaserJet Enterprise 600 M602
- 2 x HP LaserJet Pro MFP M425
- 2 x HP LaserJet Enterprise 700 Color MFP M775

### Software

- HP Web Jetadmin software

### HP services

- HP Partner Managed Print Services contract

Kreissparkasse Höchststadt/Aisch wanted not only the IT organisation department to benefit from the contract by simplifying their processes, but the accounting department too. Where it would previously have multiple invoices for the printer fleet, it now only has to check and pay one invoice each month. Following an assessment and the estimated volume of 100,000 pages printed per month, the company pays SanData an agreed flat-rate sum each month – similar to partial payment plans for electricity consumption. After a year, the two parties compare the expected and actual values and adjust the payments as necessary. “It’s a very fair and transparent solution for us,” says Ackermann.

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Kreissparkasse Höchststadt/Aisch is also very pleased with the service it receives from SanData. Ackermann adds: “The rollout of the new printers, which we worked on together, went fantastically well. We stayed within our time plan and the employees in the departments were always able to print during the seven day long rollout and their working processes were not disrupted. That was very important for us. The toner supply also runs completely smoothly, we no longer have to worry about it at all.”

Following this successful collaboration, Kreissparkasse Höchststadt/Aisch is planning a further project with SanData – optimising the desktop infrastructure with a move to thin clients.

Learn more at [hp.com/go/mps](http://hp.com/go/mps)



### About the SanData IT Group

The SanData IT Group was founded in 1981 by Heinrich Straub in Nuremberg. The company has 275 employees and its 2013 revenues reached €50 million across its 11 branches in Germany and Austria: Bayreuth, Coburg, Dresden, Ingolstadt, Klagenfurt, Linz, Munich, Neckarsulm, Nuremberg, Regensburg and Vienna. SanData’s core competency is in IT solutions for medium to large businesses in the German-speaking area. The systems provider offers its customers comprehensive IT services from one place: consultation, services, hardware, software and training – particularly for desktop, digital printing, security, data centre and document management solutions. [sandata.net](http://sandata.net)

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