

# Enhance productivity, reduce costs



Ease your paper pain with HP Workflow Discovery for Communications, Media, and Entertainment (CME)



## What if you could...

- Learn how process changes will affect all stakeholders?
- Discover how imaging and printing technology can improve process efficiency?
- Reduce the cost of managing your ever-increasing amount of information?

Communications, media, and entertainment companies today are facing dramatic advances in Internet and mobile device technology that continue to reshape the contours of the industry landscape. With the rapid proliferation of digital content and online services available on a broad array of web-connected devices, CME companies are seeing greater opportunities to enter profitable new markets. To compete, you must run more efficiently, be lean, innovative, and agile. You're probably considering every alternative to help your organization stay competitive. Looking at how your organization manages its paper-based processes should be at the top of the list of ways to reduce costs, improve productivity, increase revenue, address regulatory compliance guidelines, and improve operational efficiencies.

## Moving to a more efficient operation

In today's communications, media, and entertainment industry, organizations must have the capability to connect tech-savvy consumers to cutting-edge digital content and services. Technology offers real solutions to not only manage the flow of information but

also use it to improve customer relationships, unlock new revenue streams, and transform business operations. The need for technology and automation in order to help control costs, streamline processes, and improve the customer experience is stronger than ever. Manual errors or delays in paper-intensive processes can compromise relationships and lead to dissatisfied customers.

## The right information at the right time and place

HP has developed innovative solutions that give CME companies around the world the opportunity to achieve process efficiencies, tangible cost savings, and improved time to revenue. HP offers a wide range of printing and personal systems solutions specifically designed for the CME industry. These can help you get the most out of your printing and copying infrastructure, manage that environment, and digitize and streamline your document-intensive processes—which helps you to improve your workflows in areas such as new account opening, contracts and licensing, field tech operations, and HR.

## HP Managed Services harness the power of information

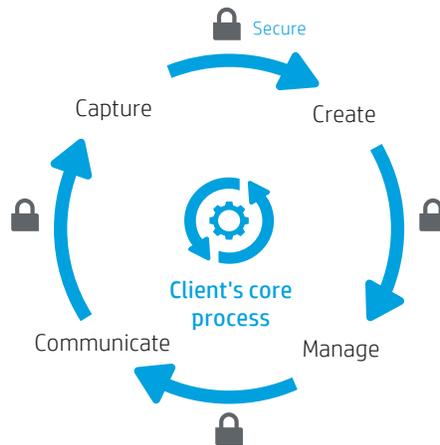
We help our clients manage information processes to better serve their customers

### Collect and digitize information

Capture structured and unstructured documents, paper and electronic documents and forms (invoices, customer information, contracts, licensing requests, employee time cards...)

### Automate content creation, deliver via multiple channels; gain client insight

Distribute multichannel communications (personalized offers, on-demand printing...)



### Create record, automate documents

Manage the document and information, archive, classify, search (new account records, purchase orders, delivery dockets, stock records...)

### Integrate, manage, retain

Retain the information, records management, audit and information access (account information, purchase orders, HR records...)

An HP Workflow Discovery analysis can help you streamline key business processes and help your organization stay on track. This consultation leads to the discovery and improvement of your traditional paper-based processes and workflows, which can save your organization time and money, improve your competitive position, and ultimately help create a more efficient operation.

## How it works

HP Workflow Discovery is a consultation that evaluates your paper and document-intensive processes, identifies inefficiencies, and then offers solutions to fine-tune the process. Through the application of digitization and printing workflow analyses, HP can show you how technology and associated software and services can help you find ways to cut the waste out of paper-intensive processes and continually improve and manage the underlying infrastructure.

As part of a document process improvement, for example, HP can provide solutions that leverage multifunction printer (MFP) capabilities such as scanning to an Enterprise Content Management (ECM) system or a Human Resource Information System (HRIS), and using efax features, which enable your MFPs to act as on- and off-ramps for an enterprise-wide LANfax solution. An HP Workflow Discovery can also help determine strategies to reduce the volume of document output altogether, help you to optimize printing documents where and when you need them, improve security, meet privacy and auditing regulations, and eliminate unnecessary printing. Furthermore, the advantage of converting documents into digital data means you won't need to depend

on traditional hard copy versions, getting the right information to the right place at the right time in the right format—which can translate to accelerating revenue realization.

Although results may vary, leveraging HP best practices and expertise drives significant cost savings by helping you create an integrated, end-to-end content management strategy.

## Follow the paper "pain"

Workflows involving paper are still extremely prevalent for many reasons: legacy processes, regulatory compliance, requirements for signatures and offline usage, and external communications can still be paper-heavy processes. That is why CME organizations around the globe who are implementing ECM solutions are also investigating the capture and integration of unstructured data along with ways to automate and streamline these workflows.

If you can relate to pain points such as mountains of paper records, data entry errors, and wasted time and redundant resources that can be traced to manual paper processes—then a workflow discovery is in order.

### Staying focused

Your business has key organizational objectives. Goals can include reducing costs, improving productivity, increasing revenue, mitigating risks, conserving resources, and managing capital and assets. These objectives represent the organization at a strategic level, but how can your organization identify, prioritize, and implement ground-level workflow initiatives to meet these goals?

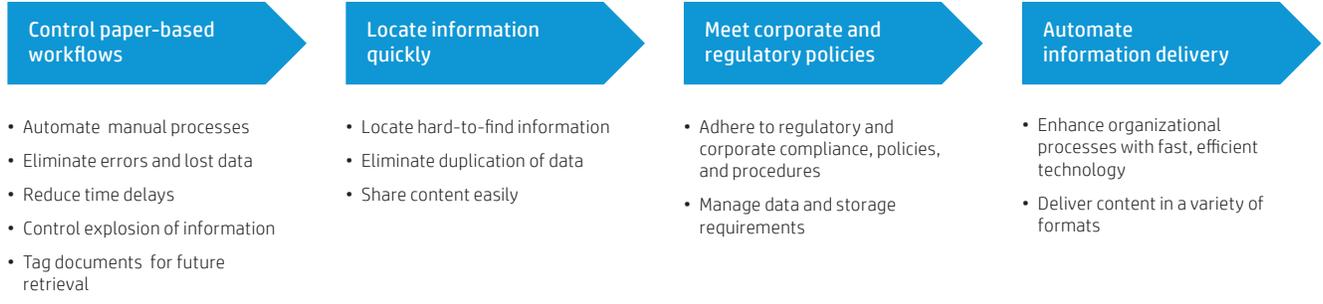
Often these goals and objectives are diluted or changed as they evolve into tactical initiatives executed at the ground level—or worse, no action is taken at all. Your challenge, then, is to manage and turn these goals into projects that not only reduce costs and improve workflows, but also take into consideration the top priorities of your organization.

### The only constant is change

A barrage of external factors can force your organization to shuffle, modify, or completely change its high-level objectives. Whether these changes are due to the economy, regulatory compliance, technology innovations, or competitor actions, your organization must remain agile and adaptive to change, and so must its infrastructure.

The smooth running of any organization relies on the seamless flow of critical information, automatically routed to where it needs to be at any given point. With HP workflow solutions, you can automate these paper-intensive workflows. This can mean lower costs, a reduced administrative burden, and less scope for human error. And because of close collaboration with leading solutions providers, you can be confident that HP workflow solutions can integrate seamlessly with your back-end systems. By shifting paper-based processes to electronic workflows, your organization can have the capability to save money in today's market and gain the flexibility to adapt to process change in the future.

## HP can help you eliminate manual, paper-based workflows



### HP helps you understand the strengths and weaknesses of your organization’s workflows.

## HP Workflow Discovery

HP Workflow Discovery is a set of modular services that can help your organization increase productivity, reduce costs, mitigate risks, conserve resources, and reap the benefits that imaging and printing workflow improvements offer.

HP Workflow Discovery consists of modular offerings, including:

- Discovery sessions
- Workshops
- Assessments

### Discovery sessions

Discovery sessions help you identify key organizational initiatives and goals, external and internal factors, as well as the resources responsible for each particular area. HP gathers this information to identify all stakeholders in imaging and printing workflow improvements.

Discovery sessions may range in scope from organization-wide to specific operational environments and HP typically conducts these sessions via teleconference and client visits.

If all stakeholders, initiatives, and business goals have already been identified and agreed upon within each line of business, you may skip the discovery sessions and move directly into a workshop.

### Workshops

Workshops can help you identify and plan the processes HP will evaluate. During this meeting, HP meets with the relevant stakeholders identified within your organization, and facilitates a data-gathering process and discussion to determine appropriate imaging and printing initiatives. HP begins the workshop process with pre-workshop interviews and surveys of stakeholders to prepare for the on-site portion. Stakeholders involved are

typically heads of targeted departments such as Finance and Administration, Retail Operations, Contracts and Licensing, Customer Services, HR/Payroll, etc. Workshops are typically one-half to one day in length, and yield five to eight initiatives targeted for improvement.

### Assessments

The HP assessment methodology uses proven techniques to analyze workflows within the imaging and printing environment—providing your organization with visibility into its current processes and costs, as well as an understanding of its strengths, weaknesses, and capabilities to integrate directly with the ECM system. HP assessments adhere to the HP Lean Sigma methodology, a process that verifies that the analysis will follow strict HP guidelines for an efficient data-collection process.

Next, HP CME industry consultants arrive on-site to observe your organization’s workflow processes in action. HP will not interrupt the process, but will actively document the steps of the process as they occur. During the on-site visit, HP will also conduct interviews or workshops with select end users to more thoroughly detail the workflow and to better understand an end user’s roles and thoughts regarding the process. The interviews or workshops will be both in groups and one-on-one. After thoroughly understanding the “as is” state of the workflow, HP will apply both industry and HP best practices and experience to provide a specific set of recommendations that your organization can use to improve the process. HP will then present the findings and recommendations to your organization during an on-site presentation to be attended by your stakeholders. You’ll also receive a report that documents the entire assessment.

## Gain true value by harnessing workflows

HP Workflow Discovery will give your organization powerful information to improve your business processes. You'll be able to identify the impact of the process changes on all stakeholders, measure the costs, and learn how imaging and printing technology can help improve workflow processes, employee productivity, and ultimately, operational efficiency.

HP information workflow solutions focus on enabling real-time information sharing. In this digital information-driven climate, you need technologies that help you speed innovation, make processes work more efficiently, protect confidential information, and communicate more effectively with your customers. HP can bring together all the components of end-to-end information management ecosystem that span from the desktop to the corporate data center. In addition to imaging and printing products, services and solutions, HP offers clients, servers, storage systems, and software components—for a complete information management solution.

## Why HP?

For more than 50 years, HP has been partnering with leading communications, media, and entertainment organizations, supplying the technical expertise and business savvy required to position these companies at the forefront of innovation. Today, industry analysts rank HP as a leading provider of information technology and services to the CME industry. In fact, 5 of the top 10 cable and broadcasting companies and over half of the top 10 telecommunications companies are HP Managed Print Services clients.<sup>1</sup>

We will take the time to understand your specific needs and create a plan to help optimize your fleet, ensure data and document security, and manage your evolving workplace.

## Get started

Contact your local HP representative to:

- Set up a workshop to assess your specific needs.
- Establish a plan to implement the best solution for today and into the future.
- Identify an environmental approach that can help your organization save money.

## Learn more

[hp.com/go/cmeworkflow](http://hp.com/go/cmeworkflow)

<sup>1</sup>Based on data from the 2016 Forbes Global 2000.

Sign up for updates  
[hp.com/go/getupdated](http://hp.com/go/getupdated)



Share with colleagues

© Copyright 2014, 2017 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

