

## Case study

# DEVK cuts printing costs while increasing functionality

druckerfachmann.de manages a fleet of HP multifunction printers



### Industry

Insurance

### Objective

Continuous cost reductions for the printer fleet whilst increasing its functionality

### Approach

Consultation at the HP Demo Center in Böblingen and testing the HP PageWide Pro and HP PageWide Enterprise printers as replacements for laser printers as part of the HP Partner Managed Print Services contract

### IT matters

- 60 per cent lower expenditure for the IT department as druckerfachmann.de provides regular maintenance and repair services
- Simple administration and management of all printers via HP Web Jetadmin and pre-prepared templates

### Business matters

- Reduction in direct costs by using HP PageWide Pro and HP PageWide Enterprise printers
- 70 per cent lower electricity costs by replacing laser printers with PageWide devices, saving almost €3,000 per year
- PageWide printers do not emit fine dust, making the workplace safer for the employees
- The workloads of the purchasing, accounting and financial controlling departments have all been reduced due to the HP Partner Managed Services contract agreed with druckerfachmann.de
- Secure printing to fulfil data protection requirements by using both HP Imaging and Printing Security Center and SafeCom Smart Printing software solutions
- Option to expand document management functionality by using modern multifunction devices



**“By using HP PageWide multifunction devices, we have been able to reduce our printing costs substantially compared to using laser printers. The cost per page is lower and the consumables are much cheaper than for laser printers. Each year, we save many thousands of Euros in electricity costs as the PageWide devices use 70 to 85 per cent less power. Fine dust emissions have also halved.”**

– Thomas Liebens, head of the IT Workplace Service Group, DEVK Versicherungen

### **18 per cent fewer devices, 25 per cent lower costs**

DEVK has had complete transparency over its printing costs for many years thanks to its HP Partner Managed Print Services contract with druckerfachmann.de. Now these costs are decreasing even more: by using PageWide printers and increasing the proportion of multifunction devices. The latter can be used with corresponding software solutions to open up a wide range of document management and secure printing options to the insurance company.

**DEVK**



## Challenge

### Efficient printers that are easy to use

DEVK Versicherungen's 6,000 or so employees support around four million customers in Germany with 13.7 million risks across all of its insurance categories. By number of policies, DEVK is Germany's third largest home contents insurer, fifth largest car insurer and seventh largest legal liability insurer.

The DEVK headquarters in Cologne processes vehicle, legal protection and life insurance policies. Its 19 regional departments and field teams across Germany primarily cover the sales aspects and process applications and claims.

"Efficient, intuitive devices for printing and scanning applications, quotes, statistics and plans are absolutely essential for our employees," says Thomas Liebens, head of the IT Workplace Service Group at DEVK Versicherungen. No wonder - around 24 million pages are printed each year on the workspace and department printers.

## Solution

### HP Partner Managed Print Services contract with druckerfachmann.de

This is why the company has relied on HP devices and services from druckerfachmann.de for many years: with the HP Partner Managed Print Services contract, druckerfachmann.de ensures that the hardware at DEVK is always working correctly and that the devices always have a sufficient supply of toner by programming them to automatically send their fill level to the service provider.

druckerfachmann.de then sends the corresponding cartridges directly to the appropriate departments at the Cologne headquarters or to those responsible at the regional offices. "With the Managed Print Services contract, we have been able to substantially reduce internal administration costs in purchasing, operations, support and maintenance," says Liebens. "Before, we needed two or three IT technicians to look after the printer fleet. They covered everything from support to invoicing and fault analysis. This is all now handled by a single employee, reducing our expenditure by around 60 per cent. The accounting department now receives a single invoice to check every six months."

This invoice consists of a fixed service charge and the costs of the consumables provided. The fixed monthly charge is based on the expected usage of consumables - toner and ink cartridges, maintenance kits etc. - and is estimated according to the amount of materials provided per device. If the insurance firm uses more materials than expected, any extra usage is charged as a one-off fee on the invoice. If the quota is not exhausted, it is set off against the next year and the fixed monthly price for the following year reduces.

The workload of the purchasing department has also decreased. Devices are ordered centrally using an internal tool which sends the order to druckerfachmann.de following an internal approval process. The service provider then delivers the preconfigured device to the intended location and commissions it there.

“The greatest advantage of using HP printers for us in IT, is that we can use the HP Web Jetadmin software to individually administer and configure them from a central location,” says Liebens. For example, DEVK has identified the printers with the highest output and ensures that new toner is ordered when they reach 20 per cent capacity. For less frequently used devices, this threshold is around five to eight per cent. HP Web Jetadmin also takes service level agreements and VIP services into account so that druckerfachmann.de knows which priority to assign to any alert it receives.

When the leasing contract for the devices expired, DEVK reviewed the tenders and quickly decided to continue to outsource the management of its printer fleet to a service provider.

However, the company wanted to make a few changes to ensure that it was able to handle any future business requirements: “We wanted to increase the proportion of multifunction devices in the company substantially, firstly so that we wouldn’t have to provide any more photocopiers, and also to adapt to changes in the way our employees work that have developed over recent years,” explains Liebens. “Functions such as Scan-to-Email or Fax are standard today. In the future we are heading towards a greater focus on document management.”

The new devices would also have to support features such as Pull Printing for user identification when collecting the printout at the device, Secure Printing with SafeCom Smart Printing for encrypted transmission to the device, and AirPrint for printing from portable devices.

Other requirements of the new printer fleet were that devices for printing insurance applications would need to have a 2,000 sheet paper capacity, and some devices would need five paper trays and output trays to allow certain departments to print on different paper formats easily with a single device. The contract also needed to include automatic invoicing for the individual cost centres.

DEVK began a tendering process which was responded to by a number of manufacturers and service providers. “But only druckerfachmann.de could cover everything we needed,” remembers Liebens. “Some manufacturers were unable to support the SafeCom solution, but we definitely wanted to use device-agnostic, non-proprietary software for encrypted printing. We also knew from our experiences in the past that druckerfachmann.de could provide the service and prices we were looking for.”

DEVK was pleased that druckerfachmann.de chose to use HP devices. “We visited the HP Demo Center in Böblingen to see the latest generation of printers, which included some that had not yet been brought to the market. We were very impressed that HP chose to use the same operational concept for all of its devices. This is a clear benefit to our employees who use a number of different devices. They don’t have to figure out how a device works each time they use a new one,” says Liebens.

### **Replacing laser printers with multifunction HP PageWide devices**

At the HP Demo Center in Böblingen, DEVK’s IT team made the decision to give the departments and regional offices the option of multifunction PageWide printers. A number of devices were brought to the headquarters in Cologne for testing, which confirmed the benefits: “The HP PageWide devices fulfilled all of our requirements in terms of noise levels, speed and print permanence. They also do not emit fine dust, meaning that they could be placed much closer to our employees’ workspaces,” says Liebens.

More departments than expected followed the IT team’s recommendation of HP PageWide devices. The proportion of PageWide devices is around 50 per cent: HP PageWide Pro and HP PageWide Enterprise devices are currently in use. “They are mostly used by teams with a medium print output, where they want to keep noise levels as low as possible and where they need the functionalities of a multifunction system to optimise their working processes,” explains Liebens. Depending on the print volumes, larger jobs can be sent to the next largest laser printer.

### **About druckerfachmann.de**

druckerfachmann.de provides tailored service solutions for printing and photocopying. The company is based in Berlin and offers customers across Germany manufacturer-independent Managed Print Services concepts, which can help them achieve printing cost savings of up to 30 per cent. Alongside MPS, druckerfachmann.de offers other manufacturer-independent services such as repairs, maintenance and installation. Analysis, consultation, a comprehensive portfolio of printing solutions and an online store for hardware and supplies round out its services. druckerfachmann.de currently manages over 25,000 systems under MPS contracts and processes over 2,500 service tickets per month. Since 2011, druckerfachmann.de has been part of the ALSO Group, one of Europe’s leading trade and logistics companies in the field of IT, telecoms and consumer electronics. druckerfachmann.de

## Customer solution at a glance

### Hardware

- 129 x HP OfficeJet Pro 276
- 99 x HP OfficeJet Enterprise X585f
- 89 x HP LaserJet Enterprise 600 M602dn
- 54 x HP LaserJet Enterprise 500 MFP M525dn
- 5 x HP LaserJet Enterprise MFP M525c
- 41 x HP LaserJet Enterprise MFP M725z
- 1 x HP LaserJet Enterprise Flow M830z multifunction printer
- 27 x HP LaserJet Enterprise 500 Color MFP M575dn
- 27 x HP LaserJet Enterprise 700 Color MFP M775z

### Software

- HP Web Jetadmin
- HP Imaging and Printing Security Center
- SafeCom Smart Printing

### HP services

- HP Partner Managed Print Services
- HP Financial Leasing

### Our solution partners



## Benefits

### Costs reduced by over 20 per cent

“By using HP PageWide devices, we have been able to decrease our printing costs substantially compared to our old laser printers,” says Liebens. “The cost per page is lower as the consumables are much cheaper than for laser printers. We also save many thousands of Euros in electricity costs each year as the PageWide devices are very energy efficient. They use 70 to 85 per cent less power than the laser devices.”

In total, DEVK is saving around 20 per cent in costs compared to its previous contract, not least because of the proportion of multifunction devices, which has grown from 30 to 60 per cent. The service contract with the photocopier manufacturer is no longer needed, and the price per page is much lower with the multifunction devices than with the photocopiers.

“With the Managed Print Services contract, we have been able to substantially reduce internal administration costs in purchasing, operations, support and maintenance. We previously had two or three IT technicians responsible for the printer fleet, covering everything from support to invoicing and fault analysis. This is all now handled by a single employee, reducing our expenditure by around 60 per cent.”

– Thomas Liebens, head of the IT Workplace Service Group, DEVK Versicherungen

The HP PageWide Enterprise multifunction devices also stand DEVK in good stead for future projects in the field of document management. Functionalities such as Print to Share, Print to File, Scan to DMS and Scan to File open up a range of opportunities for the insurance firm to easily digitise and exchange documents around the company – predominantly with the HP LaserJet Enterprise M725z multifunction printers.

The company is also planning to use two software tools – HP Imaging and Printing Security Center and SafeCom Smart Printing. “These can help us ensure that sensitive documents are printed securely. The printouts can be encrypted and we can ensure that third parties cannot access them,” says Liebens. “This is particularly important in our health and life insurance departments, for HR and the board and for every employee who prints out user-related data. These tools ensure that we cover all of the security requirements around data protection and those defined by the German Federal Office for Information Security (BSI).”

The SafeCom solution enables DEVK to introduce role and group-based printing within the company. Every employee has a chip that allows them, if required, to collect not only their own printouts from the printer, but also those of their colleagues in the same department. The solution can also define conditions such as that emails must always be printed in black and white, and duplex. With certain printers, it can define maximum outputs of, say, 200 sheets with larger volumes being sent to the next largest printer.

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The HP products tested 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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