Case study

EADA Business School revolutionises its print services

HP Officejet Pro X Series allows the implementation of service-based print management

Industry
Higher education

Objective
Modernise printing infrastructure with a faster, more cost-effective and energy efficient service

Approach
Print service management fully centralised as part of the IT service and the implementation of a print management system

IT matters
- Integrates fully with EADA IT structures
- Ensures automatic monitoring of the managed services

Business matters
- Reduces print costs by a third and delivers major savings in energy, administration and management
- Creates an automated system for service and maintenance, as well as the supply of consumables

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> "Not only do the new HP printers deliver cutting-edge technology, their multifunctionality lets our users do things they couldn't do before. Instead of making photocopies, users can now scan and email documents, which are simultaneously archived on the system, helping us cut down on the use of paper. Users benefit from a more efficient, faster and comprehensive service."
>
> – Marco Peña, head of IT, EADA

Significant cost savings allied to energy efficiency improvements

EADA Business School has upgraded its network and communications infrastructure, and virtualised its data centre. It has also replaced its printers in partnership with HP, rolling out state-of-the-art inkjet technology. The professional multifunction devices have not only resulted in significant cost savings but have allowed the rationalisation of print services and the launch of service-based print management.

Challenge

Quality education and services

Since it was founded in Barcelona in 1957, the EADA Business School has always led the way in its field. It was one of the first institutions in Spain to offer education programmes specifically designed for the business community, with courses for senior management and in-house training. More than 4,000 students a year receive training at its two campuses in Barcelona and Collbató.

When the time came to upgrade its printing systems, the main goal was to find a more cost-effective service, although a number of other factors were also taken into account. Environmental issues, such as better and more efficient management of resources, reducing energy consumption and emissions, and above all the adoption of good practices were also major considerations in the upgrade process.

Solution

Service analysis and requirements

EADA has always looked to HP for its print solutions and has always been extremely satisfied in terms of the quality and service provided. In partnership with the IT consultancy firm SEMIC, one of HP's main Platinum Partners in Spain, the EADA IT department carried out an exhaustive analysis of the school's printing. This included the purchasing and efficient management of consumables, service requirements based on the school's characteristics, its operation and modernisation and rationalisation strategy, and the use and needs of users and different departments.

SEMIC proposed replacing the old laser printers with new inkjet models from the HP Officejet Pro X Series. The study showed that upgrading the printers would deliver cost savings far above the level of the investment required thanks to a reduction in printing costs and savings in other areas, such as energy and consumables. The upgrade would also deliver major improvements in services and quality.

Benefit

Changing the model

Administrative and teaching staff now have access to 25 multifunction HP Officejet Pro X476dw devices installed throughout the school's areas and departments. Not only can they print their documents but they can also do a range of things they couldn't do with the existing printers, such as scanning, copying and sending faxes, in addition to taking advantage of new opportunities created by the digitisation of documents, helping to phase out paper and to support the transition to a digital office.

HP Officejet Pro X Series printers integrate seamlessly with EADA's existing IT infrastructure using both cabled and wireless connections, facilitating manageability and work flows. The HP Officejet Pro X Series also conforms to the ENERGY STAR® standard for energy efficiency and low emissions.

"After using the devices for a year at the school, we've been amazed by the savings in printing costs, which have reduced by about a third," explains Marco Peña, head of IT at EADA. However it's not just cost savings, he continues: "The state-of-the-art technology of the HP printers allows users to benefit from a more efficient, faster, cleaner and more comprehensive service."

This is just the start of the process to transform printing at the school. The management system put into place by SEMIC means the only thing EADA has to worry about is making sure the machines have enough paper. Everything else, from the management of consumables, billing for copies, the allocation of costs to different departments, all the way through to dealing with faults and processing information, is all taken care of by the fully automated service provided by HP's partner. The devices are monitored 24 hours a day and controlled from the partner's cloud.

"What's more, from the perspective of EADA's IT department, management is straightforward and hassle-free. We have a standardised system that allows us to centralise and manage everything, making use of our internal network based on Microsoft® standards for managing devices, together with PaperCut software for defining policies and reporting," continues Peña.

Centralising management in one place makes possible significant savings in terms of administration and staffing, but also provides control that was not available before. A whole range of tasks, such as defining print queues, rolling out new drivers, updating software and user management can all be done from the EADA network using simple control panels.

"Expenditure is now fully controlled, we know who the machines are being used by and what they are doing, allowing us to profile usage and identify who is making best and worse use of them," remarks Marco Peña. "I have information that wasn't available before, making it possible for me to define policies and strategies for rationalisation. I have real-time information and a suite of reports that feed in to our systems, providing real knowledge about what's going on in the company."

EADA has also launched an internal programme to raise awareness about good practices for using the machines, such as double-sided printing and cutting down on colour photocopying, as well as promoting the benefits of digitisation made possible by the multifunctional machines.

Customer solution at a glance

Hardware
• HP Officejet Pro X476dw

Software
• Microsoft Active Directory and PaperCut

"We want to go beyond cost savings and make more efficient use of print facilities to reduce our footprint as much as possible when it comes to things such as ink, paper, energy and waste," remarks Peña.

"We've been amazed by the savings in print costs. The new HP inkjet printers allow us to reduce costs by around a third."

– Marco Peña, head of IT, EADA

"We fully trust in HP. We were confident they would deliver the perfect solution to meet our needs, a contactless print service based on robust and reliable equipment, providing an excellent service. What's more, consumables are easily sourced and the product life cycle fits our organisation," explains Peña. "Not only do we have new, disruptive technology that works well in our business environment, but we have achieved major improvement."

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