

## Case study

# Plzensky Prazdroj transforms its print environment with HP



## HP PageWide Pro printers help brewer reduce costs while increasing print speed and quality

### Industry

Beverage production

### Objective

Plzensky Prazdroj wanted to replace its aging fleet of over 300 heterogeneous printers with a more consistent approach to printing that would lower costs without compromising on quality

### Approach

The company worked with a local HP Gold Partner, C System, and HP to analyse the business needs and design an appropriate print platform. The result is a five year managed print service based on new HP PageWide Pro models

### IT matters

- A full-time, onsite C System employee provides round the clock support ensuring any issues are resolved quickly
- The number of printers has decreased from over 300 to just over 200, meaning fewer management and maintenance demands and lower costs
- The printers are connected to a remote HP management server and automatically request replacement ink when they are running low so no printer ever runs out of ink

### Business matters

- The cost per page has dropped by 40% leading to widespread savings across the company
- Thanks to the attacheqers, every print can now be recharged to the relevant department, reducing the financial burden on the IT team
- Although the printers cost much less than their predecessors, they are faster and boast better quality and added functionality



**“We were worried that the new devices would be much slower but, in reality, they are faster than our legacy printing devices. In many cases, we replaced \$3,000 machines with \$500 HP PageWide Pro printers and nobody can tell the difference in terms of quality.”**

– Vladimir Hans, desktop service manager, Plzensky Prazdroj

### **New managed print solution is more cost-effective, faster and better quality**

Plzensky Prazdroj has signed a five year contract that has seen its 300 aging legacy printers replaced with just 200 HP PageWide Pro Ent X and LaserJet models. Despite the low cost of these devices, the print quality and speed exceeds that of Plzensky’s legacy printers. The addition of a card reader and HP Web Jetadmin has also enabled the company to recharge every print to the right person, leading to a reduction in overall print volume and better financial visibility.





## Challenge

### Finding a consistent, cost-effective approach to printing

Plzensky Prazdoj is a subsidiary of SABMiller and the producer of the world famous Pilsner Urquell – the world’s oldest pils-style lager, which was created in 1842. It has four breweries in the Czech Republic and exports beer to more than 50 countries all over the world.

Until recently, Plzensky Prazdoj did not have a unified, coherent approach to printing across its 17 Czech locations. Each site would simply buy printers as needed; as a consequence there were multiple models, each of which used different toner, and some of which were up to 10 years old.

“There was no policy in place which led to over 300 printers across our business using 150 different types of ink. Obviously, that did not prove cost-effective and was time-consuming in terms of keeping track of toner supply,” explains Vladimir Hans, desktop service manager, Plzensky Prazdoj. “We wanted to find a managed print solution that would remove the headache of printer maintenance and save us money.”

The company turned to local IT consultants and HP Gold Partner, C System, for advice on how best to transform its print environment. It recommended a five year managed service contract with HP, based around the new HP PageWide Pro devices.

“We looked at a number of other vendors, however, following a six month analysis of our print infrastructure, undertaken by C System, it became clear that HP would be the best fit,” adds Hans. “The new PageWide technology employed by the HP PageWide Pro promised high-speed, high-quality prints at a significant saving compared to some laser devices. HP also boasts excellent local support across the country which is a bonus.”

## Solution

### Migrating to a managed print platform

Over the course of four months, HP and C System worked closely together to configure and install just over 200 new printers across the business. This platform consists of a mixture of HP PageWide Pro devices. Each printer comes with a card reader attached, meaning every print job can be recharged to the employee that requested it.

“Previously, all print costs came out of the IT budget but now we can recharge every individual print to the relevant department. Naturally, people now only print documents when necessary and so usage has dropped,” continues Hans. “The quality is great and the speed is much higher than some traditional laser devices but at a lower price point.”

The printers are wrapped in a managed service contract which means there is a fixed monthly cost and support available around the clock.

## Customer solution at a glance

### Hardware

- HP OfficeJet Pro X576
- HP OfficeJet Enterprise X585
- HP Color LaserJet Enterprise M880

### Software

- HP Access Control
- HP Universal Print Driver
- HP Web Jetadmin

## Benefits

### Speed and quality at lower costs

Plzensky Prazdroj now enjoys predictable, transparent print costs and an overall dramatic reduction in costs. The price per page has decreased by 40% and the company's 2,000 employees are thinking much more carefully before printing, leading to fewer prints in general. A full-time C System employee works onsite at its central head office where he provides instant support and break-fix services.

"We were worried that, because the new devices cost so much less, they would be much slower but, in reality, they are faster than some of our legacy laser devices," says Hans. "In many cases, we replaced \$3,000 machines with \$500 HP PageWide Pro printers and nobody can tell the difference in terms of quality."

And, as the printer fleet has been reduced in number by 30%, there are fewer devices to manage, maintain and keep stocked with toner. This has led to a simplified, consistent print experience across the company with the added bonus of making full colour printing more widely available.

"The ability to bring the number of printers down from over 300 to just 200 without compromising the needs of the business, was extremely impressive and quite unexpected," concludes Hans. "However, it shows how the close collaboration between HP and C System, which involved intricate planning and analysis, has paid off. We now have a cost-effective, high-speed, high-quality print platform that is fit for the future."

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The HP products highlighted 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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