

Case study

Autotorino discovers the efficiency of the authorised channel



The car dealer opts for Original HP Supplies and discovers the advantages of integrated supply management

Industry

Automotive

Objective

To make document management more efficient and effective in all offices, reduce the total cost of ownership (TCO) without neglecting the environmental aspect

Approach

Working with an authorised HP Partner to provide integrated management for the supply and disposal of toner and ink cartridges for the company's extensive inventory of printers and multifunction devices

IT matters

- Original HP ink and toner cartridges offer a longer life cycle and lower maintenance costs
- The TCO of document management is reduced by 30 per cent
- The IT department is relieved of the responsibility of managing and reordering supplies

Business matters

- The use of Original HP Supplies offers greater reliability and quality in the production of sales documents
- Integrated supplies replenishment is more environmentally friendly
- Partnership with a major brand like HP adds credibility to the company



“We discovered the added value of the HP authorised channel, both in terms of management and costs, but we also noted the focus on environmental protection that these partnerships allow.”

– Stefano Martinalli, general manager, Autotorino

Autotorino opts for HP printers and Original HP Supplies to improve the efficiency of its document management process, lower the TCO and protect the environment

After years of using a large chain store for supplies, Autotorino motivated by a new, more progressive partner, was able to verify the cost savings and lower environmental impact of the integrated management of toner and ink supplies. As a result, Autotorino, supported by Gecal, adopted HP products in all 11 of the group's branches.



Challenge

Reduced management, better quality

Autotorino is a multibrand new and used car dealer which has experienced steady growth since 1965, with 11 branches across the Lombardy and Emilia Romagna regions. It is currently one of the top ten Italian companies for car sales, handling over 10,000 vehicles a year. It has a turnover of almost 200 million euro.

Having always used HP hardware, Autotorino currently has 125 printers and multifunction devices in operation, distributed throughout the group's offices and showrooms. Document management has always been a crucial issue for the company, which presents itself to customers through sales and marketing documents produced in the branches.

With the aim of cutting costs, Autotorino had obtained print supplies from a large office supplies chain without any specific procurement planning. In recent years, the company had also used a number of compatible supplies, in the hope of saving on device management costs. Yet this decision, driven exclusively by financial considerations linked to purchase price, revealed its limitations when the new partner, Gecal, demonstrated the benefits of structured and proactive supplies management, which was also exclusively based on Original HP supplies because of superior reliability and quality.

"Analysing the prices of individual products led us to replenish our stock in a tactical, unplanned manner," explains Stefano Martinelli, General Manager of Autotorino, "but more recently, in view of the new methods of managing the inventory of machines and supplies, we also wanted to reconsider the idea of relying on assisted management from an authorised HP channel partner."

Consequently, motivated by Gecal and attracted by the features of HP supplies in terms of quality, reliability and logistics, Autotorino chose to adopt tested criteria and services for the management of print supplies and replacement items.

Solution

Discovering the authorised channel

Dependable document management and high quality print are key processes for Autotorino, given that the sales and marketing documents issued to new and potential customers are, to some extent, the company's "business card". They are also part of the series of activities which determine overall customer satisfaction.

The group has a relatively complex inventory of printing devices, comprising 125 printers from various product families, distributed across the 11 branches in Lombardy and Emilia Romagna.



The majority of the models are multifunction devices from the HP LaserJet M1536 series, followed by HP LaserJet MFP M425, but the inventory also includes several HP color LaserJet and inkjet models; this makes supplies stock management and reordering a challenging task for Autotorino's small IT team.

"We decided to use an HP authorised supplier for several reasons," explains Martinalli, "firstly, to simplify the budgeting and management of printing activities. Indeed, with HP and Gecal, all we have to worry about is estimating consumption rates and paying the bills, while maintaining precise control over how materials are used. Another important issue was the desire to implement an activity that was more sustainable and environmentally friendly, given that HP's disposal and recycling programmes certainly give better guarantees in this respect compared to retail suppliers."

Thanks to the support of Gecal, Autotorino's renewed faith in HP (the company purchases all printing peripherals, as well as PCs and other IT components from Gecal) led to a relationship which will allow them to improve cost estimation and control, increase customer satisfaction and support company growth by releasing IT resources.

Benefits

Lowering TCO and the environmental impact of printing

"We have been exclusively using Original HP printing supplies and managed supply processes for about a year," says Martinalli, "and the first clear result has been the improvement in the quality of the documents we print for customers. After all, we are a service company, and the quality of our work is even assessed, for example, on the accuracy of the colours that represent the shades of the vehicles which can be viewed online or in person. In this respect, I can safely say that HP printing solutions have been a determining factor in improving our relationship with customers."

The second advantage, less tangible but equally as important, is related to environmental sustainability, an increasingly important issue for Italian companies that wish to grow responsibly. Used cartridges are disposed of by HP and its partners, together with the recycling of all components, such as the plastic from the casings. The supplies monitoring system, which are part of the more comprehensive printer management solutions, allow users to order or replace just the ink and toner cartridges that have actually been used, avoiding waste and unnecessary logistics operations.

Customer solution at a glance

Applications

Management of sales and marketing documents

Management of financial and administrative documents

Hardware

- HP LaserJet M1536dn
- HP LaserJet M425dn
- HP Color LaserJet CM2320
- HP 3PAR System Reporter

HP services

- Original HP Supplies

In terms of costs, Autotorino has benefited from fixed prices for two years, a stringent system of forecasting and budgeting for consumption rates and increased and more dependable page yield. The result of this is a TCO which is even more favourable than in the past, with an annual document management cost saving of 30 per cent.

“But perhaps the most significant advantage that we have experienced,” concludes Martinalli, “is in relation to the overall management of printing activities. With the two-digit growth rate of our business, which doubled our turnover and organisation in the space of a decade, we prefer to devote our attention to developing new solutions, leaving the management of orders and deliveries to HP and Gecal. All we have to do is monitor consumption rates, so that we can ensure our budget matches the actual expenditure.”

With the steady, sizeable growth in the company's turnover and the number of vehicles sold, Autotorino found that both Gecal and HP were partners capable of providing support and suggesting increasingly effective solutions. The next step could be the shift to Managed Print Services, which would also liberate the company from the burden of fixed costs and any concerns that are unrelated to the core business of vehicle sales.

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