

## Case study

# Davis & Gilbert LLP

HP MPS solves immediate problems, offers long-term opportunities



### Industry

Legal Services

### Objective

Improve print reliability and quality while helping to reduce costs

### Approach

Davis & Gilbert implemented a Managed Print Services solution from HP

### IT matters

- Data collection solution enables Davis & Gilbert's IT team to monitor print usage at the device level to identify over- and under-utilized devices
- HP Web Jetadmin software enables remote management and updates for networked printers
- Eliminating IT staff daily responsibility for printer management frees up time to improve help desk and desktop support, preparation for major IT upgrades and initiatives

### Business matters

- Improved quality of service, parts and use of Original HP Supplies have all contributed to increase printer uptime and reliability
- Getting full promised print capacity from Original HP Supplies cartridges help reduces frequency of replacement and overall cost
- Improved fleet utilization through right-sizing printers results in lower overall printing costs
- Fleet consolidation promises to reduce hardware maintenance costs and further reduce printing costs



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– Michael Salvato, Chief Information Officer, Davis & Gilbert

Davis & Gilbert LLP is a strategically focused, full-service law firm based in New York City, and is a top law firm for the marketing communications industry. When printing became a recurrent, nagging issue, the firm turned to HP for a Managed Print Services solution. A year into the MPS program, printing is rarely raised as a concern among employees, cost savings grow each month, and there are plans for further improvements under HP MPS.



Law firms are known for producing lots of documents, long documents that need to be distributed to multiple parties. Printing is important. It's key to how law firms make their money.

When Michael Salvato, chief information officer at Davis & Gilbert, first joined the NYC-based firm, he heard a lot about printing. None of it was good.

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“When I first got here and asked partners and employees about pain points, printers came up several times. I heard repeatedly that it was a challenge to keep printers healthy.”

When he toured the firm’s offices, he saw clues explaining why: too many older printers were temporarily out of service, and a supply closet was filled with discarded cartridges that had “blown up” in service.

Employees simply couldn’t count on their printers to be working well when they needed to print. And all too often, service calls didn’t resolve the problem.

Davis & Gilbert turned to HP for a Managed Print Services solution to help alleviate the frustration.

## **Better service, increased uptime**

“The name HP is highly respected, especially when it comes to printing. HP is unquestionably an industry leader,” Salvato says. “There was tremendous frustration here with the quality of printer service we were getting. Uptime was being adversely affected. That’s what drove the decision to implement an MPS program with HP.”

The firm’s immediate goals were straightforward. Most importantly, their goal was to stabilize the print environment—to make printing reliable again so that printer problems were a rare occurrence, and when problems arose, they would be resolved quickly.

In addition, the firm recognized that decisions about printing and the burgeoning fleet of printers had not been well managed over the years. Someone had to bring a critical eye to how printing was done at Davis & Gilbert. A Managed Print Services solution from HP fit the bill.

## **Managing change**

MPS can be implemented in many ways. At Davis & Gilbert, the decision was to bring about evolutionary, not revolutionary, change.

The initial assessment of Davis & Gilbert’s printing fleet identified many older printers. But the goal was not widespread change. Instead, the firm focused on replacing only those printers that were clearly causing recurrent problems and hampering productivity.

**“HP MPS gives us one-stop service and support for all of our printers, regardless of brand. Everything is covered under one umbrella. That’s much easier than having multiple vendors. We like having a single point of contact with HP.”**

– Michael Salvato, Chief Information Officer, Davis & Gilbert

The firm even opted to keep a significant number of non-HP printers in place for the time being, with the promise that HP MPS service would support non-HP printers with the same level of support provided for HP printers.

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having multiple vendors. We like having a single point of contact with HP.”

Davis & Gilbert did replace some older printers that had become bottlenecks to the firm’s print production. But more importantly, it placed high priority on improving the quality of service, printer supplies and replacement parts under MPS.

## Original HP Supplies and service

Prior to implementing the HP Managed Print solution, the firm had used remanufactured cartridges that were inconsistent in terms of quality.

“One of the things we faced in the past was that the quality of parts and toner cartridges was sometimes substandard,” recalls Salvato. “In some cases, a toner cartridge would be swapped out and two days later, the same printer was streaking or not printing at all.”

**“Dedicating a member of my staff to maintaining printers, diagnosing problems, spending hours on the phone with service every week, was just too costly. Having HP available to handle all printing challenges is a great relief for my staff.”**

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So the firm was keen on the promise of getting only Original HP Supplies with the transition to the MPS solution.

For now, there are multiple paths to re-supply printers. For networked printers, there is an automated supplies ordering system that ships a new cartridge as the printer approaches empty. For non-networked printers, staff can use the HP website to order new supplies under the MPS agreement pricing, or call in an order.

Separate from the issue of toner quality, HP MPS has proven its service addresses problems quickly and effectively. “When I speak with my staff and our officers, I constantly hear about how good HP is when

it comes to responding to our needs,” Salvato says. “The techs are more knowledgeable and effective. When they come to resolve a problem, it’s fixed.”

## Uptime benefits

The value of moving to an HP MPS solution grows clearer each day. Improved service and supplies quality translates to improved uptime. There simply are fewer complaints to the IT staff on a daily basis.

That means people are more satisfied with reliable, high quality print services. For a law firm, reliable print service translates directly to billable hours for attorneys.

It also means that the IT staff can focus proactively on other areas.

“My staff is small—there are seven people on my staff. So with less demand for us to deal with printing emergencies, we have more time for help desk support, desktop support and upgrades,” explains Salvato. “We’re able to be more responsive in providing other IT services and in preparing for important IT upgrades. We can do things on our schedule.”

The firm is also saving money on IT. “Dedicating a member of my staff to maintaining printers, diagnosing problems, spending hours on the phone with service every week, was just too costly,” Salvato says. “Sometimes we would lose a person a full day or even two, and we can’t afford to dedicate a resource like that to printing. So having HP available to handle all printing challenges is a great relief for my staff.”

Davis & Gilbert saves money on supplies, too. Original HP cartridges deliver every page promised, eliminating the problems that used to plague Davis & Gilbert.

## Optimizing the environment

Davis & Gilbert also saves because Salvato’s staff is reviewing MPS reporting regarding fleet utilization. Reports provide a basis for recommendations to reposition printers within the firm and to direct print jobs to a right-sized printer. Salvato admits there are still too many small, desktop printers in the firm with a high cost-per-page. But that is slowly changing.

“We meet periodically with our MPS account team from HP to review how all the printers are being used,” Salvato explains. “In those meetings, it becomes clear when we’re printing

## Customer at a glance

### Application

Printing

### Hardware

- HP LaserJet 4350 printer
- HP LaserJet 4100 printer
- HP LaserJet Enterprise 600 printer M603dn
- HP Color LaserJet CP4525 printer

### Software

- HP Web Jetadmin

### HP services

- HP Managed Print Services

too much on a device that's intended for low volume, which drives up our cost.

He also relies on a data collection solution deployed as part of HP MPS to track print usage and provide data-rich reports on printer volumes and device status.

Looking ahead, Salvato intends to consolidate the printing fleet. He would like to start by significantly reducing the number of those individual desktop printers, and when replacing older printers (some are up to 13 years old), standardizing on a few key models.

"We have too many models here—20 different models of HP, plus 6 other brands. That's just too much variety." He says the firm currently has 85 printers serving 225 employees. His first goal for consolidation is to reduce that fleet by a third.

**"When Davis & Gilbert chose HP to deliver MPS, we were looking for a long-term relationship. That's what HP has delivered, and it has led to a high level of trust. We truly feel that HP is here to do what's best for us."**

— Michael Salvato, Chief Information Officer, Davis & Gilbert

"That seems like a very easily obtainable goal. With the reporting we get through MPS, I've seen that we have some printers that aren't being used much at all. We can remove those models with very little pain. There's no reason people can't walk a few more feet to get to a larger, workgroup printer that's going to produce better results at a lower cost."

## Eliminating waste

Davis & Gilbert also has started implementing print policies to improve efficiency. Printers that are capable of duplex printing are set to duplex by default. Printers capable of printing in both color and black-and-white, default to black-and-white.

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"We want to eliminate needless waste," he says. "Law firms use a lot of paper. Maybe there are places we can reduce what we print, or how much we print." In the future, HP MPS solutions could assist in such efforts with document management software, cloud-based scanning solutions and much more.

Salvato is not yet sure which solutions might play a role in Davis & Gilbert's future. But he knows that Managed Print Services from HP will give him plenty of options, while respecting his right to make the major decisions.

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