

Case study

Kyivstar chooses latest print technology



HP Multifunction Printers enable Ukrainian telco to reduce costs and improve work efficiency

Industry

Telecommunication

Objective

Refresh multi-vendor printer fleet with newer technology and one model from a single vendor

Approach

Researched different printers for speed, reliability, energy consumption and colour quality

IT matters

- Easy to use and configure
- Faster and more reliable colour printing

Business matters

- Increased staff productivity due to faster print speeds
- Improved reliability with reduced downtime that boosts efficiency and competitive advantage
- Lower operating costs



“Our HP OfficeJet Pro X476 multifunction printers are reliable, fast and the print quality is very good. Other vendors were not able to offer better value for money when compared with HP.”

– Vadim Litvinov, head of IT, Kyivstar



Kyivstar reduces print costs

Ukrainian telco Kyivstar provides communication services and data transmission based on a wide range of mobile and fixed technologies. When it decided to replace its legacy multi-vendor printer fleet with 450 new HP MFPs, the results were improved business processes, reduced energy consumption and lower print costs.



Challenge

Unification, modernisation and economy

Ukrainian telecom operator, Kyivstar, provides mobile services for over 26 million subscribers and broadband Internet for 800,000 customers. It has 4,000 employees working throughout the country and is owned by the international VimpelCom group, which is headquartered in Amsterdam and owns telecommunication assets in the CIS countries, Europe, Asia and Africa.

“Kyivstar has more than 17 years’ experience and its mobile network is one of the best in Europe, covering more than 28,000 cities and towns in Ukraine, rural settlements, all main national and regional routes and most of the sea and river shores,” says the company’s head of IT, Vadim Litvinov.

Kyivstar has ambitious modernisation plans designed to support future development and one of these was to replace its legacy multi-vendor fleet of mono printers with modern machines that would provide colour output. The company’s management wanted a solution based on innovative printing technology that would improve Kyivstar’s business processes and reduce energy consumption and print costs.

“We used different models of monochrome laser printers of different brands, this old fleet was causing problems. They were loud, slow to warm up and over-used,” adds Litvinov. “We wanted to consolidate on one reliable model from a single vendor and also to respond to many requests for colour printing from our branches and sales points. We organised a tender and considered submissions from HP Printing and Personal Systems Group (HP PPS) and several other companies. The HP offer had the best benefit-cost ratio.”

HP advisers helped Kyivstar’s decision by providing in-depth analysis of its employees’ print requirements.

“HP customers are always treated individually. Our advisers have to be sure, that the offered devices fully meet the needs of the buyer. Kyivstar needed trouble-free multifunction printers that were easy to set up and use,” explains HP PPS commercial account manager, Anton Gaynikov. “They needed low operational costs and high quality colour printing and they came to the conclusion that HP technology was the best solution.”



Solution

Three-year contract

HP provided Kyivstar with one of its latest multifunction printers (MFPs), the HP OfficeJet Pro X476dw. “HP sales consultants turned out to be true professionals. Firstly, we planned to buy laser printers but HP presented the advantages of the colour inkjet MFPs and finally we both agreed that this model would meet all our needs,” comments Litvinov.

As a result, Kyivstar signed a three-year contract with HP for 450 MFPs, they also agreed a deal to deliver original HP print supplies. Initially, HP provided 110 devices followed by a second deployment of 100. The remainder will be delivered in successive amounts throughout the contract.

“We chose HP because of the quality of its equipment and the anticipated savings which compared favourably with unsatisfactory offers from competing companies,” adds Litvinov. “Last but not least, our employees have been using different HP devices for a long time. We use HP Thin Clients and HP laptops and our employees are happy to work with this equipment.”

Benefits

Support for business success

The choice of the HP OfficeJet Pro X476dw has resulted in a number of benefits for Kyivstar. The device is based on new technology, making it competitive and very efficient. Additionally, it is designed for high volumes up to 4,200 pages per month and it has an elegant and modern look.

“We started using the HP MFPs several months ago and I can already see some positive changes with very complimentary comments from our employees. Most importantly, they deliver reliability, fast scanning and printing and good print quality. This model also has a WiFi interface so users can print wirelessly and it’s easy to configure and use so our employees no longer have any problems with printing.”

Another big advantage of the HP MFP is its relatively low cost of operation. Generic figures show savings up to 50 per cent on printing costs when compared with colour laser printers. Energy costs are also more than six times lower when compared with some laser printers because HP MFPs consume only 80 watts, whereas similar laser devices use up to 600 watts. Also, default duplex printing saves up to 50 per cent on paper.

Customer solution at a glance

Hardware

- HP OfficeJet Pro X476dw
- HP Original HP Supplies

The HP MFPs' printing speed comes to 40 pages per minute in the presentation mode and up to 70 pages per minute in the office mode and these parameters are unattainable by the vast majority of similar class laser printers. The device also features a colour touchscreen that can be used to print, scan, copy, fax, and send digital files.

“Kyivstar’s employees are very satisfied with the new MFP. This trouble-free equipment increases our security, saves valuable time and improves the business processes in our company.”

– Vadim Litvinov, head of IT, Kyivstar

HP has met Kyivstar’s expectations and has provided the company with the individual selection of the right MFP model and necessary consumables. Kyivstar employees’ work has taken on a new dimension since the introduction of the HP OfficeJet Pro X476dw MFPs in their branches and sales points. The Kyivstar consultants have gained reliable colour multifunction printers that are easy to use and configure. In addition, both employees and customers will save time thanks to the high printing speed of the multifunction device.

“The energy efficiency will surely produce savings, especially if we take into account a three-year period of the duration of the contract. For sure, it was the right decision to choose the HP OfficeJet Pro X476dw model. It is an important step forward in the development of our company,” concludes Litvinov.

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