

Case study

PCM offers a bundled solution that simply adds up



Organization

PCM

Location

United States

HP Technology

HP PageWide Pro 750, supplies and next-business day service

HP Financial Services

IT investment solutions



“Solutions like these from HP and HP Financial Services enable us to raise the level of the conversation to a more strategic level.”

– Adam Shaffer, the Chief Marketing Officer, PCM.

Sometimes it’s hard to say goodbye

If you see the printer repair person more than you see your own employees, it’s time to consider an upgrade.

That’s the situation this financial company was in when it placed a call to PCM, the California-based value-added reseller of technology and services.

The company had an A3 printer that had served it well for six years – so well that the IT director simply wanted to replace it with the same model. But PCM had a better idea: HP’s new A3 printer, PageWide Pro 750, bundled with supplies and services.

This financial company understands economics

The new deal came with some hard-to-beat economics. HP PageWide offers high-end printing at lower costs with faster print speeds and less energy consumption¹, making it a more affordable, more efficient option than their previous model. That was good, but PCM made it better by offering a bundle that included supplies (delivered as-needed) plus next-business day support all for a single monthly payment.

The customer not only appreciated the peace of mind that comes with next business day service, but also the cost savings on supplies – in this case \$6,000 worth of savings. It was such a common-sense approach that a few months later, the company ordered another unit under the same packaged plan.

“Having an HP printer bundled with automatic supplies and next-day onsite repair into a monthly rate is just a very simple way to manage printers,” says Adam Shaffer, the Chief Marketing Officer at PCM. “The cost savings is a bonus.”

Strike a pose! It's all about new models

Technology is moving fast and companies are seeking new ways of acquiring it so they can keep up. By proposing the innovative subscription model on a contract basis, PCM helps customers stay up to date now and protect against obsolescence in the future. According to Shaffer, "Our customers no longer talk to us in terms of price – they want to talk about optimizing their business. Solutions like these from HP and HP Financial Services enable us to raise the level of the conversation to a more strategic level."

Organization Profile

PCM is a leading provider of technology and service solutions for the small, medium and large enterprise segments along with state, local and federal governments and educational institutions. PCM provides a full range of end-to-end capabilities that include logistics, IT consulting and implementation services delivered by more than 1200 technical professionals.

The packaged print offer ended up being a smart solution for PCM and its customer:

Benefit for PCM's customer

- Peace of mind of next-business day on-site service
- Ink delivered as they need it
- Flexibility to adjust the plan each year
- Shift cost from capital expense to operating expense
- Predictable monthly payment
- Limited up-front outlay
- Hedge against technology obsolescence – freedom to return equipment at the end of the contract for a new model

Benefit for PCM

- Supplies and services attach allows for larger deal size with cost savings for the customer
- Shift from transactional to contractual relationship
- Easy delivery – HP delivers supplies monthly, HP Financial Services takes care of billing

¹ HP intends fastest in-class print speeds at time of product availability based on manufacturers' published specifications of fastest available color mode of all A3 color business printers \$1,000–2,500 USD or €900–€2,300 Euros and MFPs \$2,000–\$5,000 USD or €2,000–€4,500 Euros as of August 2016, excluding other HP PageWide products, and products with 1% or lower market share using market share as reported by IDC as of Q2 2016. HP PageWide speeds based on General Office mode and exclude first page. Learn more at hp.com/go/printerspeeds. Energy claim based on TEC data reported on energystar.gov. Data normalized to determine energy efficiency of majority of in-class business printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Actual results may vary. Learn more at hp.com/go/pagewideclaims.

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