

Case study

BPER Banca achieves greater document management efficiency



The bank turned to the experience offered by HP and Centro Computer to manage its branches' multifunction devices

Industry

Banking

Objective

To make branch document management more effective and efficient, with a view to cutting management impact, rationalising fixed assets and ensuring greater business continuity – not forgetting, of course, caring for the environment

Approach

Work directly with an HP partner to acquire all the machines under an operating lease that offers technology upgrades every five years, and using a Managed Print Services contract to relieve the IT department of maintenance and supply activities

IT matters

- The management and maintenance contract has freed up IT resources
- The Managed Print Services contract has brought average savings of 12 per cent in variable costs
- Thanks to automatic supply procedures, a stock of consumables is no longer necessary

Business matters

- New technology and the smaller fleet of printers has reduced energy consumption
- Centro Computer's consumables management service and HP recycling have enabled a more eco-friendly approach
- Users are pleased with the new multifunction machines, which have paved the way for integrated document management



“HP won on price and technology, but above all because of its ability to alter the contract to meet our needs.”

– Enrico Vecchi, group purchasing department, BPER

BPER Banca completely upgrades printer fleet, opting for a single HP multifunction model and a deal with business partner Centro Computer

To definitively resolve the problem of its ageing, mix-and-match printer fleet, BPER Banca looked at various different options in terms of technology and management methods. It opted for the dual forces of HP and Centro Computer, whose proposal was not only the most cost-effective solution but also best suited to the bank's needs.

BPER:
Banca



Challenge

A total overhaul

Founded in 1994, the BPER Group is present in 18 Italian regions with around 1,300 branches, 12,000 employees and 2 million customers. It is the sixth largest banking group in Italy by number of branches and the country's third-largest cooperative bank. Through subsidiaries or joint ventures it is active in all major market segments: corporate and investment banking, wealth management and insurance, leasing, factoring, and consumer credit. It also assists its customers in overseas markets with a significant presence in Eastern Europe and South-East Asia.

BPER Banca, the parent company, is present in fifteen Italian regions with 800 branches. Since September 2011 it has been listed on the FTSE MIB – the Italian Stock Exchange's most important index.

The management of the printer fleet at BPER Banca posed both a problem and an opportunity. With a high volume of printed pages (about 18 million per month) and management and maintenance operations that were beginning to become unsustainable, the Group had looked to carry out an initial rationalisation in recent years, focusing on just three printer models.

However, with new technology and commercial formulas available, there was still major scope for improvement. So at the end of 2014 BPER Banca started to look at completely revamping its fleet, to further increase efficiency and reduce costs.

“We put out a proper bid specification,” says Enrico Vecchi of BPER group's purchasing department, “setting out the print volume, how many branches there are and their locations. We asked five potential suppliers to submit a proposal with two different approaches: a full service option involving us buying the machines and a management contract option.”

After receiving the proposals, the Group performed an initial analysis of technical, functional and, of course, economic aspects. This preliminary screening resulted in a shortlist of two names. One of the remaining candidates was the pairing comprising HP and its long-standing partner Centro Computer, already a BPER Group supplier for other products and services.

The second stage of supplier selection took place in the field. “We asked the companies to send us products for testing for a month,” says Vecchi, “to look at the potential of the two different technologies. The final evaluation was based 40 per cent on the attractiveness of the price, 30 per cent on the quality of the technology and the remaining 30 per cent on the level of service.”



Both options proved their worth in technological terms, but at that point discussion shifted to the issues of economics and service, which is where the HP-Centro Computer team was able to make by far the more interesting proposal.

Solution

Two separate contracts for machines and management

“HP and Centro Computer won with the best score,” says Vecchi, “but also because they adapted best to our needs, with greater flexibility in altering the contract. For the rental we were able to establish a direct relationship with HP, while for services we deal with Centro Computer.”

The order was signed in December and work began in February, with the project concluding in late April without a hitch. Some 1,900 LaserJet M630dn multifunction printers were installed in about 800 branches, from Cortina d’Ampezzo to Lucca Sicula, completely renovating the fleet of machines available to employees.

“We persuaded the customer to opt for a five-year contract,” says Chiara Radice, printing sales manager, HP Italy. “This allowed for optimal management of materials and at the same time a full technology upgrade.

“The contract is divided into two parts: the operating lease provided by HP, and a full-service maintenance and management package on a per-page basis.”

Thanks to an automatic monitoring system, the bank does not have to do anything to manage the printers. The bank has full access to management software, allowing it to keep all activities relating to the fleet under control. In particular, the software keeps track of everything relating to supplies, maintenance call routing – which is completed within one business day – and monitoring of parts subject to wear, as well as accurate tracking of toner shipments.

Benefits

A full-colour future

The five-year “pay-monthly” contract provides a clear advantage for BPER in terms of operational and planning peace of mind, while the upgrade of the fleet – together with the per page service provided by Centro Computer – offers a tangible saving of 12 per cent on the extremely high costs arising from toner use.

Customer solution at a glance

Application

Printing of branch documentation

Hardware

- HP LaserJet Enterprise MFP M630dn

Software

- Managed Print Services
- Operating lease

“The economic benefit is not the only one we have got from HP technology and Centro Computer services,” says Vecchi. “There is no longer any need for a stock of consumables, with obvious positive returns in terms of fixed costs, but also in terms of management and logistics. Plus, calls are processed automatically, without our service personnel being involved yet also without wasting in-branch users’ time. Last but not least, there is the issue of respect for the environment, which has always been a very important subject for us at BPER Group. The new printer models consume less and, given their number, make a considerable contribution to cutting pollution. In short, the project with HP and Centro Computer has been pretty good for everyone.”

The more innovative and efficient features of the HP LaserJet M630dn are also providing a stimulus for increased digitisation of document management across the company. Already the Group is preparing to install a second batch of machines – this time in colour – again from the winning team of HP and Centro Computer. The new printers are intended for departments including general management and regional areas, where the bank needs to offer its customers documents that are both attractive and easy to read.

Learn more at
hp.com/go/mps

“Working with Centro Computer, we were able to build a service that is tailored to the exact needs of BPER, with the best product, the best guarantees and, not least, the right price.”

– Chiara Radice, printing sales manager, HP Italy

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