PrimeLending

Leading mortgage originator chooses HP MPS, HP JetAdvantage Insights for data-driven optimization

Industry
Financial Services

Objective
Standardize, optimize, and improve print environment and services according to data-based print policy and deployment decisions

Approach
Engage HP Managed Print Services with two-hour response service level agreement, with HP JetAdvantage Insights, to manage multi-vendor print environment

IT matters
• Measure and report detailed usage via HP JetAdvantage Insights to guide fact-based policy and deployment decisions
• Extend usage monitoring to home-based as well as branch and corporate employees
• Deploy right devices in right locations to cost-efficiently support worker productivity
• Ensure uptime with two-hour response SLA eliminating need for redundant devices

Business matters
• Gain management control over multi-vendor print environment
• Define data-driven print policies that minimize total cost of ownership, maximize ROI
• Establish foundation for continuous improvement and optimization
• Leverage consultative relationship to proactively address challenges, opportunities

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>
> – Sarah Frye, branch integrations manager, PrimeLending

PrimeLending, a PlainsCapital Company, is a residential mortgage originator with locations across the US with the ability to originate loans in all 50 states. The mortgage industry is document-intensive with customer communications, loan applications, and contracts. Over the years, PrimeLending had accumulated an array of printers of various makes and models. The company aimed to gain insight into its printer usage and leverage the information to guide data-driven print policies and deployment decisions supporting employee productivity. PrimeLending turned to HP Managed Print Services (MPS) and HP JetAdvantage Insights software to optimize, manage, and improve its print environment.

"The data visibility we gain through HP JetAdvantage Insights has affected our business profoundly, by supporting fact-based print policy and deployment decisions."

– Sarah Frye, branch integrations manager, PrimeLending

PrimeLending opened its doors in 1986 with 20 employees. Today the company employs a team of 3,000 and runs some 320 branches nationwide. As one of the nation's largest mortgage lenders, PrimeLending has helped more than 500,000 homeowners obtain loans to buy a new home, complete home improvements or refinance. These loan processes are document-intensive.

With the company's business growth came a proliferation of printers and service contracts with no centralized visibility into the overall deployment, usage patterns or true costs. Although quite typical with growth, PrimeLending moved to better manage its growth in collaboration with HP MPS.

HP MPS combines innovative hardware, software, and services to help organizations improve management and provide transparency into their printing and digital workflows. PrimeLending's first step was to standardize its print environment. Over time branch managers had made purchasing decisions for their own operations, without the guiding hand of an overall corporate print policy.

The company employed several different service vendors, leading to inconsistencies in coverage and service levels. "We tackled our transformation one priority at a time, like peeling the layers of an onion," says Sarah Frye, branch integrations manager at PrimeLending.

Data-driven optimization

"Our first step was standardization—of makes and models, and services and support. We wanted to create consistent levels of service depending on the user environment. How many trouble tickets are being generated? What are they for? How fast is the service delivery?"

PrimeLending structured its HP MPS contract to deliver a two-hour response service level agreement (SLA) in critical locations. The company standardizes on HP Enterprise LaserJet printers and multifunction (MFP) devices, and has started to deploy some HP PageWide business printers. The non-HP devices also are covered under the HP MPS contract.

The company uses its Customer Business Review (CBR) meetings with HP MPS to optimize device deployment according to utilization analytics. CBR recommendations take a consultative approach to identifying potential cost savings and process improvements. A recommendation could be something as simple as moving an underutilized printer to a higher-volume location, or leveraging available software tools to improve workflows.

HP JetAdvantage Insights brings visibility with data

A key benefit that came out of PrimeLending's HP MPS relationship was the decision to deploy HP JetAdvantage Insights to understand exactly how the multi-vendor printer fleet is being used.

"Visibility into the print environment is so important," Frye states. "We need to understand the environment before we can deploy a solution to improve it. HP gives us tools that provide the transparency we need."

HP JetAdvantage Insights is unique software that tracks print costs and job specifics across all devices—including HP and non-HP, network and locally-connected printers. An intuitive dashboard indicates user behavior such as single-sided versus two-sided printing, color volume, or even the overall employees-per-device ratio. Comprehensive analytics can drill down to get any specifics needed such as print costs by user, department or location.

"HP JetAdvantage Insights provides the foundation on which we build informed print policies and make decisions on data instead of assumptions," Frye says. Before, when PrimeLending's chief operating officer asked why the company was doing so much color printing, the staff would have to pull about a dozen various reports from different vendors' solutions to manually compile detail in a process that was very time-consuming. Now, all the information is quickly available from a single source making it easy to determine that final customer contract documents and promotional material printed for customers are the primary sources of color printing.

With data in hand, PrimeLending also has a transparent view into the greatest demands for device usage, which currently is scanning mortgage documentation for electronic storage and communication. HP LaserJet MFP features, such as scan-to-folder and scan-

Customer at a glance

Application
Mortgage documentation printed for customers and scanned for digital storage and email; marketing and promotion materials printing

Hardware
• HP Enterprise LaserJet printers and MFPs
• HP PageWide printers

Software
• HP JetAdvantage Insights

HP services
• HP Managed Print Services

HP supplies
• Original HP Supplies for HP devices

to-email, provide a workflow solution for streamlining document management. LaserJet embedded security features help enable device protection.

Data drives print policy improvements, education

Leveraging the information gathered through HP JetAdvantage Insights, PrimeLending is creating print policies to address cost-impacting factors. Having the hard data provides a foundation for answering employee questions, information to educate them on the business impact of printing behaviors, and metrics to demonstrate the logic behind print decisions.

> "Our HP MPS team is awesome. If we bring a challenge, their response is fast and effective. Plus, they help us respond proactively to emerging opportunities."

> – Sarah Frye, branch integrations manager, PrimeLending

"A random vendor may be in their ear promising the moon, but we look at the facts: What's the track record? How many trouble tickets?" Frye says. "Or, employees might request a certain type and size of device based on opinion when their functional needs and usage patterns point toward something very different. Now we can circumvent assumptions and provide hard data to show the realities. It gives us backbone."

Frye started her career in accounting so the need for a cost accounting hat is very familiar. "It's always about total cost of ownership," she explains. "Buying a cheap printer for a

high-demand office—and having to replace it soon—can be as problematic as buying an expensive top-line model to serve modest demands." Total cost of ownership (TCO) and return on investment (ROI) are imperative, she says.

One of the great advantages of the HP MPS relationship is the guidance to deploy the right devices in the right locations, with continuous data-driven optimization, guaranteed quick service and supplies management, and a roadmap for future workflow advances.

"Our HP MPS team is awesome," Frye says. "If we bring a challenge, their response is fast and effective. What's more, they take the initiative to help us clearly see and respond to challenges and opportunities we might not be aware of."

In addition to branch and corporate-office workers, PrimeLending also employs a sizable work-at-home staff. The printers these workers use are not on the corporate network, but they can be tracked by HP JetAdvantage Insights through a software agent, which is part of the upcoming plans. Another next step Frye is looking into is access controls for options such as color printing. The HP JetAdvantage suite has software solutions that enable rules-based controls, as well as secure pull-printing empowering authenticated users to release print jobs at the device.

"PrimeLending originally chose HP MPS for ease of management, cost effectiveness, support teams, and fingertip-access to tools," Frye says. "As the relationship developed, we have come to trust HP MPS as a voice of reason with expert advice, supporting us into the future with purposeful hardware and software solutions, and fact-based guidance to deliver business results."

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