

# ManagedPrint Inc.

HP Elite Partner enhances customer experience,  
improves profitability with Original HP Supplies



## Industry

Technology Services

## Objective

Provide high quality, profitable managed print services that deliver an excellent customer experience

## Approach

ManagedPrint Inc. provides Original HP Supplies as an HP Office Printing Solutions Elite Partner and HP Qualified Supplies Partner

## IT matters

- Decrease print quality related service calls by 38%
- Provide ManagedPrint Inc. customers with reliable solutions
- Eliminate toner leakage into printers, poor print quality, cartridge failure from remanufactured cartridges

## Business matters

- Increase profitability by 11% with reduced service calls and competitive pricing for Original HP Supplies
- Focus on providing an excellent customer experience

“Now is the best time to be an HP Partner. Original HP Supplies and HP printers enable us to operate profitably as business while improving our customer experience.”

– Rich Houghton, president, ManagedPrint Inc.

ManagedPrint Inc. is an HP Office Printing Solutions Elite Partner, based in Columbia, SC, that specializes in printer fleet management for hospitals, colleges, financial institutions, state government agencies and law firms. In the past, ManagedPrint Inc. used primarily remanufactured cartridges. Some customers had concerns about the quality of compatible cartridges, but ManagedPrint Inc. would repair or correct any issues. Upon a thorough review, the company uncovered hidden costs to compatible cartridges including poor print quality and a large number of service calls. ManagedPrint Inc. converted all of its major clients to Original HP Supplies which resulted in a significant decrease in print quality related service calls.



ManagedPrint Inc. formed in 2003 offering full printer fleet management to address the business issues of unmanaged printing. With ManagedPrint's ability to cut customers' print costs by 20-40%, organizations look to the company to help increase their operational efficiency and take care of all print management.

## Hidden costs of remanufactured supplies

ManagedPrint Inc. contracts included compatible cartridges, a component often adopted to try to keep costs down. If customers had any initial concerns about quality, they were generally alleviated knowing that Managed Print Inc. would repair or correct any issues as needed.

But in 2014, when the company reviewed its service offering in detail, it noticed there were hidden costs to compatible cartridges and several drawbacks became apparent. "Print quality was suffering, which frustrated customers," says Rich Houghton, president of ManagedPrint Inc. "Customers complained and several customers cancelled their contracts due to poor quality."

**"By using Original HP Supplies, ManagedPrint Inc. was able to reduce its print quality related service calls by 38% and increase its profitability by 11%—all while increasing customer satisfaction."**

—Rich Houghton, president, ManagedPrint Inc.

Technicians who went to service the printers would see that leakage from the remanufactured cartridges had dirtied the machines inside, making them more vulnerable to breakdown. When a service call came in, the first thing technicians would

ask was whether the customer had changed the supplies cartridge—since so many of the printer problems traced back to faulty cartridges.

More service calls meant more cost for ManagedPrint Inc. "We go into an organization and take over their fleet management charging an all-inclusive price," says Rich Houghton, president of ManagedPrint Inc. "When remanufactured cartridge issues increased the number of service calls, the cost was passed directly on to us."

## Original HP Supplies deliver cost advantages

When ManagedPrint Inc. looked closely at the cost/benefit comparing remanufactured to original supplies, the scales came down heavily in favor of Original HP Supplies. By using Original HP Supplies, ManagedPrint Inc. was able to reduce its print quality related service calls by 38%. This led to an 11% increase in the company's profitability while improving the customer experience.

"Our technicians love the OEM cartridges from HP," Houghton says. "We have fewer service calls, the printers are clean inside, and the cartridge failure rate is almost zero—compared to a typical 4% to 5% with remanufactured. Even more important, the customer experience is better."

ManagedPrint Inc. has now adopted Original HP Supplies whenever possible. "Now is the best time to be an HP Partner," Houghton says. "Times have changed. In the old days, using remanufactured cartridges was the formula for partner profits. No more. Now with the programs HP has in place, Original HP Supplies bring competitive pricing, and the quality is unsurpassed."

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