MCPc Imaging & Printing

HP Partner scales with customer growth, improves profitability with Original HP Supplies

Industry
Technology Services

Objective
Provide high-quality, cost-efficient managed print services that meet customers' printing and budget needs

Approach
Boost MCPc Imaging & Printing MPS offering with Original HP Supplies

IT matters
- Decrease service calls per printer by more than 40%, saving approximately $46,000 in printer-related service costs
- Improved print quality
- Printer reliability advancements with Original HP Supplies

Business matters
- Reducing service call volume increases overall profitability in delivering MPS
- Enhancing efficiency in MPS delivery improves competitive pricing to customers
- Scalability to adapt to customer growth needs expands business opportunities
- Providing reliable, high-quality MPS to MCPc customers delivers excellent customer experience

"The biggest difference is that pairing HP printer hardware with Original HP Supplies delivers superior device performance overall. They simply work better together, and the result is clear— reduced service costs, higher quality and increased customer satisfaction."

— Paul Tamburrino, vice president of service and support, MCPc Imaging & Printing

MCPc Imaging & Printing is an HP Gold Specialist Partner based in Sandusky, Ohio, that provides managed print services to hospitals, school systems, manufacturers and many types of industries. Previously, MCPc used remanufactured toner cartridges and parts in its business model with the expectation it would save costs and increase profit margins. As HP introduced competitive partner programs, MCPc reviewed its service offering. When it replaced toner cartridges with Original HP Supplies, service calls were reduced significantly, company profits increased and satisfied customers grew their business with MCPc Imaging & Printing.

Early advice from industry leaders made it appear that the only way to be profitable in delivering managed print services was to use third party, remanufactured toner cartridges to keep costs down. Over time, however, MCPc discovered this increased service calls, which negatively impacted MCPc's profitability.

MCPc Imaging & Printing has partnered with HP in providing its customers with managed print services for more than 10 years. It began looking into Original HP Supplies as a competitive option to help deliver an improved customer experience.

Remanufactured supplies hinder profitability

When MCPc acquired a regional hospital customer, it found that it was running a high rate of printer-related service calls per day. Because toner and service are included in the company's pricing model, more service calls signified more cost for the managed print provider. After looking into the hospital's use of toner, MCPc discovered that though it had all HP multifunction and single-function printers, it was using 100% third party toner.

> "When we replaced all remanufactured cartridges with Original HP Supplies, we saw a huge drop in service calls of more than 40% per printer."

—Paul Tamburrino, vice president of service and support, MCPc Imaging & Printing

With 25% of the hospital's fleet designated as critical devices that directly impact patients, keeping service interruptions to a minimum is imperative for moving patients through the system without delays, explains Paul Tamburrino, vice president of service and support for MCPc Imaging & Printing.

"We would replace toner and that's where we'd notice the failure rate would come in. If you have a higher failure rate, it means the client's work is interrupted," he says. "When we replaced all remanufactured cartridges with Original HP Supplies, we saw a huge drop in service calls of more than 40% per printer."

Original HP Supplies deliver benefits

Having disproved the notion that third party cartridges are required to be profitable in managed print services, the company transitioned to all Original HP Supplies. MCPc is now averaging just a few calls per day, including those not related to the printers themselves.

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—Paul Tamburrino, vice president of service and support, MCPc Imaging & Printing

"The cost savings associated with reducing printer-related service calls was $46,000," Tamburrino says. "Our clients are happy and our technicians are less stressed because they understand that both our company and HP are supporting them with quality products."

Additionally, when the hospital's fleet size increased by 29% over a two-year period, the reduction in service calls allowed MCPc to accommodate the customer's growth without needing to increase service staff. "If things had stayed the same, it would not have been a pretty picture," Tamburrino says.

Switching to Original HP Supplies provided cost benefits not only for MCPc, but for its customer as well. Offering higher quality and reduced prices, MCPc was able to improve the customer experience prior to the hospital's growth by acquisition. "Our growing customers are looking for a solid partner that can scale with them," Tamburrino says. "Working hand in hand with HP cemented their belief in us as the partner who can deliver to their changing print needs."

HP with HP better together

MCPc has now converted all of its customers to Original HP Supplies and is transitioning to Original HP parts. "The biggest difference," Tamburrino notes, "is that pairing HP printer

hardware with Original HP Supplies delivers superior device performance overall. HP printers are designed for Original HP Supplies and they simply work better together," he says. "And the result is clear—reduced service costs, higher quality and increased customer satisfaction."

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Devoted to being on the cutting edge of managed print services, MCPc also recommends the newest LaserJet devices. One client recently deployed 400 of the latest LaserJet printers with FutureSmart firmware, which provides strong embedded security features as well as scan-to-email and scan-to-folder capabilities. With many industry restrictions and other factors mandating information confidentiality, MCPc's customers want to strengthen print security whenever possible.

Growing the business

MCPc Imaging & Printing enables its customers to experience reduced costs, improved workflow efficiency, enhanced security and reliable service. HP comes alongside partners like MCPc with its expertise, programs and advanced solutions to make a dynamic team, explains Tamburrino. "I've been in the business for more than 30 years. I believe HP has worked more closely with us than any other company to help us grow our business," Tamburrino says. "I feel like we're an extension of HP."

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