Case study

MTS entrusts HP professionals with its printing needs

The leading Russian mobile operator has been using HP integrated Managed Print Services for over five years.

Industry
Telecom and mobile communication

Objective
Optimise the quantitative and qualitative composition of the fleet of office equipment and reduce fleet maintenance costs

Approach
Following a public tender in 2010, HP was awarded an integrated Managed Print Services (MPS) contract, with the entire fleet of devices transferred to the contractor's balance sheet

IT matters
• Allows remote management and proactive monitoring of all printing devices and automation of service processes

Business matters
• Expanded user functionality and increased availability of printing devices

• Increased transparency of printing costs

• Overall printing costs have been reduced by 25%

"Outsourcing maintenance of all printing devices to professionals is a smart option for medium and large businesses looking to optimise their printing costs and unburden their IT departments so they can focus on more critical business tasks."

– Vladimir Lenkovsky, head of operating office infrastructure and installer, information technology unit of PJSC "Mobile TeleSystems"

Comprehensive print management

MTS is the leading telecom operator in Russia, serving over 77 mobile subscribers throughout the nation and with customer service offices in virtually all major cities. The company has an enormous demand for document printing services and several thousand printers and multifunction devices (MFPs) are installed in MTS offices all over the country. They print millions of pages per month, and volumes are constantly on the rise as the retail chain of MTS (AO RTK) expands. Full-colour documents account for about 5% of the entire volume. Managing such an extensive fleet of equipment is no simple task. Ensuring uninterrupted operation of all essential printing equipment at every office takes a lot of effort and, more importantly, requires a readily available supply of spare parts and consumables.

25%
of overall print costs reduced by switching to HP MPS

Challenge

Optimising print infrastructure

Prior to the HP Managed Print Services (MPS) contract, the company's own IT department was responsible for managing the fleet of devices. MTS purchased cartridges, spare parts and equipment on its own and entered into service contracts with various service companies to perform scheduled maintenance and repairs on equipment. Additional storage space had to be rented for centralised storage of cartridges.

As the size of the company, number of employees and consequently, the document volumes grew, company management decided to optimise the office equipment fleet and, if possible, reduce equipment maintenance costs.

Solution

A unified approach to management

Following a pilot project carried out in collaboration with HP at several MTS offices in 2010, the company decided to outsource all printing equipment support functions to an external provider. The Russian market was still new to Managed Print Services at the time. So implementation of this approach at such a major geographically distributed company was unprecedented in Russia.

To select a service provider, MTS came up with technical specifications and held a public tender, awarding the contract to HP as it offered the full range of services at a reasonable price. HP has a long history of supplying various equipment, consumables and services for MTS and has earned a reputation for being a trustworthy partner.

During the transition to the MPS contract, all printing devices installed in MTS offices were transferred to the balance sheet of HP. Some of the printers and MFPs were replaced with new ones right away, while others remained in the fleet. A print monitoring system based on HP Web Jetadmin and Print Manager Plus software was deployed to manage the fleet of devices. Unified equipment and processes enabled an effortless integration of printing devices into the existing network infrastructure.

In 2015, MTS announced a new tender to award a new MPS contract. HP was yet again declared the winning bidder with a considerable expansion of the area covered by services. While HP had previously served MTS offices in Moscow and the Central Region only, the coverage has now been expanded to include all Russian regions as well as sales offices all over the nation.

HP was able to propose a cost-effective solution based on the latest technologies and economical printing devices. Close to 50% of the new fleet of printing devices are from the HP OfficeJet Pro X series based on HP PageWide technology. In addition to a fast printing speed of 70 pages per minute they deliver a twofold reduction in printing costs compared to laser devices. This is due the low cost per print and a minimal need for maintenance.

HP PageWide involves using an immovable printing head that is as wide as a sheet of paper. Owing to a small number of moving components, the printers are almost entirely noiseless and much more reliable than traditional devices with a moving cartridge cradle. The high printing speed combined with instant readiness of equipment contribute to higher efficiency of business processes and better customer service. A cartridge for 9,200 pages further reduces the frequency of printer maintenance.

To speed up the scanning of hardcopy documents, MFPs of the HP PageWide Pro series are fitted with duplex scanners. They can also scan documents and save the scans in a folder or send them by email and also support network access, including printing from mobile devices via a Wi-Fi connection.

Benefits

Lower costs, improved transparency

All costs, including the cost of equipment, consumables, maintenance and repairs are included in the cost per print. The only responsibility for MTS is buying paper.

The advantages of the new approach to printing equipment maintenance did not pass unnoticed by office staff: the printing functionality has been expanded considerably; any office is able to use a specific printer or MFP from HP's product line on demand and the problem resolution time has decreased to a minimum.

The new system has opened up new opportunities for the IT department as well. System administrators can now remotely manage the entire printer fleet, monitor device status and automate processes.

Five years of services under the MPS contract prove that the company made the right decision, and MTS management believe that it has been a success. "We have managed to substantially reduce printing costs and, more importantly, make them transparent," says Vladimir Lenkovsky, head of operating office infrastructure and installer, information technology unit of PJSC "Mobile TeleSystems"

Customer at a glance

Hardware
• 7,000 HP printers and MFPs, 50% of which are devices of the HP OfficeJet Pro X series

Software
• HP Web Jetadmin
• Print Manager Plus
• Remote Monitoring Tool (RMT)

HP services
• Managed Print Services

"Our estimates show that total costs have decreased by more than 25%, in part owing to a more efficient approach to maintenance and in part owing to the implementation of a control system. We have also appreciably expanded the functionality and increased the level of availability of printing devices, which has had a favourable effect on the overall efficiency of business processes."

Upon entering into the contract, the parties drafted and signed a service level agreement (SLA) that sets forth specific time frames for resolving requests. The quality of service is evaluated based on the number of requests resolved on time. No violations of this indicator have been recorded in all five years of the contract with 99.9% of all requests resolved in a timely manner. A pool of replacement devices has been created and can be quickly deployed.

A remote monitoring system based on HP Web Jetadmin allows monitoring of both network and local MFPs and printers and integrates statistical reports into the existing IT infrastructure. Secure printing based on PIN codes and magnetic passes was introduced for added data security and centralised management of the entire printer fleet was implemented to reduce costs.

MTS plans to increase the number of high-performance MFPs in the future and fit them with pass readers for access control and secure authorisation. It will also improve the monitoring and statistical reporting systems, and automate the processes of creating and closing service requests.

Learn more at
hp.com/go/mps