

Deutschlandradio achieves long-term reduction in printer costs



Printers based on HP PageWide technology help to decrease costs

Industry

Media/public body

Objective

Reduce printer fleet costs

Approach

Issued a tender for a HP Partner Managed Print Services contract

IT matters

- Lowers expenditure on operation and maintenance achieved by consolidating the printer fleet from 1,200 to 660 devices and reducing the number of different models down to three
- Reduces workload as second level support is provided by druckerfachmann.de

Business matters

- Ensures that consumables are delivered by druckerfachmann.de automatically as and when they are needed
- Reduces the direct costs of its printers and consumables by more than 40% by consolidating devices and installing HP PageWide Pro models
- Reduces paper costs as staff have been printing more conscientiously since the introduction of the SafeCom pull printing
- Ensures that printed data is kept secure by authenticating users with their company ID cards at the printers



“We have reduced the direct costs associated with our printer fleet by at least 40%, and the HP Partner Managed Print Services contract we now have with druckerfachmann.de not only works smoothly, but has also reduced our indirect costs in both IT and purchasing.”

– Dirk Fischer, head of Department Information and Systems Technology , Deutschlandradio

Deutschlandradio

Reductions in both direct and indirect costs

Deutschlandradio has replaced its heterogeneous printer fleet with three HP models. This has reduced its direct costs by 40 to 50%. HP partner druckerfachmann.de provides services and consumables under the terms of a Managed Print Services contract, thereby reducing indirect costs, too.



Challenge

Diverse printer landscape leads to higher expenditure

Deutschlandradio has been a unifying force in Germany for more than 22 years. Founded in 1994 through the merger of Deutschlandfunk, RIAS Berlin and DS Kultur, Deutschlandradio has helped to establish a new culture in the country, overcoming political and cultural divides dating back to the days when Germany was split in two. As a national radio station, its daily programming not only covers German topics, but also provides an in-depth look at Europe, its neighbours and the world as a whole.

The company comprises two traditional radio stations, Deutschlandfunk and Deutschlandradio Kultur, broadcasting from Cologne and Berlin respectively, and the digital station DRadio Wissen, which was founded in 2010. Together, they cover a wide journalistic spectrum of topics ranging from politics and culture to science and society. The trio have around 10 million regular listeners across Germany.

Deutschlandradio is a non-profit public body and employs around 700 permanent staff alongside a few hundred freelancers. Whether in-house or out in the field, they all rely on having a well-functioning printer infrastructure. Editors print out concepts for segments and texts for hosts around the clock. And an additional 150 staff members at the Deutschlandradio Service GmbH subsidiary also print many of their documents, particularly in the building management, information technology and programme service departments.

The information and systems technology department previously looked after well over 1,000 devices – printers and copiers – across all of the company's European offices. These included the two headquarters in Cologne and Berlin as well as the main studio, which is situated opposite the Reichstag and Chancellor's Office in the capital. It also had to look after a network of correspondents across the country and abroad. As a national radio station, Deutschlandradio has correspondents' offices in all 16 state capitals and one in the business centre of Frankfurt. The company also has foreign correspondents in many European countries.

"Our in-house printer systems were beginning to get a little out of hand," remembers Dirk Fischer, head of Information and Systems Technology at Deutschlandradio. The printer landscape had grown over the years and developed into a diverse ecosystem comprising numerous models from a variety of different manufacturers. Almost every workstation had its own printer. And there were a number of standalone copiers to manage, too.

"This all meant a great deal of work for IT in terms of administration and maintenance and for the purchasing department who had to order the consumables," says Fischer. "Plus the costs of storing the consumables themselves were relatively high."

For its consumables supplies, the purchasing department at Deutschlandradio would normally agree framework contracts whereby the toner cartridges would be ordered locally by the individual departments and branches. This sometimes meant that toner would be ordered but never actually used – for example because a device was out of order.



“We knew how much the entire printer fleet was costing us each year, and from my experiences with a previous employer, I was sure that we could achieve a dramatic reduction by homogenising and consolidating, and by moving to a leasing model with a service contract,” continues Fischer.

Solution

Devices from HP, service contract with druckerfachmann.de

Deutschlandradio’s tender for a new fleet was won by HP and its partner druckerfachmann.de. “The element that really convinced us to go with HP was the HP PageWide technology, which uses pigmented ink,” explains the head of Information and Systems Technology. “The total costs of the HP PageWide Pro devices – including the initial purchase, consumables and electricity costs are around 50% lower than those of laser printers. The devices are also considerably more environmentally-friendly and better for our staff’s health as they do not emit hazardous particulate matter.”

Employees had noticed in the past that this fine dust and the smell of the laser devices would sometimes have a negative impact on the office environment.

Together with the experts at druckerfachmann.de, the information and systems technology department at Deutschlandradio looked at the requirements of the various sites in detail, eventually determining that just three different models would be sufficient going forward. For workgroup printers, the companies chose HP PageWide Pro multifunction devices, some of which were fitted with 500-sheet paper trays. Very similar devices, only functioning as standalone printers rather than MFPs, were chosen for the workstations.

Laser printers were reserved solely for places with high print volumes, very high quality demands or where there was a need to print A3 documents. For these, the companies chose HP Color LaserJet Enterprise Flow M880z+ MFPs, all fitted with HP LaserJet stapler/stackers with two and four hole-punch options for fast, automatic collation and stapling of documents. All of the devices are also now fitted with a card scanner which works with a network user recognition system to ensure that employees cannot collect their printouts without first presenting their company ID cards as authentication. “When it comes to these central devices, this system ensures that all printouts remain confidential,” explains Fischer. “It also has the nice side effect of reducing paper wastage. In the past, some people would just never collect their printouts.”

The employees can also use the HP Color LaserJet Enterprise Flow M880z+ multifunction devices to scan, copy and fax – and use features such as Scan-to-Email and Scan-to-Folder. These functions were configured by druckerfachmann.de. The HP partner also installed the devices on-site.

Benefits

Savings of 40 to 50%

In total, Deutschlandradio managed to reduce the number of devices in its printer fleet by almost 50% to 630. Standalone copiers are no longer used at all. The functionality they provided is now covered by the HP multifunction devices.

“By consolidating and homogenising the fleet and bringing in cost-effective HP PageWide Pro devices, we have been able to reduce our costs by between 40 and 50% without compromising on print quality or speed,” says Fischer. Users can also now print any document in colour – in the past, the company had mainly purchased black and white laser devices as it considered colour printouts too expensive.

Customer solution at a glance

Hardware

- 45 x HP Color LaserJet Enterprise Flow M880z+ MFP plus 45 x HP LaserJet stapler/stackers with 2/4 hole punches
- 197 x HP OfficeJet Pro X476dw MFP
- 388 x HP OfficeJet Pro X451dw MFP plus 105 x HP OfficeJet Pro X series 500-sheet paper trays

Software

- HP Web Jetadmin
- NSi AutoStore
- Nuance SafeCom Smart Printing

HP services

- Partner Managed Print Services contract

About druckerfachmann.de

druckerfachmann.de provides tailored service solutions for printing and photocopying. The company is based in Berlin and offers customers across Germany manufacturer-independent Managed Print Services concepts, which can help them achieve printing cost savings of up to 30%. Alongside MPS, druckerfachmann.de also offers other manufacturer-independent services such as repairs, maintenance and installation. Analysis, consultation, a comprehensive portfolio of printing solutions and an online store for hardware and supplies round out its services. druckerfachmann.de currently manages over 25,000 systems under MPS contracts and processes over 2,500 service tickets per month. Since 2011, druckerfachmann.de has been part of the ALSO Group, one of Europe's leading trade and logistics companies in the field of IT, telecoms and consumer electronics.

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“Our employees can now print in colour at almost the same price they used to print in black and white,” says Fischer.

Consolidating to just three HP models has also dramatically reduced the workload of the information and systems technology department – due to the smaller number of drivers alone. All of the printers are managed centrally from Berlin or Cologne using HP Web Jetadmin software. And as part of the HP Partner Managed Print Services, druckerfachmann.de covers the company's second level support service. This means that if a device fails or needs to be replaced, Fischer no longer needs to send one of his team.

Users are full of praise for the new fleet: all of the devices, whether they use HP PageWide or laser technology, are now operated in exactly the same way.

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Indirect cost savings for IT and purchasing

druckerfachmann.de has also reduced the workloads of the purchasing team and the individual departments. As soon as a device's ink or toner level drops below a set threshold, it alerts druckerfachmann.de automatically and replacements are sent to the respective site. And if the department needs the ink or toner more quickly than it can be delivered, the information and systems technology team still has a small supply in stock. The news departments in particular appreciate this element of the solution.

Deutschlandradio chose to use a hybrid payment model for its HP Partner Managed Print Services contract with druckerfachmann.de: for the HP PageWide Pro devices, the company is charged according to the number of ink cartridges delivered, but for the HP Color LaserJet Enterprise Flow devices it is charged by the number of pages printed.

Fischer is very happy with the results:

“We have reduced the direct costs associated with our printer fleet dramatically, and the HP Partner Managed Print Services contract we now have with druckerfachmann.de not only works smoothly, but has also reduced our indirect costs in both IT and purchasing.”

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