

Case study

Al Jomaih improves print service while reducing cost



HP multifunction devices and HP Partner Managed Print Services chosen by PepsiCo partner

Industry
Beverages

Objective
Improve print availability and productivity while reducing cost

Approach
Considered two options – evaluating HP solutions against other providers

IT matters

- Rationalises print fleet from 168 devices to 71 with corresponding reduction energy consumption and smaller footprint
- Decreases number of printer models from 14 to 3 to facilitate management
- Delivers networked print environment to improve document security and overall control

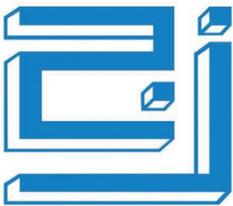
Business matters

- Reduces overall print costs by 33%
- Reduces paper wastage on uncollected jobs by 35%, supporting environmental policy
- Improves printer availability to increase staff productivity



“Having much better control of our print environment was the additional cause to reduce print costs by one third while increasing productivity. Print quality has improved and eliminating uncollected jobs has cut paper usage, which is in line with our strict environmental code.”

– Ahmad Al Bashir, IT infrastructure and services manager, Al Jomaih Bottling Plant



PepsiCo’s bottling partner streamlines print environment with HP
Al Jomaih is a rapidly expanding group in Saudi Arabia. One of its most significant business strands is its position as the authorised bottler of PepsiCo products. Al Jomaih Bottling Plant (ABP) runs on leading edge technology but its unwieldy print landscape had become expensive and difficult to manage. The answer was to consolidate on HP multifunction printers and an HP Partner Managed Print Services contract delivered by EZOrder Office Supplies.



33% Reduction in overall print costs



Nassib Alsayegh,
business transformation
director, Al Jomaih
Bottling Plant

Challenge

Costly and difficult to manage

In 1936, brothers Abdul Aziz and Mohammed Abdullah Al Jomaih founded a small trading company in the Saudi Arabian town of Shaqra. Their dynamic entrepreneurial spirit expanded the business into several sectors including automotive, heavy equipment, oil & gas and real estate but it was in 1957 that Al Jomaih Company took a huge step forward when it became a franchise bottler of Pepsi-Cola.

Today Al Jomaih Bottling Plant (ABP) has a fully automated bottling, manufacturing and distribution operations in regions of Saudi Arabia and has grown to become a key producer of beverages in the Middle East and Africa. It has developed from a one glass bottling facility with a capacity of 1,920 bottles an hour to three state-of-the-art manufacturing lines with over 100 products and its aim is to become a 'billion litre beverage leader'.

“We at Al Jomaih Consumer Division are constantly striving to equip our workforce with the latest innovation to stay ahead of the curve. HP helped us introduce the Managed Printing Services that not only boosted our printing productivity but also helped us to remain committed to our green operations and sustainability objectives.”

– Nassib Alsayegh, business transformation director, Al Jomaih Bottling Plant

Headquartered in Riyadh, ABP constantly directs its sources to upgrade its operations and services by investing in cutting edge technologies and this concept is as important to its business support services as it is to its manufacturing plants. With over 250,000 pages a year, efficient print is a cornerstone of the organisation and Al Jomaih was seeking to upgrade the efficiency of printing across its departments.

“We have approximately 5,000 employees of which 1,200 need print facilities but we were facing a lot of challenges with our legacy print provider,” says Ahmad Al Bashir, IT infrastructure and services manager with Al Jomaih. “We had no clear control over what was happening and that was resulting in low productivity.”

Ninety-one different printer models were used by over 400 people and eight models were used by over 130 staff. There was no active tracking and because print jobs lay uncollected on the printers, paper wastage was contrary to the company’s strong environmental aims. ABP wanted to create a stable infrastructure that would increase our ability to reduce costs and increase system availability to streamline workflows and boost productivity.

Solution

Consolidation on multifunction

Determined to rectify the situation, ABP contacted its trusted advisor, the HP Gold Partner EZOrder Office Supplies in Riyadh, who put it in touch with HP, which now has a presence in 20 locations throughout Saudi Arabia.

Customer at a glance

Hardware

- HP LaserJet Enterprise 700 color MFP M775 Series
- HP LaserJet Enterprise MFP M725 Series
- HP LaserJet Enterprise flow MFP M525c

Software

- HP Web Jetadmin
- SafeCom Pull Print

HP Services

- HP Partner Managed Print Services

Following a thorough HP audit of the company's fleet and print usage, ABP chose HP and signed a three-year HP Partner Managed Print Services (MPS) contract which included fleet rationalisation and is fulfilled by EZOrder.

The new fleet features HP LaserJet Enterprise 700 color MFP M775 Series multifunction printers and HP LaserJet Enterprise MFP M725 Series devices. These devices offer all-in-one scan, copy, print and fax on a wide range of paper sizes and capacity of up to 4,600 sheets. Also in the new fleet are HP LaserJet Enterprise flow MFP M525c multifunction machines which feature advanced scanning and routing capabilities in addition to print, copy and fax.

The printers are deployed with the HP Web Jetadmin print management solution which offers a simple, web-based interface to install, configure, troubleshoot, and manage both HP and non-HP networked and PC connected print devices. HP Web Jetadmin gives an overview of all printers on the network and offers advanced reporting as well as toner level information for the automatic replenishment of consumables.

To take further control of its printing, Al Jomaih has also implemented SafeCom Pull Print which allows users to print to a shared print queue, roam and release their print job from any enabled output device. Employees authenticate themselves with proxy cards which ensures printing is confidential to the user and reduces printed waste, from documents left uncollected. If a printer is out of service, users can release their print jobs from the next available printer, without disrupting productivity. By reducing waste and giving users a secure, flexible printing environment, SafeCom is designed to significantly reduce costs, protect data and support workforce productivity.

“HP supplies us with everything from A to Z. It is always there to help when you need it.”

– Ahmad Al Bashir, IT infrastructure and services manager, Al Jomaih Bottling Plant

Benefits

Reduction on printer fleet

Following the fleet rationalisation, Al Jomaih Bottling Plant has reduced its printer fleet from 168 devices down to just 71 – a significant reduction which is accompanied by corresponding savings in energy consumption, consumables and office footprint. Overall print costs have been reduced by one third.

The print management burden has been removed with EZOrder Office Supplies delivering Managed Print Services including automatic delivery of consumables triggered by HP Web Jetadmin monitoring. The MPS contract also saves on administrative time and facilitates forward budgeting.

Print management is eased by a reduction in the number of different printer models from 14 down to three and ABP now has more efficient print environment that offers job accounting and tracking to give the company much more control over what is being printed and by whom.

Print quality has improved and the ability to collect prints from any networked printer increases staff efficiency while proxy card authentication improves document security. Fewer jobs remain uncollected on printers and after a certain amount of time, uncollected jobs are deleted from the print queue. The corresponding reduction in paper usage conforms to ABP strict environmental code which has seen it make huge reduction in packaging.

“We did not put in specific rules to reduce print volumes and paper usage so the savings of one third on our print costs are due to the efficiency of the HP solutions and better management processes,” says Al Bashir. “We had realised that our print costs were high because of the technology we were using and I can say that almost 35% of paper wastage has now been eliminated by deleting uncollected print jobs.”

Learn more at

hp.com/go/businessprinters



Ahmad Al Bashir,
IT infrastructure and
services manager,
Al Jomaih Bottling Plant

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