

Case study

Merck KGaA, Darmstadt, Germany secures global control of printing



HP MPS project rolls out 4,000 printers across 51 countries

Industry

Science and technology

Objective

Increase the efficiency and security of global imaging and printing environment

Approach

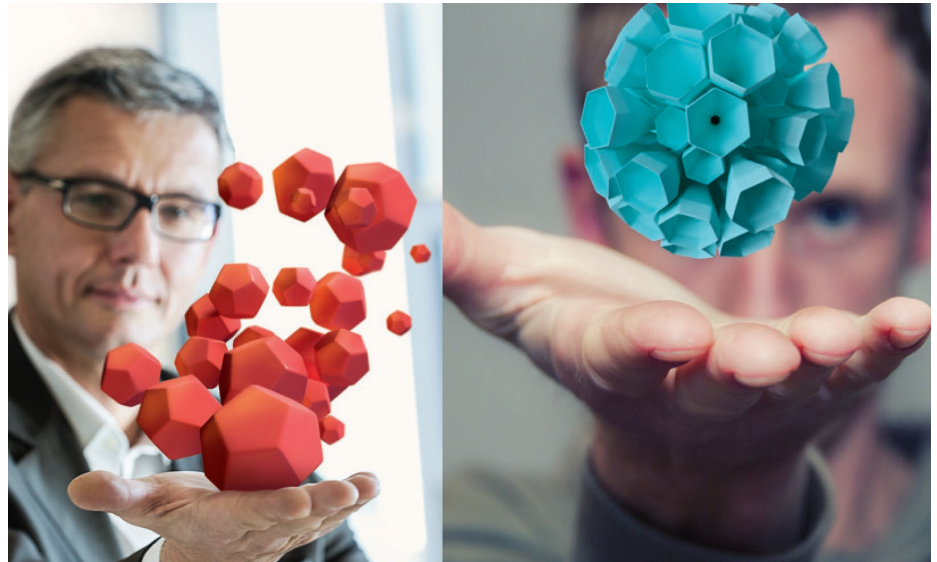
Issued a Request for Proposal (RFP) for managed print services; down-selected to four vendors then conducted Proof of Concept (POC) testing on two

IT matters

- Consolidates the printer fleet by 45% to combine power saving with less cost and management
- Increases print efficiency and functionality with multifunction devices and HP PageWide technology
- Enables print defaults to be imposed to reduce paper waste

Business matters

- Enables a potential reduction of 33.6 million pages a year with huge cost and environmental benefits
- Delivers global control to extend the corporate security culture to the print environment
- Empowers staff to print anywhere, anytime on a global basis



“HP is a strategic supplier and strategic partner and we hope to move this to a bigger relationship where we could use HP 3D print technology.”

– David Revich, global head of customer excellence, Merck KGaA, Darmstadt, Germany



Taking control of a global landscape

Science and technology giant Merck KGaA, Darmstadt, Germany runs a global print environment that spans over 60 countries and generates 112 million pages a year. It wanted to reduce the size of its 7,000-strong printer fleet while maintaining print security and cost control. An HP Managed Print Services contract was the answer.



45% Reduction in printer fleet

Challenge

Siloed print landscape

Founded in 1668 Merck KGaA, Darmstadt, Germany is a leading science and technology company in the healthcare, life science and performance materials sectors. Around 50,000 employees work to develop diverse technologies that range from cancer treatments to liquid crystals for smartphones and LCD televisions.

With 112 million pages generated each year, print security and cost control are vital requirements for Merck KGaA, Darmstadt, Germany worldwide operations but the size of its global footprint had led to a fragmented and uncontrolled print environment.

Head of customer excellence for the Americas, Scott Lacey, explains: "Print was siloed in nearly every country so across 50 countries there could be 30 different print solutions. Also, at Merck KGaA, Darmstadt, Germany we have a lot of corporate travel and we had a situation where you could go from an office in one country to another and not be able to print."

Merck KGaA, Darmstadt, Germany wanted to reduce its fleet of 7,000 printers and to establish global systems that would extend its strong security culture to the print environment.

"There is a lot of intellectual property in all areas of the Merck business and if that data ends up on a printer we want to make sure that it is protected," adds Lacey.

Solution

Fleet rationalisation

Back in 2009 Merck KGaA, Darmstadt, Germany had signed a Managed Print Services (MPS) contract with HP covering just 16 of its territories and it recently decided to seek a similar solution on a global scale. A Request For Proposal (RFP) was issued and four vendors were down-selected. HP was chosen following Proof of Concept tests.

Merck KGaA, Darmstadt, Germany global head of customer excellence, David Revich says: "From a business continuity point of view and because of HP's global presence we were convinced that we could work together."

Fleet rationalisation is a major component. Previously this was a multi-vendor environment with a 70% focus on HP machines and the composition of the new fleet was adjusted to 100% HP. The final roll-out will include 1,500 HP LaserJet Multifunction Printers (MFP) with combine print, copy, scan and fax, and 2,500 HP LaserJet single function printers (SFP).

Customer at a glance

Hardware

- HP LaserJet Enterprise Managed M506dnm
- HP PageWide Managed Flow MFP E58650z
- HP Color LaserJet Enterprise Managed MFP M680zm, M880zm
- HP OfficeJet Pro 8730 All-in-One Color
- HP PageWide Enterprise Color 556xh
- HP PageWide Enterprise Flow MFP 586z
- HP Color LaserJet M651dn
- HP LaserJet Enterprise Managed M605x
- HP Color LaserJet Enterprise M855xh5

Software

- Nuance SafeCom Pull Printing
- HP JetAdvantage Security Manager
- HP Capture and Route

HP services

- HP Managed Print Services
- HP Multivendor Support Services (for special label printers)

HP will deploy these direct in 51 Merck KGaA, Darmstadt, Germany territories with the remaining countries being served by authorised HP partners. There is a mix of colour and mono and approximately 100 printers feature HP PageWide technology, which delivers faster print at lower cost.

Although the HP MPS contract has centralised services, this is not a blanket globalisation and individual countries still have local flexibility. Merck KGaA, Darmstadt, Germany is also utilising the ability of HP to provide multi-vendor support and its Zebra label printing devices are part of the MPS agreement. An assessment is being undertaken to agree the final scope of the Zebra service and other non-HP label devices may also be covered.

To streamline print management and security, all printers are fitted with Nuance SafeCom Pull Print. Jobs can be collected at any networked printer in any location and authenticated with the user's corporate ID card. Uncollected jobs are deleted from the print queue after 24 hours. Additionally with HP Capture and Route, it's a one-button operation to capture a document and route it to where it's needed so Merck KGaA, Darmstadt, Germany can manage, update and route information accurately and efficiently.

Documents become more accessible and easier to find, distribute and track, which increases productivity and streamlines processes, while supporting record retention, document security, and privacy requirements. Print servers also run HP JetAdvantage Security Manager, which automatically checks printer settings every day.

Benefits

Increased control and security

So, will HP MPS work for Merck KGaA, Darmstadt, Germany? Three months before completion of this massive roll-out, Lacey is convinced: "I believe that we will save a lot, not just financially but also when it comes to paper and we eagerly await data on that. The biggest single benefit will be the ability to print anywhere, anytime.

If I travel from Boston to our headquarters in Darmstadt, Germany, I will be able to print no differently there than I can here.

"We will be able to buy in bulk and we will also have job accounting, which will enable us to run reports and could support re-charging."

Generic figures from Nuance SafeCom claim that better management and reduced wastage can cut overall print costs by 40% and can save 30% on paper usage. If applied to Merck KGaA, Darmstadt, Germany volumes, this could save 33.6 million pages a year with considerable cost and environmental benefits.

Enabled by the increased functionality of MFPs, fleet consolidation has reduced the number of printers by nearly 45% with a corresponding reduction in real-estate footprint, power and management costs and CO² emissions. User to printer ratios have increased from or 3:1 or 4:1 to a target of 10:1 and in some cases 14:1.

All printers are remotely monitored and toner cartridges are automatically renewed to boost printer uptime, increase staff productivity and reduce administration. Also, Merck KGaA, Darmstadt, Germany HP MPS project is supporting a change in the company's print culture. Default double-sided print, colour print restrictions and greyscale are part of a new 'Think Before You Print' ethos.

Looking to the future HP and Merck will be co-operating in a comprehensive print security assessment and according to Revich, 3D print is also on the horizon.

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