DBKL guarantees quality, cost and supplies for its print operation

DBKL deploys HP MPS solution to improve its ability to deliver important services to the 1.8 million Kuala Lumpur residents

Industry
Local Government

Objective
To overcome the quality, cost and delivery challenges faced by the supply of non-original and counterfeit printing supplies

Approach
DBKL decided to review its printer fleet and print supply structure. It sought professional consultation with vendors to map out a solution

IT matters
- Eliminated costly waste and poor quality printout issues
- Guaranteed on time delivery of consumables to maintain workflow
- Enabled print functions to be networked and allow staff to print anywhere
- Introduced central control to determine user authority for printing

Business matters
- Reduced cost of printing at department and personnel level
- Minimised unwanted, unnecessary and non-authorised printing by staff
- Achieved better cost per page compared to conventional printing
- Eliminated departments' use of high cost per page machines for high volume printing

"HP MPS ensures that our printing infrastructure is optimised, that we have the right devices deployed in the right places for the right job at the right time. We get consumables delivered on time without asking. It also guarantees we receive the necessary updated software versions for the devices."

– En Sori, director of Information Management department, DBKL

Better manage quality control and secure management
DBKL's fleet of 1,000 printers are deployed to help Kuala Lumpur City Hall deliver critical public health, town planning, environmental protection and social and economic development services to its citizens. The cost effective, quality control and secure management of the printer fleet was being compromised by non-original vendor supplies. HP Managed Print Services solution overcame the challenge.

Challenge

Kuala Lumpur is the capital and main gateway to Malaysia. Commonly known as KL among its 1.8 million residents, it occupies an area of 243 square kilometres. It has a contrasting history and heritage that tells the 160 year old story of its growth from a small tin mining trading town, founded in 1857, to the modern metropolis it is today.

Its popularity among visitors is reinforced by the fact that Euromonitor International has KL ranked as a Top 10 City Destination in the World for more than five years.

Dewan Bandaraya Kuala Lumpur (DBKL), or Kuala Lumpur City Hall, is the local authority charged with the administration of Kuala Lumpur city. DBKL is responsible for public health and sanitation, waste removal and management, town planning, environmental protection and building control, social and economic development and general maintenance functions of urban infrastructure.

En Sori is the director of Information Management Department with DBKL. A key part of his responsibility is the performance and management of a fleet of 1,000 digital printers used by DBKL employees in enabling delivery of services to meet the needs of Kuala Lumpur's citizens.

The issue he was facing during 2012/13 was that the fleet consisted of many old entry or consumer level printers aged between 5 to 10 years, which used a mix of inks and toners. Breakdowns and damage was not uncommon due to the use of "counterfeit" toners and supplies. For example, repairing certain printers could cost RM2000 per year per machine – a high impact on the DBKL's IT department budget.

Adding to the problem was the fact that non original suppliers were delivering reused or refurbished printers. This caused uneven quality, uncertain delivery, and poor print out results. The ever present danger of suppliers and resellers offering counterfeit printing supplies negatively impacted timeliness, quality and reliability all of which would compromise DBKL's essential workplace printout functions.

Sori explains: "Counterfeiting in the printing supplies business means being sold a non-original brand name product. This means a customer can be deceived into paying a higher price for a inferior product. We needed print supplies that delivered us quality and proven reliability with consistently clear and sharp outputs."

Solution

He adds: "We established a strict policy that only 100% original products are accepted and any suppliers who provides non original would be disqualified from the tender process. We now deploy only 100% original HP print cartridges. This is because 70% of the printing system's critical components are housed within the print cartridge. HP print products are backed by a strong and reliable warranty. We therefore have a guarantee that we can meet the high standards we set. HP ensures our printing experience is always hassle-free and enjoyable. So the days of fuss or frustration from unwanted leakage or messy printouts are over. At the same time the result is almost zero printer breakdowns."

In 2016 DBKL adopted a twofold strategy. It entered an HP Most Valued Customer (MVC) program and deployed an HP Managed Print Services (MPS) solution.

MVC
The program eliminates the situation where previously a reseller could not deliver supplies or when deadlines were missed. Cost savings are an important feature of the program since guaranteed savings are delivered through the HP MVC Big Deal Discount (BDD). The BDD ensures that DBKL enjoys original HP supplies at the best rate compared to the market price. The MVC program also provide Fixed Local Currency Protection (FLCP) on the selling price from resellers. Due to this protection DBKL saved more than 30% on price fluctuation.

Sori says: "The HP MVC offers great upfront value with its very competitive market price, cost saving and exclusive benefits. We now avoid having to pay more due to unexpected shortage of ink, toner or paper supplies. We are guaranteed the availability of original HP supplies in time and at all times."

MPS
The first step was a focused consultation session between DBKL and HP. "It concentrated on our needs and analysed the status of our printer fleet. This process delivered to us a detailed and costed project plan that was tailored to our organisation."

Elements of the MPS solution that were considered especially valuable to Sori's team were the automated consumable print order; the help in managing and lowering DBKL's real printing costs; and the proactive support delivered by HP's experienced and knowledgeable technical staff.

Customer at a glance

Applications
Most Valued Customer (MVC)
for Print services

Hardware
- HP LaserJet 700 Color
  MFP M775dn Printer
- HP LaserJet Enterprise
  M506dn Printer
- HP LaserJet Enterprise 700
  M712dn Printer
- HP Color LaserJet Ent
  M553dn Printer
- HP LaserJet Enterprise
  MFP M630f Printer
- HP LaserJet M402DN Printer

HP services
- HP Managed Print Services (MPS)

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Benefits

Sori explains the benefits that are exclusive to the MVC program: "The expert advice we receive is invaluable and so is the proactive technical assistance for the maintenance and care of our large printer fleet. We also have access to MVC events where DBKL staff receive updates on technology advances and are informed of the latest HP printer technologies including lower cost printing, energy saving printers as well as HP Print Security enabled printers.

The less obvious, but equally critical, benefit of the HP MPS is the management of the processes behind the print function. "We get consumables delivered on time without asking. It also guarantees we receive the necessary updated software versions for the devices."

The solution also centrally controls the fleet of printers, enabling DBKL to monitor, manage, update, and troubleshoot devices while saving IT time and budget. Sori says the organisation also values the security delivered through the MPS. "For instance, only the users who printed the document can get the printout themselves after keying in pin or using smart tag on the printers. This eliminates the danger of an unauthorised party viewing the printed document without end-user permission or knowledge.

"We can manage user permissions, such as who can print what and when. There are internal client benefits because it is very manageable for our staff since we can use the network so they can print anywhere and do not need a dedicated printer on their own desk. It delivers a better experience for our external customers since any department can allow customer facing staff to print where it is most convenient."

The workflow of the IT department is enhanced. Any fault or potential printer breakdown can often be noticed and rectified by the HP MPS team before the DBKL IT department is aware of the problem. This reduces the need for the IT resources to worry about printers and frees them up to spend their time focusing on PC and laptop support or other software issues.

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