

## Case study

# Pošta Slovenije boosts business with new mobile print service



HP PageWide increases efficiency and reduces cost for postal service

### Industry

Postal service

### Objective

Replace outdated print fleet and launch new print-as-you-go service

### Approach

Researched major vendors who could provide the devices and Managed Print Services and conducted HP pilot projects at six post offices

### IT matters

- Delivers the speed, reliability and quality print of HP PageWide technology
- Introduces multifunction devices with all-in-one print, fax, copy and scan
- Outputs 220,000 pages a month for internal use with many thousands more forecasted for the public service

### Business matters

- Reduces number of devices by 30% with corresponding drop in power, cooling and maintenance costs
- Cuts overall print costs by 25%
- Introduces a new business offering and the option to sell more services



**“Previously we could only offer copying services to our customers. With our new fleet of HP PageWide multifunction devices we can now provide them with a much wider range of services such as printing from mobile devices, scanning and faxing.”**

– Igor Unger, head of IT business model development, Pošta Slovenije



### New business opportunity with optimised print fleet

Slovenia’s government-owned postal service, Pošta Slovenije, needed to optimise its oversized and outdated printer fleet and wanted to expand its customer offering by launching a print-as-you-go service for the public. Both these aims have been achieved with HP PageWide multifunction devices and HP’s third-party ePRINTit cloud-based print solution. An HP Managed Print Services contract completes the deal.



## Challenge

### **Oversized, outdated fleet**

Implementing a new print environment for internal use is an important decision for any company but when the fresh landscape is also the foundation for a new customer service, it's even more important to get it right. Pošta Slovenije is the state-owned company in charge of postal services in Slovenia and it faced just such a challenge.

Pošta Slovenije has 6,000 employees, 130 post offices located in major cities and 650 delivery points spread across the whole country. With 2,600 vehicles that travel 38 million kilometres a year, it makes 2.6 million postal deliveries a day. The company is also one of Slovenia's largest providers of IT services with a throughput of 292,000 terabytes of data a year.

Always looking ahead, Pošta Slovenije had two reasons to refresh its print devices and improve print management. Firstly, its oversized and outdated multi-vendor printer fleet was difficult and expensive to manage so it needed to optimise the landscape, streamline print management and lower the cost of providing print for 500 internal users.

Secondly, it also wanted to launch a new print-on-the-go service for external customers. The cloud printing service ([www.tiskajizoblaka.si](http://www.tiskajizoblaka.si)) allows the public to print documents from their files, using either a mobile app, a desktop Windows PC or via email, then collect the finished print jobs at any of the country's post offices. Services also include copy, scan and fax.

"We saw a market opportunity to offer better services which would increase the number of people visiting our post offices and encourage them to buy other services. We also wanted to optimise the fleet for use by our own internal staff," says Igor Unger, head of IT business model development at Pošta Slovenije.

"Previously we could only offer copying but we wanted to improve device utilisation and introduce a much wider range of services. Many of our old devices were just not suitable for the new public print service so there was a need to have better multifunctional devices and to optimise the fleet for greater efficiency."



## 30% Reduction in printer numbers

### Solution

#### Combination of new technology and Managed Print Services

Pošta Slovenije compared three major vendors who could provide not only the print devices but also Managed Print Services (MPS) across Slovenia.

“We analysed the market and ran pilot projects with HP in six post offices. This pilot proved that HP devices and services were the best for us,” explains Unger.

Pošta Slovenije did the deal with Slovenia HP partner Selectium Adriatics then deployment and installation was carried out across all locations and post offices by a further partner, LANCom, which also provides ongoing break/fix.

The new fleet of 130 devices includes 126 HP PageWide Pro 477dw Multifunction Printers (MFP) along with an HP Color LaserJet Managed M775fm printer and HP LaserJet Managed MFP M725zm devices. Wrapped around the new fleet is an MPS contract which includes remote monitoring of devices for early fault detection and remedy and automatic toner replenishment when levels fall.

Pošta Slovenije’s print-on-the-go service is based on HP’s third party offering, ePRINTit®, a mobile printing solution suite that provides geo-located and branded services for public printing worldwide.

ePRINTit is enabled on most of the HP suite of printers. Consumers get a cloud-based service that employs end-to-end encryption and is available virtually anywhere. This solution helps bridge the gap between mobile devices and networked printers, enabling mobile travellers to stay connected wherever they may be. Users select the file they want to print and the print job is then encrypted, processed and sent to a supported HP OXP-enabled printer. The job is printed when the user enters a release code at the device.

Printers located in the Slovenian post offices are used both for the print-as-you-go service and by internal employees for normal business print.

## Customer at a glance

### Hardware

- HP PageWide Pro 477dw Multifunction Printer
- HP Color LaserJet Managed Multifunction Printer M775fm
- HP LaserJet Managed MFP M725zm

### HP services

- HP Managed Print Services
- HP ePRINTit third party solution

## Benefits

### Increased efficiency at reduced cost

Through its fleet consolidation, Pošta Slovenije has reduced the number of print devices and this is still an on-going process. The aim is to reduce number of devices by 30%. With corresponding reductions in floorspace, power and cooling costs and maintenance, overall print costs will fall by some 25%.

Approximately 220,000 pages a month are printed on the MFPs by internal staff and default duplex printing has been imposed to reduce paper usage. Although the print-as-you-go service has only just been launched it's expected that many thousands of pages will be printed by the public.

"We have achieved a good consolidation and space saving. There is also an environmental benefit with less paper and lower emissions and the quality of print is much better than with the old devices," says Unger.

"Document security is also improved because customers using mobile apps, for example, get a unique identification number which they use in the post office to initiate and pick up their prints," he added.

Unger praises the impact of the Managed Print Services contract on delivering a smarter printing fleet: "The MPS contract has also given us much better management of the fleet. Remote monitoring and automatic toner replenishment are great benefits because they ensure that printers are never out of toner and MPS also reduces our administrative burden by delivering straightforward billing and budgeting."

"The contract also includes comprehensive reporting on the print environment. With HP PageWide technology, the quality of print is excellent and the reliability and print speeds increase productivity."

Printers with HP PageWide technology typically deliver printing speeds of up to 70 pages per minute in General Office quality mode and 50% lower cost per page than traditional colour laser printers. Operated with original HP pigment inks, they also deliver quality output that resists smearing on a broad range of papers.

**"The HP Managed Print Services contract means more straightforward billing and budgeting with less administration."**

— Igor Unger, head of IT business model development, Pošta Slovenije

"It was very important for the business that we optimised our print devices and established better print management to achieve cost savings for internal purposes," concludes Unger. "We also wanted to offer better services for our customers with options for printing, copying, scanning and faxing."

"It has been a very successful project with HP and we see the volumes of print from our customers increasing in the future. Also, we foresee that these new services will bring more visitors to the post offices so we can offer them other services and grow the business."

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