Customer snapshot

Optical Express introduce a reliable, cost-effective and transparent print platform

354 HP printers are delivering clinical-standard prints within a predictable, cost-effective contract

Industry
Healthcare

Objective
Optical Express wanted to replace its disparate printer fleet which was difficult to manage, expensive and inefficient. It needed a reliable, cost-effective alternative that could provide clinical-grade prints

Approach
Optical Express turned to local specialist Simple Digital Solutions and HP which together deployed 354 devices across 88 locations

IT matters
- Improved reliability, self-managing toner and service fulfilment relieve burden on IT team
- Easier management and maintenance saves 40 man hours per month

Business matters
- Optical Express expects to save £1 million over five years thanks to increased efficiency
- Seamless security and firmware updates help the company meet GDPR compliance guidelines
- HP print quality meets the high standards required in a clinical environment

OpticalExpress

"HP was the best fit for us – we already use HP servers and HP laptops and know that it provides well-built, solid and high-performing equipment. In addition, I used to work on a building site where a HP LaserJet survived for ten years, sucking in dust and grit. That gave me great confidence in their reliability."

– Andrew Vint, head of IT, Optical Express

Optical Express makes substantial savings with robust and easy-to-manage print platform

Optical Express had a large fleet of printers with different vendors and terms of lease. There was little visibility of print costs and managing consumables was time-consuming. The company wanted to introduce a reliable, cost-effective and transparent print platform.

Challenge

Simplifying print management and security
Optical Express had a large fleet of printers scattered across its 88 locations with different vendors and terms of lease. There was little visibility of print costs and managing consumables was a manual and time-consuming affair with the potential for human error.

Solution

Robust performance, high quality results
Optical Express has deployed a mix of 354 HP LaserJet printers across its network of 88 stores.

Benefits

Significant savings in time and money
The company expects to save at least one million pounds over the next five years through increased efficiency, reduced toner consumption and less maintenance requirement.

"If you're looking at surgery images, you can't afford blurry prints. You have to reassure the patient and HP's pin-sharp prints do just that. HP has given us a reliable, cost-effective and flexible print platform that will cater to all our printing needs for years to come."

– Andrew Vint, head of IT, Optical Express

Learn more at
hp.com/go/businessprinters