

## Case study

# Orange Tunisia modernises its printer fleet



HP models are a more reliable choice to replace Orange Tunisia's aging equipment

### Industry

Telecommunications

### Objective

Orange Tunisia has turned to HP to replace its aging fleet of printers with more reliable, efficient machines and better quality service provision

### Approach

Service provider Odelit convinced the Tunisian telecom operator about HP device performance by offering a free six-month trial of an HP Color LaserJet Enterprise M651 series Multifunction Printer. Satisfied with the machine's performance and the service quality, Orange Tunisia selected several HP models for its stores and head office

### IT matters

- Centralised control via HP Smart Device Services (SDS) software
- HP printing systems advanced management and monitoring functions
- Greater reliability of printing devices
- Cost savings of 40%

### Business matters

- HP units give greater functionality
- Faster and fewer maintenance operations
- Courtesy machine provided while the faulty one is repaired



**“Our invitation to tender has enabled us to discover the range of HP multifunction printers.”**

– Islem Soussou, IT services director, Orange Tunisia

## Orange Tunisia increases its productivity thanks to HP multifunctionality

In 2015, Orange Tunisia put out an invitation to tender in order to renew its aging printer fleet across its stores and head office. A local service provider, Odelit, offered the company a six-month test period to trial the HP Color LaserJet Enterprise M651 series Multifunction Printer. As a result, 42 HP machines are now operational.





## Challenge

### Modernising to optimise printing costs

Orange Tunisia is one of the main telecommunications operators in the country, with over four million users and 50 sales points nationwide. The company has had multifunction printers for several years, but realised that its fleet was aging and costing more and more in terms of repairs and unreliability.

The consumables needed changing very frequently, and the quality of the local partner's service provision was not always up to the task. This was having a significant impact on users, clients, and the running of the whole company. As a result, Orange Tunisia's IT services department, headed up by Mr Islem Soussou, set up a team with the remit of finding a fast and effective solution to this problem. An invitation to tender was launched, which "has enabled us to discover the range of HP multifunction printers," explains Islem Soussou.

## Solution

### Convinced by a six-month loan

When the invitation to tender was publicised, a local service company, Odelit, approached Orange Tunisia and offered a free six-month loan of an HP Color LaserJet Enterprise M651 Printer. This is a professional laser colour model designed for high-volume duplex printing. Instead of trialling it at head office, it was a telecom operator's store which benefited. The company knew that such a location would experience a high footfall of clients and potential customers whilst having to withstand the 'harsh law' of a public space.

It was a success for the service provider and for the device, which ably demonstrated its durability. As for Odelit, its service quality was enough to convince Orange Tunisia that they had made the right choice, despite costing more per page than its competitors. Since then, 24 HP M651 multifunction colour printers have been embedded in stores under an HP Managed Print Services (MPS) contract which covers maintenance, supply of consumables and the provision of printing machines. One year later, the company signed another such contract to bring HP LaserJet and HP PageWide multifunction colour printers to its head office.

## Customer at a glance

### Hardware

- HP Color LaserJet Enterprise M651 series
- HP Color LaserJet Managed Flow MFP M880zm
- HP LaserJet Enterprise MFP M630 series
- HP LaserJet Enterprise 700 Color MFP M775 series
- HP PageWide Managed Color MFP E58650dn Printer

### Software

- HP Smart Device Services

### HP Services

- HP Managed Print Services

## Benefits

### Towards an entire HP fleet

According to Islem Soussou, “the advantages are significant in a number of areas.” Orange Tunisia no longer has to wait whole days for potential repairs. Its contract with Odelit stipulates same-day or 24-hour repair, or replacement if the repair cannot be carried out on site. Consumables are automatically ordered when the device management system reaches a certain threshold. This management system is centralised on a single console using HP Smart Device Services (SDS) software, which is installed on the print servers. “I have a good view of both the local and remote printers and I can update the firmware,” confirms Islem Soussou.

SDS is a global solution for remotely monitoring and managing a fleet of HP printing devices using HP Managed Print Services or pay-per-use contracts. This tool eliminates the risk of intrusion on the printers and on the network, and prevents security breaches. This is hugely important in a publicly accessible environment.

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Orange Tunisia

And the future seems limitless. For HP, the aim is to replace the remaining fleet of monochrome printers with their own machines. As for Orange Tunisia, the technologies built into the new HP printer models provide larger touch screens for a better user interface.

HP and Odelit have therefore been able to showcase the quality of both their printing solutions and their service provision. “A user experience which I valued,” concludes Islem Soussou.

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