

## Case study

# City of Arlington, TX

Improving efficiencies, service response times, and security with HP A3 printers and ImageNet



**Industry**  
Public Sector

**Objective**  
Improve productivity, cost-efficiency, service, and security for the City of Arlington print environment

**Approach**  
Working with Premier Partner ImageNet, the City of Arlington refreshed its print fleet across 16 departments with HP A3 technology within a Managed Print Services (MPS) solution

- IT matters**
- Faster print and scan speeds and HP FutureSmart firmware to maximize productivity and uptime
  - Cloud-based remote management with HP Smart Device Services and HP Web Jetadmin
  - 18% projected reduction in color print volume with HP Color Access Control
  - Printer-embedded security features including whitelisting, encryption, and authentication

- Business matters**
- Increased productivity and cost-effectiveness across 16 departments
  - Improved reliability and first-service-call effectiveness
  - Refreshed and enhanced A3 printers at a reduced cost
  - Modern, easy-to-use touchscreen interface



**“All the printers in the refreshed fleet are simplified and customized now. It’s a great improvement. With HP A3 printers, you just push a button and it works.”**

– Darrell Strange, Knowledge Services Supervisor, City of Arlington, TX

## City of Arlington deploys HP A3 printers for ongoing improvements, efficiency, and savings

The City of Arlington, TX, has more than 3,000 employees working to boost economic development, ensure public safety, and provide municipal services to approximately 373,000 residents. When the City had the opportunity to refresh its printer fleet, it worked with HP Premier Partner ImageNet to bring in new HP A3 technology and MPS with HP Smart Device Services to remotely manage printing, improve workflows, and enhance security.



## HP A3 MFPs designed for Managed Print Services



18% lower print volume with HP Access Control



Easy-to-use HP A3 printers



Improve cost efficiency



Reduce print costs by 1.5% per month



Remote fleet monitoring with HP Smart Device Services



HP printers consume less power and require less space

“The City has put a lot of time and effort into securing the network. It’s pretty well locked down, so anything that enhances our security profile in the print area is a plus.”

– Darrell Strange, Knowledge Services Supervisor, City of Arlington, TX

### Challenge

#### Security, standardization, and ease-of-use

Several years ago, the City of Arlington partnered with ImageNet to consolidate 900 aging printers and copiers into a Managed Print Services (MPS) program that improved efficiency and reduced costs. As those devices began to age, the City decided on a technology refresh to continue to build on its gains. “We recognized the opportunity to modernize and streamline the fleet to provide a full range of printing capabilities and services,” says Darrell Strange, Knowledge Services Supervisor for the City of Arlington. Reliability and rapid service were key requirements, he notes. “Complex maintenance needs can slow down printing, which ultimately slows down the City’s business.”

The City also wanted to be more cost-efficient by scanning more and setting parameters for color printing. Security, standardization, and ease-of-use were also essential for the new fleet. Given all these factors, ImageNet recommended HP A3 multifunction printers (MFPs).

### Solution

#### Control, track, and securely distribute content

The City upgraded most of its devices to next-generation HP A3 MFPs designed for Managed Print Services and high-volume printing, including the HP Color LaserJet Managed MFP E77825dn, the HP Color LaserJet Managed Flow MFP E77830z, and the HP LaserJet Managed MFP E72530dn. It also upgraded some legacy A4 devices with HP LaserJet Managed MFP and HP LaserJet Pro printers.

The HP A3 LaserJet color printers feature HP FutureSmart firmware for fast printing and scanning, cloud-based maintenance, affordable color, and the ability to control, track and securely distribute content. The Flow models offer additional time-saving features such as rapid scanning, auto-tone, auto-orientation, auto-crop, and embedded optical character recognition (OCR).

HP printers deployed in the refresh also come with embedded security features including whitelisting, run-time intrusion detection, authentication and encryption, as well as a simple, modern user experience with a tablet-like touchscreen interface.

ImageNet uses HP Smart Device Services (SDS) to remotely manage the new fleet, proactively monitoring for common issues such as low toner.

### Benefits

#### Built-in features to improve cost efficiency and accelerate workflow

The refresh allowed the City to ensure it had the right devices in the right departments. “We were able to consolidate a few more devices and move some things around,” Strange says. “That enabled us to optimize printers and balance their deployment to improve cost efficiency.”

The new HP print devices consume less power, require less space, and help City employees use resources wisely by making it easy to scan and share documents electronically. Standardized firmware settings for every machine default to black-and-white printing, automatically reducing waste. Affordable, quality color printing is available when needed, and automatic duplex printing makes it easy to conserve paper.

## Customer at a glance

### Hardware

- HP Color LaserJet Managed MFP E77825dn
- HP Color LaserJet Managed Flow MFP E77830z
- HP LaserJet Managed MFP E72530dn

### Software

- HP Color Access Control
- HP Web Jetadmin
- HP FutureSmart

### HP services

- HP Smart Device Services

As a result, while printing costs remained flat for the five years before the refresh, the City now predicts it will be able to reduce its future monthly bill by more than 1.5%. According to Strange, updating the printer fleet with the newest features and technology, while reducing costs, is an added benefit. A pilot to further automate policies with HP Color Access Control is underway to help eliminate unnecessary color printing and costs and is projected to reduce color print volume by up to 18%.

### Proactive maintenance and faster service calls

Another major benefit is the ability to remotely monitor the fleet using HP Smart Device Services and HP Web Jetadmin. "ImageNet knows when a printer is low on toner and can service that device quickly without interruption," Strange says, noting that departments like the City Manager's office no longer worry about running low on toner while printing important documents. "Not having to manage toner usage and purchasing is a big deal. Having a company manage our printing is a great advantage for the City."

**"We're more productive now that we can focus on projects instead of handling printer service. ImageNet takes care of everything."**

– Darrell Strange, Knowledge Services Supervisor,  
City of Arlington, TX

ImageNet can also update firmware and patch security remotely before the City sees any impact. "It's pretty seamless on our end," Strange says. "We're more productive now that we can focus on projects instead of trying to figure out why the printer's not printing. We just call ImageNet, and it's not often we have to call."

### Embedded security to protect devices, data, and documents

The new HP devices can repair themselves in real-time, automatically monitor threats, detect intrusions, and whitelist operating software.

"The City has put a lot of time and effort into securing the network," Strange says. "It's pretty well locked down, so anything that enhances our security profile in the print area is a plus."

Departments such as the Municipal Court and Parks and Recreation have also taken advantage of printer embedded, confidential PIN printing, which requires an access code to release documents.

### Simplified, digital workflows for a better user experience

HP A3 printers have a modern touchscreen interface, making them easy for employees to use. ImageNet customized the displays with City of Arlington branding, further standardizing that experience. "All the printers in the refreshed fleet are simplified and customized now. It's a great improvement. With HP, you just push a button and it works."

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