

Case study

Credit Europe Bank revamps printing infrastructure



Next-generation HP Laser MFP and MyQ user identification solution reduces printing costs

Industry
Finance

Objective

Improve control of document printing, copying, and scanning, lower maintenance costs and simplify printing equipment servicing

Approach

Printing infrastructure management service contract with an HP partner, replacement of its obsolete fleet of printers and multifunction devices at two head offices with next-generation A3 format HP LaserJet multifunction printers. Implementation of a MyQ solution for user authentication and remote printing infrastructure management

IT matters

- Printing fleet upgraded with more modern equipment
- Printing task control and record keeping systems have been implemented
- Printer maintenance, spare parts and consumables procurement procedures have become simpler

Business matters

- Printing costs have reduced by more than 15%
- Confidential information security has been improved in line with Russian Central Bank requirements
- The use of original consumables guarantees high print output



“An affordable contract price and original consumables generate cost savings without sacrificing print reliability and quality.”

– Murat Akdedepinar, vice president, director of administration, construction and real estate directorate, Credit Europe Bank

Credit Europe Bank modernises print infrastructure

Credit Europe Bank ranks among the top 60 largest banks by equity and dominates the consumer lending market in Russia. The bank upgraded its printing fleet at its Moscow offices to A3 HP LaserJet multifunction printers, achieving simpler maintenance, improved information security and reduced print costs.

Credit EuropeBank



Challenge

Credit Europe Bank is a universal bank that provides a wide range of services to retail and corporate clients, as well as small and medium-sized businesses. To date, the bank serves more than 5,400,000 individuals, 2,700 corporate customers and 15,500 small and medium enterprises (as of 31st December 2017).

The bank is included in the top 60 Russian banks by the size of its own capital according to the data of the portal banki.ru (according to RAS), which as of 31st December 2017 amounted to 20.5 billion roubles.

Operations of any bank entail a large volume of paperwork, and the image and prestige of an institution is reflected by the high quality of its printing. Employees at the Moscow offices of Credit Europe Bank print over 10,000 colour and one million black-and-white pages on a monthly basis. Many critical processes depend on the performance of printing devices, while annual spending on this infrastructure runs into millions of roubles. This is exactly why printing requires such a great deal of attention.

In 2007, the bank's management team needed to centralise the management and maintenance of the printing infrastructure.

At the time, Credit Europe Bank became one of the first major Russian businesses to outsource printing services.

Between 2007 and 2017, the printer fleet at Credit Europe Bank offices was a varied collection of brands. The gradual and chaotic expansion of the infrastructure resulted in a situation where in 2017, most devices had become obsolete, while the printing fleet structure and device locations at its offices were far from optimal. The lack of a system for keeping a record of printing and copying tasks was the biggest drawback of the existing infrastructure.

"We have a long history with HP equipment. The bank's offices widely use HP computers, servers, printers, and multifunction devices to the greatest effect," says Murat Akdedepinar, vice president, director of administration, construction and real estate directorate.

"In 2017, our printing infrastructure maintenance contractor, an authorised HP partner, suggested replacing all printing devices at our offices with HP LaserJet multifunction printers with advanced security functionality and deploying a user authentication system that would make us compliant with the new Russian Central Bank requirements. We were also offered an advantageous service contract with original consumables," explains Akdedepinar.



“After visiting an HP showroom, where I saw for myself the quality of workmanship and ease of use of the new HP LaserJet multifunction printers, any remaining doubts I had were totally dispelled, and we decided to switch our document printing operations at the Moscow offices to HP equipment. Since we opted for the latest line-up of HP LaserJet multifunction printers, we had to wait for about six months until they went on sale in Russia, after which we became one of the first users of these models,” adds Akdedepinar.

Solution

Credit Europe Bank selects high-performance HP LaserJet printers

The new line-up of high-performance HP A3 LaserJet multifunction printers caught the attention of Credit Europe Bank’s management due to its innovative solutions and technologies geared toward management and servicing optimisation, operation within corporate environments and protection of confidential information. These devices have been designed specifically to support printing outsourcing solutions, hence their high performance and flexibility to adapt the configuration to specific user needs, combined with high-capacity cartridges and resource elements translating into lower maintenance costs. Since they were deployed at Credit Europe Bank offices, the devices have proven to be reliable and easy to maintain. All mechanical units, including paper trays, automatic document feeders and scanner lids are made of high-quality materials to ensure the devices are resilient and can consistently support the printing requirements of the bank.

“The expansion of the HP product portfolio in the field of A3 printers bodes well for the market for high-performance office printers. Competition always brings down prices and boosts quality of service, which is a win-win for all market operators. An affordable contract price and original consumables bring us savings without sacrificing printing reliability and quality,” says Akdedepinar.

Credit Europe Bank has so far upgraded its entire printing infrastructure at two of its head offices, and the entire printer fleet at branches in Moscow and the surrounding region. As part of the upgrade, twenty next-generation A3 HP LaserJet printers consisting of HP LaserJet Managed MFP E82560dn and HP LaserJet Managed MFP E72535dn printers have been deployed at the bank’s offices.

Despite implementation of electronic document management, there has not been a significant reduction in the need for the printing of hardcopy documents. However, implementation of the user authentication and record keeping system has substantially reduced the number of unnecessary printouts that previously had to be handed over to specialist contractors for disposal on a monthly basis. As a result, overall printing costs have decreased by more than 15%. It is equally important that the new software tools have given the IT department total control over its entire printing infrastructure.

Customer at a glance

Hardware

- HP LaserJet Managed MFP E82560dn
- HP LaserJet Managed MFP E72535dn
- HP LaserJet Pro MFP M426dw

HP services

- Indirect Managed Print Services

Benefits

Security comes first

The new information security requirements for financial institutions imposed by the Russian Central Bank beginning on 1st January 2018 gave IT departments of Russian banks a range of challenging tasks. They faced an urgent need to prevent unauthorised printing, copying, and scanning of any confidential information.

“Our printing services contractor offered us a user authentication solution by the Czech company MyQ, one of the leaders in this market,” Akdedepinar continues, adding: “We have piloted this solution for a long time, all the while considering alternative options. It turns out that MyQ software is the most versatile and promising product on the market. We have installed the equipment monitoring feature that helps us and our printing services contractor stay up-to-date on the status of consumables and malfunctions, receive real-time printing statistics, and instantly generate reports on the volume of printing by each user.”

“We intend to continue rolling out new functions essential to the optimisation of the bank’s business processes in the future. We are particularly interested in the ability to consistently monitor and analyse the contents of documents that are printed, scanned, or copied.

“We got exactly what we wanted. The implemented solution has made us compliant with the Russian Central Bank’s new information security requirements. The models of HP LaserJet multifunction printers in A3 and A4 format that have just been unveiled on the market have proven to be reliable and easy to maintain. In addition to further expanding the functionality of MyQ software, we plan to replace the existing printer fleet at regional offices of the bank,” concludes Akdedepinar.

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