



- Service & delivery
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# Credit Europe Bank modernises fleet with next-generation of printers

HP flagship A3 LaserJet multifunction hardware is driving efficiencies and secure printing



## Credit EuropeBank

Credit Europe Bank overhauled the face of its printing technology by installing HP LaserJet multifunction printers, in-built with A3 functionality, in its offices. The printers have a far-reaching impact across the bank, delivering immediate reductions to print costs, and its sophisticated security prevention software is protecting confidential employee and customer data.



5m

private customers



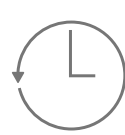
2k

corporate customers



30

Russian cities



21

years trading



514+

ATMs in Russia



12

countries

### Outdated printer fleet

#### Upgrade needed enhancing to support workflow



Many of the devices had become inefficient and close to end-of-life



Limited functionality created an over-dependence on mono printing



One million black and white pages printed on a monthly basis

### Difficult print management

#### Outsourcing printing services reduced internal oversight



No centralised database for recording printing and copying usage



Location of devices insufficiently positioned where needed



Print expenditure reached an unsustainable level into millions of roubles

"We are particularly interested in the ability to consistently monitor and analyse the contents of documents that are printed, scanned, or copied."

- Murat Akdedepinar, vice president, director of the administrative and construction office, Credit Europe Bank

### Transformative approach to print

#### Installation of HP A3 LaserJet E72535 and E82560dn models



Latest technology supporting print management and service optimisation



Strong colour printing capability, producing high quality business documents



Robust devices and consumables mean lower print-related costs

### Secure print solution

#### Meeting the highest printing security standards



Regulations of Russian Central Bank required stringent security measures



User authentication solution by MyQ software provider implemented



Equipment tracking element monitors print usage and consumable levels



Detects and responds to irregular print activity

15%

Reduction of print costs

999

Maximum number of copies

80k

Print capacity of HP LaserJet Pro MFP

35

Pages per minute

20

HP A3 LaserJet printers installed

14

Print management functions with MyQ software

Learn more at [hp.com/go/businessprinters](http://hp.com/go/businessprinters)

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"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."

- Murat Akdedepinar, vice president, director of the administrative and construction office, Credit Europe Bank

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