

## Case study

# Gruppo Editoriale San Paolo updates printer fleet to achieve cost savings



Multifunction devices with HP PageWide technology ensure secure and environmentally-responsible printing with simplified management

**Industry**  
Publishing

### Objective

To update print infrastructure in order to achieve greater operational efficiency, enhanced data security and lower, more manageable costs

### Approach

Updated the fleet of printers within Gruppo Editoriale San Paolo, replacing the existing solution with devices equipped with HP PageWide technology and an innovative HP Managed Print Services contract, with costs based on actual consumption of ink and toner

### IT matters

- Improved management thanks to HP Managed Print Services
- Even simpler restocking thanks to model rationalisation
- Enhanced data security and greater environmental benefits

### Business matters

- Less wastage of paper and toner, more control over printing operations
- Greater print speed: from 25 to 60 pages per minute
- More flexibility with colour printing up to A3 format



**“We chose HP as we were persuaded by its PageWide technology, designed for efficiency and reliability, as well as the unique managed print formula, with costs based on actual consumption proposed by Elmec.”**

– Paolo Epidotti, information systems manager, Gruppo Editoriale San Paolo

### Speed and security at a more affordable cost

Gruppo Editoriale San Paolo, the group’s holding company, decided to update its print infrastructure due to the obsolescence of the previous solution, in order to maximise cost-effectiveness and efficiency. The group opted for an HP Managed Print Services solution supplied by Elmec and based on HP PageWide technology, achieving greater speed, enhanced security and environmental benefits, all with simpler and more cost-effective management.





## Challenge

### **New print infrastructure for more efficient management**

At the end of 2017, the Gruppo Editoriale San Paolo IT department faced the challenge of replacing the printers in several of the group's companies. The print infrastructure is important for the group as it operates in the publishing sector and uses the machines for normal office use (printing documents and invoices), as well as for marketing and publications.

Don Paolo Epidotti, Gruppo Editoriale San Paolo's information systems manager recalls, "We contacted more than ten printer suppliers individually in order to gain a comprehensive overview of the solutions and economic proposals on the market. Our previous fleet of devices had reached the end of its normal life cycle and the end of the operating lease period."

### **Secure and environmentally-friendly printing**

After the initial selection, there were five brands remaining, including HP, represented by partner company Elmec.

Gruppo Editoriale San Paolo was looking for an easy-to-use managed print solution to support the group's workflow in a cost effective way. The printers needed to be efficient in terms of print speed and energy consumption, multifunctional and strong.

"The suppliers which passed the first stage," continues Epidotti, "were offering acceptable costs per page, but we were ultimately persuaded by HP and Elmec as their proposal involved different, more interesting technology in the form of the HP PageWide. This industry-derived technology is also used by large devices used to print books and periodicals. The pricing is also more attractive, as it is not based on a cost per page, but on actual consumption of ink and toner."

## Solution

### **HP PageWide technology is successful and persuasive**

The choice made by the Gruppo Editoriale San Paolo IT department consisted of two HP models, which would dramatically reduce the number of consumables and the administrative management of these by the group. The publishing house's two offices were equipped with 23 HP PageWide P77740z Multifunction Printers and three HP LaserJet E77830dn Multifunction Printers (the latter also included a finisher, for the production of marketing materials).

The machines are monitored via the portal for Elmec customers which is also used in the provision and implementation of managed print services, including maintenance and automatic supply of consumables.

### **Only pay for what you use**

In addition to the HP PageWide technology, characterised by high performance, low consumption, reduced environmental impact and enhanced intrinsic security (like all new HP printers and multifunction devices), the Elmec proposal proved successful thanks to its pricing formula, based on a cost estimate for ink and toner (an estimate that is periodically adjusted according to actual usage).

## Customer at a glance

### Hardware

- HP PageWide Managed P77740z Multifunction Printer
- HP Color LaserJet Managed MFP E77830dn

### HP services

- HP Managed Print Services

“Although HP PageWide technology was a challenge for us,” explains Epidotti, “because it was completely new, the HP Managed Print Services formula provided us with a guarantee of definite, affordable costs, as they are based on our actual consumption, rather than a cost per page estimate.”

The solution installed by HP and Elmec also allows Gruppo Editoriale San Paolo to implement a print management policy to monitor and streamline consumption, and a security policy to ensure correct confidentiality levels and avoid waste (authentication and pull printing features only release print jobs when users are actually at the printer).

## Benefits

### Increased efficiency at a more affordable cost

“From a management perspective,” continues Epidotti, “there are clear benefits: the printers are monitored by us but supervised by Elmec for a single quarterly service fee which is calculated based on actual consumption, whereas the previous solution involved three different costs: machine rental, maintenance and toner. Additionally, the use of only four different consumable codes allows us to streamline cartridge replacement operations (both autonomous and automated) as much as possible.

“Many internal users, who were initially sceptical about the change of printing technology and supplier, changed their minds after witnessing the efficiency of the new machines.”

– Paolo Epidotti, information systems manager, Gruppo Editoriale San Paolo

These interventions can be planned in advance, thanks to the comprehensive management of the printing fleet, via the portal.

“All things considered, although it’s too early to give an accurate estimate, we believe we have saved 20% in relation to the previous management. From an efficiency perspective, the new technology is two and a half times faster than the previous printers, and it is simple and quick to use the peripherals via large displays, to the extent that even the most sceptical users, those who were the most attached to the brand we previously used, have changed their minds.”

### HP PageWide is here to stay

In view of the success of the first wave of installations, Gruppo Editoriale San Paolo is planning to replace the next machines that are about to become obsolete with operating leases that are due to expire. “This represents a further 30% of peripherals (in relation to the 70% that have already been updated),” concludes Epidotti, “which we expect will be replaced with the same formula used in this initial project. We can safely say that the gamble we took by adopting HP PageWide technology has paid off, both in terms of costs and management, and in terms of efficiency and environmental sustainability.”

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