

## Case study

# Frank Keane in the driving seat with its new approach to printing



HP Managed Print Services reduces print costs and energy consumption while modernising the printer fleet

### Industry

Automotive retail

### Objective

Frank Keane wanted to replace its heterogeneous print environment, consisting of 24 different models, with a more efficient and cost-effective Managed Print Services (MPS) solution

### Approach

Working with a local partner, Stacked, Frank Keane implemented HP MPS, replacing all the aging printers with 58 brand new devices from just six product lines, reducing the need for multiple consumables

### IT matters

- Automated toner replenishment removes the need for onsite inventory
- Consolidation on six models streamlines consumable stock management
- Stacked provides first line support to resolve any issues quickly
- Dedicated print servers make printing to any device simple

### Business matters

- Print costs have reduced by 28% or €94k over five years
- Energy consumption has reduced by 71%
- IT team freed up to focus on more strategic tasks rather than firefighting print problems



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– Paul Ancker, group IT manager, Frank Keane



### Frank Keane reduces print costs while improving performance

Frank Keane, a leading Irish car dealership and distributor, had accrued over 70 printers from multiple vendors, requiring 52 different types of consumable. It partnered with HP and Stacked, a premier HP MPS specialist, to implement Managed Print Services, which has consolidated the print environment to just six models and 12 consumables. The company has cut print costs by 28% and reduced energy consumption by 71% as a result.



## Challenge

### Streamlining a chaotic print environment

Frank Keane has been leading the Irish motor industry since 1952, with extensive experience and operations at both a distribution and retail level. It is the distributor of Mitsubishi cars, Mitsubishi 4x4, and Mitsubishi parts, as well as operating large-scale retail outlets in Dublin representing BMW, MINI, Volkswagen and Volkswagen Commercial Vehicles. The company currently employs 275 people across six locations.

In common with many companies that have grown organically over the years, Frank Keane had built up a fleet of printers, managed by its small in-house IT team and a third-party support engineer. However, this led to seven different printer brands being used – all with different toner requirements. Unsurprisingly, managing 74 devices with 52 differing consumables was time-consuming and inefficient.

“We would replace printers on an ad hoc basis and use refilled cartridges to save money, which was a chaotic way to approach printing,” explains Paul Ancker, group IT manager, Frank Keane. “It involved a reasonable amount of work for both my IT team and the outsourced support engineer. When the company began a programme to rationalise all our IT, taking a fresh look at printing was a priority.”

### A fresh take on MPS

Frank Keane had been approached by various vendors proposing Managed Print Services (MPS) but had never been impressed enough to shift to this type of solution. That changed when one of the dealership managers talked to a contact at Stacked, a HP premier Managed Print Services Partner.

“Previous MPS proposals were never convincing and seemed to pull savings out of thin air, however, HP and Stacked offered a full and free audit of our estate, which clearly demonstrated that we could make significant savings by switching to HP MPS,” adds Ancker. “The audit, along with interviews with key stakeholders, laid out our full inventory and identified how we could improve the print technology without additional investment. We simply couldn’t shoot holes in it.”

## Solution

### Consolidated printers

Frank Keane signed a five-year contract, which provided 58 entirely new printers, consolidated on just six models, rather than 24, and 12 consumables, rather than 52. The devices include eight HP A3 PageWide Color MFPs and 49 HP LaserJet printers. Automated toner management means that cartridges are dispatched as and when needed, instead of building up costly inventory onsite.

### Seamless deployment

“The roll-out was very smooth – within a week, Stacked had installed all the printers across our six locations as well as deploying dedicated print servers, which made it easy to print to any device,” continues Ancker.

“Support is also provided by Stacked so if there is an issue, it can be resolved without involving my IT team.”

Each printer produces anywhere from several hundred to 6,000 pages per month, with over 10 million expected prints over the lifetime of the contract – that boils down to over 225,000 prints per month.

## Customer at a glance

### Hardware

- 8 x HP PageWide Managed P77740z Multifunction Printer
- 24 x HP LaserJet Managed E60055dn
- 13 x HP LaserJet Pro MFP M426fdw
- 8 x HP LaserJet Pro M402dn
- 4 x HP LaserJet Managed MFP M527dn
- 1 x HP PageWide Managed P57750d MFP

### HP services

- HP Managed Print Services

“HP’s strength of product across both A3 and A4 was critical in achieving the right balance of devices across the locations,” says Ancker.

“At the same time, Stacked’s experience in managing other similar organisations in the same sector lent credibility to the offer and around the ability to deliver the required service.”

## Benefits

### Instant benefits

Frank Keane realised instant benefits with its new HP MPS platform, not least savings of 28%, equivalent to €94k over the course of the contract – and that’s using HP consumables instead of refilled cartridges. At the same time, the new printer fleet is much more energy efficient with a reduction in carbon emissions of 71%.

“HP MPS is less expensive than managing printing in-house – we get all the benefits of leading print technology with one predictable monthly cost. We couldn’t ask for more.”

– Paul Ancker, group IT manager, Frank Keane

### Lower carbon footprint

“Many big auto manufacturers, such as BMW, are making a major push to be more environmentally friendly, so this fits quite nicely with that objective, while also cutting our electricity bill,” comments Ancker.

“And overall, HP MPS is less expensive than managing printing in-house – we get all the benefits of leading print technology with one predictable monthly cost. We couldn’t ask for more.”

### Speed and stability

Furthermore, the reliability of the HP devices means that downtime is largely a thing of the past and, when issues do occur, Stacked is on hand to resolve them quickly. From a performance perspective, print speeds have improved. For example, the time it takes to produce the first page after switching on the printer has reduced dramatically – and all these seconds add up across the estate.

“It is an excellent relationship and both HP and Stacked have delivered on everything they promised,” concludes Ancker. “We are now moving on to the second phase, which will look at secure print solutions, such as HP Access Control.”

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