

Case study

WBM drives business growth with total customer solution



Canadian HP Premier Partner adds HP A3 LaserJet and PageWide MFPs with SDS to lift service revenues by 20%

Industry

Business Services

Objective

Develop an as-a-Service SDS solution, with security and smart analytics, while balancing out services costs

Approach

Propose latest print technology, with on-going fleet monitoring and reporting with SDS

IT matters

- Reduce onsite service calls by 18% through improved remote diagnostics and proactive management
- Strengthen WBM analytics, providing the data and insight to enhance the support of deployed printers
- Deliver high value to end customers through as-a-Service solution with ongoing monitoring and reporting

Business matters

- Build service revenue to 20% of sale total with HP print solutions
- Establish service sales as the fastest growth area of the business
- Deliver service efficiency to scale the business nationwide, without increasing service staff



“I’ve been here for 22 years, and we’ve been an HP partner that entire time. I can tell you that never in the history of that partnership have I felt more supported by HP or more invested in our partnership.”

– JoeAnne Hardy, president, WBM



Complete HP solutions help drive service revenues and scale growth

WBM is one of Canada’s leading IT service providers, with managed print a key part of the business. With HP Smart Device Services (SDS) and HP A3 LaserJet and PageWide MFPs, WBM can offer an end-to-end HP printing and service solution. The result is business scalability that can serve more customers proactively and remotely, with increased profits.

“Any time we don’t have to send a truck out into the field is an efficiency saving for us. HP SDS saves us costs, but it also gives scale. With remote diagnostics and troubleshooting we can service more customers, more effectively.”

– JoeAnne Hardy, president, WBM

Industry:
Business Services

Company name:
WBM

Location:
Canada

Website:
www.wbm.ca

Challenge

Optimizing the print environment

WBM is one of Canada’s leading IT solutions providers. Throughout its 70-year history, the company has earned a reputation for being the first to market with the latest technology across every decade.

“We have an IT services operation here full of best practices around remote monitoring and management of IT infrastructure,” says WBM president, JoeAnne Hardy. “We need the tools to allow us to leverage those best practices.”

Today, WBM has four areas of expertise: Data & Security, End User Computing, Service Desk and Enterprise Managed Print. Innovation is critical as the nature of the business is continually changing. The focus is now on the ongoing optimization of the customer environment.

For Hardy, the aim is to be able to offer customers, where possible, a complete solution from a single supplier. This allows WBM to standardize devices, drive cost savings to customers and take a more proactive stance with remote support and analytics reporting.

Solution

Completing the product line-up

WBM is HP Canada’s Partner of the Year. Blaine Sander, director of WBM’s Print Technology Solutions team, was eager to expand the portfolio of HP printers to include A3 PageWide as well as A3 LaserJet MFPs.

“At the same time, we wanted to explore HP Smart Device Services (SDS),” he says. “We’d seen the HP roadmap and were aware of a range of features around predictive analytics that would impact how we discussed optimization with customers.”

With WBM continuing to grow nationwide, Sander adds, HP SDS would also allow the business to service more customers without expanding the staff.

Benefits

Creating a compelling business case

With its complete HP product line-up, WBM is better able to move beyond hardware negotiations and towards a more service-led approach. Sander says service accounts for 10-20% of WBM revenue and is comfortably the most profitable part of the business.

“Whether it’s a low-volume printer or a 60 pages per minute, 50,000 pages per month device, we can now cover it all with HP,” says Sander. “With the HP PageWide A3 printers, we’re able to push volumes to these printers at the lowest operating expense.”

This has a positive impact on margin, he adds, and helps create a compelling business case for new sales opportunities: “Coupled with advanced security embedded in this new print portfolio, we’re putting together a great business case. The sales funnel is really strong right now.”

In one example, a customer will combine HP PageWide A3 printers with Equitrac print management software for a wide range of new benefits. Color printing is low cost with HP PageWide technology, the printers are extremely productive, and the customer enjoys predictive analytics of the print performance across offices, departments and job functions with detailed reporting data.

“Ultimately,” says Sander, “we’re able to measure the positive impact on service costs.” In the first six months HP SDS has led to an 18% drop in onsite service calls, helping WBM avoid service calls that can be managed remotely. This figure is expected to rise to 30%.

Hardy says the last year has been WBM’s best ever with HP, in terms of units sold and profitability: “I’ve been here for 22 years, and we’ve been an HP partner that entire time. I can tell you that never in the history of that partnership have I felt more supported by HP or more invested in our partnership.”

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