Case study

Automotive leader drives environmental gains

Strengthening security with HP MPS, HP JetAdvantage Security Manager and HP Access Control

Industry
Automotive

Objective
Improve environmental sustainability; enhance employee satisfaction and productivity; strengthen enterprise security; improve print environment performance

Approach
Engage HP Managed Print Services

IT matters
• Refresh 11,000 printers in more than 40 countries

• Enhance network and document security

• Ensure printer reliability

• Deliver advanced productivity features

• Reduce resource consumption

Business matters
• Reduced printer energy consumption by 56% over three years

• Enhanced security with HP Access Control Secure Pull Printing

• Helped protect network security with policy-based printer controls and monitoring of HP JetAdvantage Security Manager

• Enhanced employee productivity with print retrieval from any device

• Reduced energy costs for printing by more than $112,000 over three years

"We are always looking for ways to make things better. HP technology solutions help free us to focus on creating the next generation, eco-friendly vehicles of the future."

– Global MPS Manager, automotive manufacturer

Driving innovation with environmental benefits

The automotive industry has a culture of driving product innovation and change. Companies that are committed to environmental sustainability focus on integrating environmental benefits into key processes and decisions. This automotive manufacturer began its collaboration with HP at the first availability of HP Managed Print Services (MPS). With this trailblazing start, the company has led the way in achieving environmental benefits. The automotive manufacturer is realizing a 56% annual reduction in energy use for printing. Beyond the energy savings, paper consumption reductions to date reach the equivalent of saving 47 acres. Working with HP, the company helps ensure the global print infrastructure brings reliable quality and security to help productivity with ecological benefits.

HP MPS Solution Environmental Impact

Reduced energy consumption for print by 56% (1 million kWh energy)

Saved nearly 95.5 million sheets of paper (47 acres of forest)

Reduced costs by more than $112,000

Saved 7.5 million gallons of water (375,865 10-minute showers)

Saved enough energy to power nearly 65 homes for a full year

Cut CO_2 emissions by 1.4 million lbs.

5.5 million
units of hardware repaired

1.25 million
units of hardware remarketed

120,800 tons
of hardware recycled

17,100 tons
of supplies cartridges recycled

HP MPS delivers eco-friendly print environment

Security options and environmental objectives join with HP MPS
One of the world's leading automotive manufacturers proactively advocates environmental sustainability, both in its workflow processes and its supply-chain management. The company doesn't want printed material – often private – sitting unattended on workgroup devices waiting for the user to pick them up. Security concerns, common for all enterprise businesses, include unauthorized access into computer networks through printers. The company evaluated security options in conjunction with overall environmental objectives.

In the past when the company moved to newer printers, the Global Managed Print Services Manager explains that they looked for faster and more-efficient devices. Now they also want a more secure and eco-friendly print environment.

HP MPS refreshes 11,000 printers worldwide
For nearly two decades, printers have been managed worldwide through HP Managed Print Services (MPS). HP MPS is a comprehensive suite of scalable services and solutions including imaging and products, supplies, support, management software, and professional services. The company relies on the global reach of HP IT professionals in 170 countries to maintain a global print services contract, delivering service consistency around the world.

HP MPS enables the company to focus on the business of making great vehicles. HP MPS refreshed the automotive manufacturer's 11,000 printers worldwide with the right sized deployment of HP print devices, just-in-time delivery of Original HP Supplies, onsite care in key locations, and HP security software.

HP JetAdvantage Security Manager speeds security processes
With the ever-increasing demands on IT security, automated technology helps greatly limit exposure. While often overlooked in the past, printer technology is an unauthorized open avenue into a network and must be locked and secured, the company's Global MPS Manager notes. HP JetAdvantage Manager helps the company provide information to the security team about the processes and actions taken to proactively monitor and maintain security policies.

The automotive manufacturer's network security is protected with the help of policy-based printer controls and monitoring through HP JetAdvantage Security Manager. The software applies a single security policy across all devices, extends that policy to new HP devices as soon as they are added to the network, and monitors the environment continuously to deliver risk-based reporting. This information provides the IT security team with reports on completed processes to close any gaps into the network through a printer back door.

Customer at a glance

Application
Global deployment of 11,000 printers in more than 40 countries

Hardware
- HP LaserJet Enterprise MFP M630
- HP Color LaserJet Enterprise M680
- HP LaserJet Enterprise 700 color MFP M775

Software
- HP JetAdvantage Security Manager
- HP Access Control

HP services
- HP Managed Print Services

Supplies
- Original HP Supplies

The company consistently implemented security measures, and previously used a method that required manual actions to secure the printers, the Global MPS Manager explains. They have transformed from this manual process to an automated one, which ensures security policy actions are immediate.

To eliminate unattended documents and information sitting at the printer, the company relies on HP Access Control for secure pull printing. Instead of print jobs waiting for pick-up at the printer, users authenticate with a PIN or ID badge at the device of their choice. Print jobs are encrypted in transit for output.

Printing is completed when requested at the printer with an ID or PIN. Confidential documents are no longer left at the printer. Pull printing allows people to retrieve their print from any device in the company's environment. The Global MPS Manager explains that the new technology significantly improves the user experience. They see productivity gains along with the security improvement.

Stronger print environment delivers environmental benefits
By integrating sustainability into all processes, the automotive manufacturer is achieving environmental benefits through HP MPS and HP Security Solutions. HP Access Control for secure pull printing reduces the paper, toner and energy waste that comes from uncollected printing that goes straight into the trash. Print jobs not claimed within 24 hours are automatically deleted from the system without printing.

The company reduces additional paper waste by setting duplex printing as a default, which according to its print policy can be adapted for individual jobs only. The HP printers it now uses are among the most energy-efficient ever built.

One of the advantages of HP MPS is the data collection and reporting for business decision-making. This reporting helps identify ongoing improvements to the print environment and generates measurable sustainability metrics. Over the past three years, the manufacturer has reduced its print-related energy consumption by 56%.

Recycling boosts environmental metrics even more when toner cartridges and end-of-life printers are returned to HP. These printers are much more recyclable than anything the company had in the past, the Global MPS Manager says.

"Printers are more like cars in a garage than like trucks on a long-haul stretch. They spend much of their time idle, but you need them to wake up and work reliably in an instant—without consuming excess resources."

– Global MPS Manager, automotive manufacturer

Working with HP for more than 17 years, the automotive manufacturer realizes a host of benefits including a better user experience, stronger security, improved efficiency—and of course, environmental improvements resulting in less waste. The Global MPS Manager explains he is always looking for ways to make things better, and these technology solutions help free the company to focus on creating the next generation, eco-friendly vehicles of the future.

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