First American Financial Corp.

HP MPS helps leading title insurer gain visibility to optimize print and reduce costs

Industry
Financial Services

Objective
Increase efficiency and reduce cost of print environment

Approach
Engage HP MPS to provide nationwide standardized service delivery and comprehensive reporting data

IT matters
- Introduce leading-edge HP print technology to boost performance and document quality
- Standardize on Original HP Supplies for quality printing and reduced service needs
- Optimize printer fleet, deploying new, efficient models to replace older, more costly devices
- Right-size printer capabilities using high-volume printers to cost-effectively produce volume jobs
- Automate print service tickets directly to HP, reducing tickets significantly to free IT staff for higher priority tasks
- Redirect high-capacity scanning needs to HP Digital Sender Flow 8500, minimizing overuse of MFPs for volume scanning

Business matters
- Reduce print costs significantly by updating and right-sizing fleet and increasing management efficiency with HP MPS
- Reporting on print data by device and user helps establish more responsible print behavior, lower expenses, and eliminate the waste of unclaimed printing with HP Access Control
- Increase staff productivity through improved printer availability
- Lower print volumes and paper usage to improve environmental credentials — significantly fewer pages printed in initial months of HP MPS reporting

"With the transparency provided through HP MPS, we've reduced our print costs significantly. We use report information to create actionable, measurable improvements."

– Pete McGarahan, Senior Director of Corporate IT Infrastructure, First American Financial Corp.

HP MPS helps improve print visibility

First American Financial Corporation, through its operating subsidiaries, provides title insurance and settlement services that help close real estate transactions. As a paper-intensive industry, First American recognized the need for greater visibility of its widely distributed fleet of some 7,000 printers. It wanted to obtain business data to help improve its print environment, optimize and right-size print devices, identify areas of improvement and ultimately reduce costs. HP Managed Print Services (MPS) with HP Access Control delivered the solution.

HP MPS centralized print environment

Significant cost savings

Improved print quality with Original HP Supplies

Increased staff productivity

Reduced print service tickets

Reduced print volumes and paper usage

Eliminated waste with HP Access Control

Challenge

Printer numbers increase with business growth

First American traces its heritage to 1889 and its subsidiary, First American Title Insurance Company, is one of the largest title insurance companies in the U.S. First American has international operations in Canada, the UK, Australia, and Hong Kong, among other locations.

Headquartered in Santa Ana, Calif., First American has more than 700 offices, where it specializes in title and escrow services for real estate transactions.

Employees working as part of the First American brand are provided with the equipment they need to do the job. This is a rapid-paced, paper-intensive business, that has amassed a fleet of more than 7,000 printers.

"First American, through many acquisitions and mergers, had a decentralized PC hardware and printer footprint," explains Pete McGarahan, Senior Director of Corporate IT Infrastructure. "Funding is allocated for hardware based on the number of employees and distributed for new hires, service/replace and refresh scenarios. With rapid business growth and critical business requirements for printing, we had accumulated a large number of printers."

Reducing print costs

"Costs were rising, and it was difficult to pinpoint the main contributors to the increases and diagnose the problem," McGarahan says.

HP Managed Print Services (MPS) includes Original HP Supplies designed for HP printers. Vinh Bui, IT Project Manager at First American explains: "We needed enterprise-wide transparency that would give us a better understanding of our printing to help us reduce the rising costs."

> "We didn't want to approach managing print from a restriction standpoint. But, instead, we wanted to utilize HP MPS to enable us to better control our print environment and move forward with an inclusive strategy that enables business productivity."
>
> – Pete McGarahan, Senior Director of Corporate IT Infrastructure, First American Financial Corp.

"Our goal was to control and manage our print environment, while providing increased capabilities at a lower price point. We didn't want to approach managing print from a restriction standpoint," McGarahan says. "But, instead, we wanted to utilize HP MPS to better control our print environment and move forward with an inclusive strategy that enhances business productivity."

McGarahan also noted that the demands in the print environment were changing. "We began looking to HP multifunction printers (MFP) with the business realization that we're no longer copying in high volume, but we're definitely printing and scanning in high volumes," he says. "We needed multifunction devices that are cost effective and could handle the demand for quality print and reliable scanning."

McGarahan explains: "We started collaborating with HP and came together in a way that I have not experienced in a very long time. We outlined a plan and worked together passionately and inclusively in executing it."

> "The information generated through HP MPS reporting meets our audit requirements."

– Pete McGarahan, Senior Director of Corporate IT Infrastructure, First American Financial Corp.

Solution

National service and support vital

The level of support, combined with the cost efficiency, attracted the company to work with HP. "The ability to have national service coverage was also essential," Bui says. "When HP technicians come onsite to service HP printers, their expertise provides a competent service that gains the confidence of our staff."

As part of proactive management, First American is including LRS Workplace Printing Software as part of HP MPS, replacing multiple print servers with one central, scalable solution. In addition, First American's HP MPS contract includes comprehensive reporting and analytics. Accurate reporting on the printer fleet, the volume of pages printed in mono and color, service call detail, and costs by department help arm the IT team with information to make improvements.

"We embrace a philosophy of 'confidently knowing' in the management of our business of IT," says McGarahan. "Now, we 'confidently know' when we are doing the right things, in the right way, to deliver the right results in our print infrastructure. We 'confidently know' what we are doing and what our options are for our company in the future, and now we have the opportunity to combine those together to focus on print improvement."

Identifying improvements with HP Access Control

The real estate industry must adhere to regulations and compliance requirements and is subject to continuous audits. The company is introducing features that improve ease of access. First American implemented HP Access Control (HP AC), which makes it easier for the company to monitor and control imaging and printing costs. HP AC collects and tracks data by device and user to help establish more responsible print behavior, lower expenses and eliminate unclaimed documents.

With HP AC, a user goes to print and an ID badge authenticates identity and tracks output. Unneeded print jobs can be deleted and devices can be set to default to duplex or mono printing, unless other options are selected. Users can better control what they want printed and First American can make it easier for everyone to print in ways that save paper and costs. "Users now have the flexibility to print to any printer," says McGarahan, "and the information generated through HP MPS reporting meets audit requirements."

> "Part of the ongoing collaboration is to address changing business requirements and push for strategies that enhance sustainability and cost savings. As we move forward, we will continue to raise the bar to enhance and simplify both print and workflow capabilities."

– Pete McGarahan, Senior Director of Corporate IT Infrastructure, First American Financial Corp.

Benefits

Continuous improvements

HP MPS at First American provides the company with its key requirement — visibility of the data it needs to streamline management and continuously improve the business. A constant eye on added efficiencies helps control the cost of a large print landscape.

Reporting detail illustrates print volume and usage data to best optimize the printer models and features that meet user demands at the lowest cost per page. "Having factual data in hand is an important part of the optimization process that HP MPS provides," says Bui. "With HP MPS in place, we have a better view of our fleet and increased transparency into the total environment."

Customer at a glance

Hardware
- HP LaserJet Pro M402
- HP LaserJet Enterprise M605n
- HP PageWide Enterprise Color MFP 586dn
- HP PageWide Enterprise Color 556
- HP Digital Sender Flow 8500fn

Software
- HP Access Control
- LRS Workplace Printing Software

HP services
- HP Managed Print Services

HP Supplies
- Original HP Supplies

"First American has a management philosophy of never settling," says McGarahan. "We use the HP business reporting and team meetings to dig deeper to see what else we can and should do to improve."

By automatically redirecting service tickets to HP for action, incident tickets for the IT team have dropped significantly. Through consistent assessment and reporting, First American completed a clean-up effort to remove old printers and replace more costly devices with newer, efficient printers with lower costs per page. By adding cost-effective color devices, a new model favorite is the HP PageWide Enterprise Color 556 Printer. This combination of print optimization and ongoing improvements has resulted in significant cost savings to date.

> "As an extra bonus, this scanner's footprint is smaller than an MFP, it uses less power, and we save heavy wear on MFPs used for scanning."
>
> – Vinh Bui, IT Project Manager, First American Financial Corp.

HP Access Control helps reduce waste
Printers are monitored and toner cartridges are replenished under an HP Automatic Toner Replenishment (ATR) program. This eliminates the need to keep an inventory and reduces the administrative burden. With deployment of HP AC, Bui indicates pull printing will help eliminate waste, reduce paper-usage levels and support the company's environmental aims.

Improved print usage reporting is also helping the company to adjust the way that print is structured: "All of this information, for example, will help us identify high-volume print needs and how such jobs are printed."

Considering the added service needs for printers run over their recommended capacity, print costs can double. "When we set print guidelines and switch users to an appropriate high-volume device, we can operate more efficiently."

Optimizing to demand includes scanning
The same user volume principles apply to scanning. "Reporting data revealed that some MFPs were overused — resulting in wear and tear on devices," Bui explains. Based on the scanning demand, the team added the HP Digital Sender Flow 8500 to focus exclusively on scanning. The HP dedicated scanner sends scanned documents easily with a single touch.

The IT team reviewed and tested a variety of scanning vendors, and was impressed by the HP offering of a cost-effective, networked device with high-capacity, high-volume and high-speed scanning. "When we implement the HP 8500 scanners, they work beautifully," Bui says. "As an extra bonus, this scanner's footprint is smaller than an MFP, it uses less power, and we save heavy wear on MFPs used for scanning. It's all part of our print optimization strategy."

"First American and the HP MPS team are very proud of what we've done together and the positive impact we've had in a very short time," McGarahan says. "We continue to push ourselves, and never get comfortable. We have a number of opportunities on our improvement list now and in planning for next year. HP helps us look into areas that are in our best interest to focus on and improve."

"Part of the ongoing collaboration is to address changing business requirements and push for strategies that enhance sustainability and cost savings," McGarahan concludes. "We continue to raise the bar to enhance and simplify both print and workflow capabilities. It's not often the stars align in all of these areas, but that's how we envision the future."

Learn more at
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