

Lowe Enterprises

Real estate firm benefits with HP, LaserCare managed print solution



“It wasn’t a matter of business versus environmental goals. Cost reductions made a clear business case for an energy-efficient managed print solution from HP and LaserCare.”

—Rick Belmonte, CIO, Lowe Enterprises, Los Angeles, Calif.

HP customer case study: Lowe Enterprises optimizes print infrastructure, reduces environmental impact through HP, LaserCare partnership

Industry: Real estate

Objective:

Consolidate, simplify, cut costs, reduce consumption, replace aging print infrastructure

Approach:

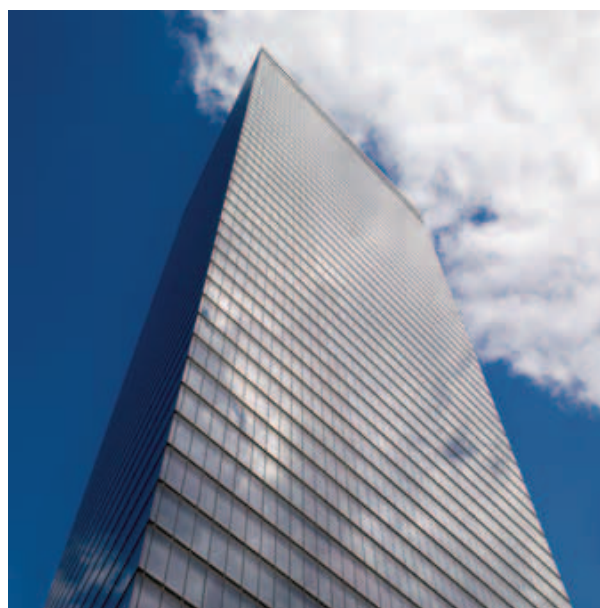
Partner with HP and LaserCare to adopt PrintSmart Print Management outsourced solution

IT improvements:

- Consolidate from more than 75 to 22 devices
- Optimize deployment to usage needs
- Increase office efficiency with higher-speed MFPs
- Reduce burden on technology staff.

Business benefits:

- Cut costs:
 - Total print cost reduction projection of more than 30%
 - Paper costs reduced with duplexing
 - Toner/parts/repair costs down
 - Per page costs reduced
 - Avoid capital outlay to replace printers
- Deploy architected versus ad hoc solution
- Support environmental goals with reduced energy and paper consumption



Real estate firm Lowe Enterprises made the move to align the company’s infrastructure with its business goals. Over time, Lowe’s corporate headquarters in Los Angeles, like many businesses, had acquired a diverse collection of printers, copiers, scanners and fax machines—sometimes standing side by side. The aging equipment no longer satisfied Lowe’s desired environmental and performance efficiencies. In six months, maintenance costs exceeded those for the entire previous year. Replacing the machines would cost a significant capital outlay—and leave Lowe without an overall print strategy.

It found another way. Partnering with HP and HP Elite Partner LaserCare Technologies, Inc., Lowe adopted a Total Print Management solution encompassing assessment, optimized deployment, management and support. As a result, the number of devices dropped from

“We knew it was a ticking time bomb out there. Our average printer was 84 or 85 months old. Without the HP, LaserCare managed print solution, we could have spent thousands replacing printers and still not have an architected solution.”

Rick Belmonte, CIO, Lowe Enterprises



more than 75 to just 22: total print costs are projected to fall more than 30 percent; and more-efficient tools are raising worker productivity—all while reducing energy and paper consumption, avoiding capital outlays, and slashing the burden on Lowe’s technology staff.

“We ran the numbers and it made a clear business case to replace our entire fleet of aging printers with energy-efficient HP devices through a managed print solution from LaserCare.”

Rick Belmonte, CIO, Lowe Enterprises

“We have a well-designed and architected print environment that standardizes, conserves and simplifies,” says Rick Belmonte, CIO. “It’s easier on the end user; it’s cost and energy efficient—and with the HP, LaserCare outsourcing relationship, it’s all largely seamless and effortless.”

An opportunity to optimize

Lowe is a diversified real estate company active in commercial, hospitality and residential property investment, management and development. It employs an executive staff of approximately 150 in Los Angeles, and more than 7,500 workers in regional offices and hospitality operations nationwide. Lowe’s environmental commitment shows everywhere. It manages many commercial buildings that are certified by the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. A new data center will consolidate with energy-efficient HP ProLiant Servers. Likewise, Lowe wanted its print infrastructure to be environmentally responsible even as the company strove to reduce costs.

Lowe tackled its headquarters facility first, which had one printer for every two employees. With HP assistance, it reviewed floor plans, mapped out devices, studied usage patterns and spoke with end users. This yielded a clear view of the current situation: device proliferation; costly underutilization; an aging fleet; increasing service costs; and energy inefficiency. With an inventory of disparate printers, for example, Lowe had to stock some 50 different model print cartridges.

“Within a year or so we would need to replace a lot of those printers anyway,” he recalls. “Now we had an opportunity to optimize the infrastructure according to output practices and to institute a governance policy aligned with our environmental initiatives and overall IT plan.”

Lowe standardized on HP Printers because of the equipment’s quality, reliability and features. Furthermore, as an industry leader HP also was able to deliver an additional level of value to the relationship. Lowe’s HP representative, recognizing her client’s business as well as technology needs, brought LaserCare onboard in a comprehensive print management solution whose benefits snowball over time through both cost cutting and revenue-enhancing workflow efficiencies.

Simplify, standardize, secure with HP and LaserCare

The new HP print infrastructure standardizes on just three models: the HP LaserJet P4515x Printer; HP LaserJet M4345x Multifunction Printer; and HP LaserJet M3035xs Multifunction Printer. All are ENERGY STAR® qualified and feature automatic duplexing; Lowe has cut its paper bills by duplexing the majority of its printing. The devices are fast, feature-rich,

reliable and designed for secure work-group productivity. To maximize efficiency, Lowe uses HP Pull Printing Solutions; the most convenient available printer “pulls” the job from the server and delivers it to users authorized through HP Personal Identification Number (PIN) access controls. HP Universal Print Driver software is integrated to manage print queue creation and to update drivers—previously a cumbersome technology task on disparate printers. HP Web Jetadmin print and imaging peripheral management software enables remote configuration, proactive monitoring, security, troubleshooting, and reporting of printing and imaging devices.

“This solution gives us control over and insight into our print environment we never had before, including document scanning into workflow, default settings to save toner and paper, and PIN security,” he says. “HP Web Jetadmin’s monthly usage report also helps maximize ROI. Before, we had some underutilized larger devices that didn’t have enough volume going through them to justify their cost. That doesn’t happen anymore.”

That doesn’t happen in part because LaserCare is always watching. A select few dealers deliver the expertise and service to earn HP Elite Partner status. LaserCare is just 10 minutes away from Lowe headquarters. Its PrintSmart Print Management Solution delivers a bundled, usage-based service that includes any desired combination of new HP Printers and MFPs, print cartridges, maintenance, onsite support and comprehensive management. To support Lowe’s environmental goals, LaserCare recycles the company’s print cartridges through HP Planet Partners.

“Lowe realizes that outsourcing to LaserCare fits very well with its business model,” says LaserCare President

Paul Wilhelm. “It takes the burden off the IT staff while gaining the flexibility and scalability to manage the peaks and valleys of the business cycle. For example, we constantly monitor usage patterns to see whether devices need to be redeployed. The contract also gives some flexibility to add or delete devices or monthly page volume—all without the capital outlay of purchasing equipment.”

“Lowe is visionary, understanding that business drives IT and not the other way around. That’s why they adopted an enterprise solution that incorporates policy changes and benefits both the environment and the bottom line.”

Paul Wilhelm, president, LaserCare Technologies, Inc.

Through the HP, LaserCare solution, Lowe has cut costs per page more than 11 cents for black copier output and nearly five cents for black-and-white laser prints to approximately one cent per page currently for black-and-white printing. Costs for parts and repairs have also dropped with the replacement of aging equipment in need of ongoing repairs to a new fleet of printers. While Lowe’s electricity is not metered separately from the rest of the building it rents, the HP ENERGY STAR®-qualified models use significantly less power compared with the non-qualified models that were replaced.

Managing the change process

The gains to Lowe are dramatic. The company knew that change would be difficult for some personnel who had grown accustomed to familiar ways of doing things. To ease the transition, emails were sent informing staff about the changes and the rationale for them. They met one on one with personnel whose work

Customer solution at a glance

Primary application

Headquarters office printing

Primary hardware

- HP LaserJet P4515x Printer
- HP LaserJet M4345x Multifunction Printer
- HP LaserJet M3035xs Multifunction Printer

Primary software

- HP Web Jetadmin
- HP Universal Print Driver
- HP Pull Printing Solutions
- HP Personal Identification Number (PIN) access controls

HP Services

- PrintSmart Print Management from LaserCare
- HP Planet Partners

would be impacted. With LaserCare's assistance, they conducted seminars and distributed overview sheets on how to use the new printers—a simple task because the devices all use the same control panel and touch screen. LaserCare also helped Lowe auction off some of the old printers to employees and donated others to charity, benefitting end users while reducing e-waste. For these reasons—and because in tight economic times employees cooperated for the good of the company—the transition went smoothly. Within weeks, staff much preferred the faster, more powerful HP devices.

"We're a fairly small IT shop and one of the strategies we've adopted is to move to managed services where it makes sense to do so. The HP, LaserCare solution is much more effective and economical for us."

Rick Belmonte, CIO, Lowe Enterprises

Three key points were outlined for the project. One, environmental gains can and should co-exist with a solid business case of increased efficiency and

reduced cost. Two, the needs and expectations of end users must be managed carefully throughout the change process. Three, a tough economy opens opportunities to implement needed changes. Next up on the agenda is to adapt the HP solution for the 12 Lowe regional offices that his team supports.

Going forward, LaserCare's Wilhelm sees the HP solution adding exponential value over time. Beyond cost cutting and environmental advantages, print output management and its efficiencies can enhance revenue generation. "The goal would be to transform the print function from a cost center to a profit center," he says.

"Lowe is visionary, understanding that business drives IT and not the other way around," says Wilhelm. That's why they adopted an enterprise solution that incorporates policy changes and benefits both the environment and the bottom line."

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