

Total Print Management

Helping to control today's complex printing environments



More and more organizations are taking the time to look at their printing environment and ask how they can identify opportunities to save money or boost productivity. The solution isn't just about the best equipment, such as reliable end-user devices and high-quality print supplies. Optimizing a printing and imaging network for maximum efficiency, manageability and cost effectiveness requires a balanced mix of imaging and printing equipment along with an integrated print infrastructure and efficient network control.

According to a spate of recent studies the lack of a comprehensive printer management strategy leads to higher costs and lower productivity. Separate studies by Gartner, IDC, and CAP Ventures have concluded that businesses that actively manage their printing infrastructures stand to reduce their overall cost of printing by up to 30 percent.

HP Total Print Management (TPM) is the realization of the potential savings the analysts have been talking about. TPM is an integrated family of hardware, software and services that can increase productivity and reduce the total cost of your printing and imaging environment. HP accomplishes this by offering a comprehensive solution portfolio that allows you take control of your printing and imaging strategy, reduce the costs of both capital and consumable, and reign in indirect costs such as administration and repairs.



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A strategic approach to a strategic issue

HP's TPM solutions offer the entire range of tools required to take control of your printing environment. Our solutions range from do-it-yourself tools like the Imaging and Printing Self Assessment to fully outsourced services. The range of intelligent devices offered by HP—from simple monochrome lasers to networked and wireless-enabled color multifunction products—is unparalleled in the industry. And those devices are powered by software that fully integrates with the networks and computers already in your work environment.

The ideal ratio of products and services varies for every company, but the services component of HP's TPM solutions can help every organization strike the balance that works for them. This "right-sizing" leads to a balanced deployment of strategically placed printing and imaging devices. Worker productivity increases as a result of having scanner, printers, and copiers just where they are needed. The elimination of unnecessary deployments or wasted consumables lead to a sharp reduction in overall costs.

After the appropriate needs assessment has taken place, and a balanced deployment of devices has been completed, HP provides the means to effectively manage all those resources. Software tools provide remote management or automate device updates, giving IT managers greater control and flexibility. And by reducing administrative hassles and device problems most organizations can reduce indirect costs by as much as half.

A clear methodology

HP offers a methodology for TPM that is backed by the industry's most flexible and comprehensive family of tools, products, and services that enables customers to increase productivity and reduce total cost of ownership of the printing and imaging environment. Three main facets comprise HP's TPM methodology:

- 1. Strategy development.** A way to assess cost-saving opportunities, design benchmarks and create practical plans to regain control of your printing and imaging infrastructure in its entirety.
- 2. Balanced deployment.** A way to right-size and standardize your product infrastructure, simplify the ownership model, and increase worker productivity while reducing direct costs by up to 20 percent.
- 3. Optimized management.** A way to streamline and secure printing and imaging network operations, enhance support services, and establish performance metrics while reducing indirect costs by up to 50 percent.

Driving this methodology is the steadfastness of HP, and a commitment to a TPM portfolio that is becoming a larger part of HP's overall service perspective. According to the research firm IDC, the market for global document management and imaging outsourcing reached \$13 billion in 2003, and is expected to expand at a compound annual growth rate of almost 20 percent over the next three years. HP alone has sold \$650 million in print service contracts since last October.



The power of Web Jetadmin

The Swiss Army knife of HP TPM is HP's Web Jetadmin, a browser-based tool for managing multiple printing and imaging devices across networks of all sizes. Easy to install and use, Web Jetadmin can configure devices, conduct remote diagnostics, update firmware, and organize devices into groups. The tree-structured layout and industry-standard web browser are easy to navigate thanks to an intuitive, task-oriented user interface.

Web Jetadmin is a management tool with features like Auto-grouping, which allows administrators to have newly discovered devices automatically placed into a group based on filter criteria, or preemptive problem solving which allows administrators to solve potential problems on HP or standards-based devices before they impact user productivity.

Security is also strengthened via Web Jetadmin, including support for Secure Socket Layer (SSL) and Simple Network Management Protocol (SNMP) v 3.0. System administrators can also ease NT authentication by associating each user's NT Domain account with a profile on the HP Web Jetadmin server for simple, cost-effective administration.

Web Jetadmin functionality can be expanded by way of a range of plug-ins. Firmware can be installed, configured, and updated simultaneously for all supported devices within a list or group.

Developing the right strategy

Taking control of your printing and imaging environment starts with a multi-stage strategy development. Many customers turn to HP to help create an end-to-end print network solution, others want the best advice possible before proceeding to do the work on their own. HP TPM solutions can be implemented either by the customer or through a services engagements led by HP printing and imaging experts.

Much of the strategic work is accomplished as part of HP's Imaging and Printing Assisted Assessment service. As part of a services engagement, HP can analyze a printing environment, design an optimized environment, and implement the solution then provide ongoing management post implementation.

Opportunity assessment

Assessment begins with device discovery and utilization, in which your existing printing and imaging assets are identified and their usefulness evaluated. For larger organizations HP Services has the experience to conduct broader and detailed assessments.

Once the existing printing and imaging infrastructure has been defined the total direct and indirect costs of imaging and printing can be quantified. This often serves as an eye-opener for organizations that previously have had no idea how expensive the printing and imaging environment had grown to become, but is also useful in establishing benchmarks so that reasonable comparisons can be made to best-in-class solutions. Economic and user's productivity needs can be balanced against printing and imaging capacity, including the location required for all devices.

Benchmark design

Continuing on within the Imaging and Printing assessment, organizations can now develop a master blueprint for improving and working toward the ideal printing and imaging infrastructure environment. This stage includes map both existing and ideal document workflows over the printing and imaging infrastructure, looking at every turn for opportunities to optimize efficiency. This exercise results in an ability to determine the ideal resource model. Some unique and perfect combination of financial and human resources, in-house staff and outsourced assistance, exists for every

organization. The process of benchmark design shines a light on this ideal mix and gives companies a resource model they can act upon.

Implementation plan

Few organizations have a green light to travel down as ambitious a path as HP's TPM without some checks along the way. Smart companies know that organization buy-in is crucial, and the presentation of an effective plan. With assessment and benchmark design completed a business case can now be developed that communicates the network blueprint vision for a department, a business unit or an entire organization.

HP will help an organization develop a phased implementation approach that allows the proof of initial success to build momentum toward later stages of implementation. Because printing and imaging assets are touched by almost everyone within an organization, HP also supports the development of an employee communications and training plan that is phased to support the phased project implementation.

Balanced deployment

When it comes to the management of printing and copying, most companies continue to be much decentralized. Departments act like silos, leading to purchase of redundant equipment, and frequently under use of key printing and copying investments. Although widely distributed, those printing and copying resources remain expensive to maintain and stock with supplies.

Achieving the optimal combination of cost and performance is a model benefit of HP's TPM. Success rests on balancing the deployment of your printing and imaging fleet—deploying the right products at the right time in the right places. Some of the benefits of standardizing the product infrastructure and simplifying the ownership model are immediately obvious:

1. Reduced network traffic through well deployed Multifunction products, Print Server Appliances, and print servers
2. More efficient copying via networked MFPs
3. Lower fax costs using MFPs for digital sending
4. Space savings through reduced devices and consolidation
5. Better quality from digital vs. analog input
6. Improved workflow by bringing key functions such as finishing closer to workgroups

Product infrastructure

HP's printing and imaging offering are quite simply the benchmark against which other companies measure their performance. The broadest possible portfolio of imaging and printing devices is available, including single function black-and-white and color devices, personal printers, networked workgroup devices, multifunction products, and digital senders.

Print Management is made easier by the use of HP's industry leading Web Jetadmin management software to automate administrative tasks, monitor the status of all devices, and update drivers and firmware throughout the infrastructure, from a single printer to an entire fleet. Once again system administration is aided by Web Jetadmin and plug-ins to handle Report Generation, Driver Pre-configuration plug-in, and PC Printer Discovery. Other tools are also available, including Driver and Print Path Manager, Digital Sending Configuration Manager, and a range of print sever appliances such as the JetDirect Print Server and HP Print Server Appliance 4250.

For organizations that choose not to take all of this on internally, HP can step up with seasoned service professionals to handle outsourced management services or offloaded staff resource requirements. The key is flexibility, and HP is ready to operate in whatever tailored service environment works best for each customer. A large component of professional service options—Managed Services for Imaging and Printing—is described below.

Ownership model

The same flexibility that defines HP's TPM solution to this point is equally true when it comes to developing the right ownership model. HP Managed Services for Printing and Imaging provides outsourcing services aimed at improved operational efficiency and cost savings. Some of the balanced deployment services available include:

- a) Acquisition Services, including asset identification and discovery, procurement, multi-vendor installation, asset monitoring and user training.
- b) Print Infrastructure Management Services include asset tracking, usage monitoring and reporting, driver installation and management, and queue management and routing.
- c) Infrastructure Optimization Services include move/add/change management, optimization and capacity analysis, asset redeployment, technology refresh and asset disposal.
- d) Job Management Services include rules-based job scheduling, intelligent job routing, job tracking and job accounting.
- e) Multi-vendor Support Services include help desk services, end user support, supplies management, and multi-vendor break/fix and hardware support

Customers are encouraged to explore the use of flexible staffing models that include outsourced services to free your IT resources to focus on strategic issues. And harkening back to the need for a clearly accountable TPM rollout, HP promotes the creation of consistent and predictable time horizons for managing your infrastructure assets and related contracts.

Worker productivity

Productivity is part of a continuum shared with cost. Companies generally choose between the two extremes of maximum productivity and minimum cost. In the maximum productivity model, there's an all-in-one device on every employee's desktop. The minimum-cost deployment model is based on a centralized strategy—a copy center approach—in which less equipment is purchased and it's centrally managed.

HP's (TPM) solution and its focus on balanced deployment helps companies find the optimal point between those two extremes—the most efficient deployment of printing and copying resources for your business. Once those devices are deployed, tools like Web Jetadmin and its host of plug-ins, the Digital Sending Configuration Manager, and Print Server Appliances provide users with productivity tools to more effectively use and manage printing and imaging resources

Finally, HP promotes the use of best-practice methods, drawing upon the best management techniques now used by enterprises throughout the world. Companies can call on unrivaled resources at HP, including HP Trusted advisor Sales Representative, and a seasoned staff of solutions architect and technical consultants.



Optimized Management

An easy-to-use management tool is the best way to ensure cost-effective control of any printing environment. Many of those tools and services have already been mentioned, but in the context of optimized management of printing and imaging resources across the enterprise, they are worth mentioning again.

- **Managed Services for Imaging and Printing.** Provides outsourcing services aimed at improved operational efficiency and cost savings.
- **Web Jetadmin.** The leading print network management software package, this browser-based tool enables you to install, configure, and manage your printer fleet via an intuitive, browser-based interface. HP offers various plug-ins that manage everything from tracking new devices to distributing drivers.
- **HP SureSupply.** Email based notifications for when supplies like ink or toner run low, coupled with automated reordering from the reseller of your choice.

Network operations

The lynchpin of management of network operations is the ability to automatically track and proactively manage printing and imaging assets while ensuring the security of your infrastructure. HP's TPM solution ensures that it's done quickly, easily, and consistently. Performance monitoring tools track the availability and status of all devices, via the web or through remote services, alleviating the need to visit each device. Those same tools provide for the automatic update of device drivers, or even the rerouting of print queues in situations where it's called for.

Support services

Following an implementation of HP's TPM solution organizations will find that the support burden has been reduced, resulting in fewer service calls and less down time. But that's no reason to ignore quality. HP can improve help desk quality by arming staff with the tools to more effectively manage the resources, including ongoing updates of help desk best practices.

The process of monitoring and reordering supplies is simplified with systems like HP SureSupply that track usage quickly and easily, then automatically connect to preferred resellers. And with HP Instant Support, customers can be assured of a high level of responsiveness of tech support staff, from 1-hour call back to next-day on-site service commitments.

Performance metrics

Using Managed Services for Imaging and Printing companies can follow through on their TPM initiative by tracking key Metrics and feeding the results into a feedback loop that increases service levels. HP can help measure and report the levels of service being delivered throughout the Printing and Imaging infrastructure, calculating the level of utilization of your Printing and Imaging assets.

To calculate total cost of ownership, HP will track levels of total cost improvement, and compare actual performance to the original business case and implementation plan. The goal of all the measurement, of course, is to obtain the highest possible user satisfaction with reliable Printing and Imaging devices and training that give users a variety of new capabilities, such as finishing and scanning.

Demand more from your office printing environment

HP's Total Print Management (TPM) solution provides an easy, effective way to better manage the entire imaging and printing network and reduce costs significantly. By combining intelligent printing and imaging devices, proactive management tools and custom solutions and services into a total print management solution, organizations can take command and get more from their printing and imaging investment. Learn more about the strategies, methodologies and management tools behind HP's TPM solution portfolio at www.hp.com/go/tpm

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