

Servo

Servo Managed Print Services for HP | Your Executive Guide



Powered by HP
Smart Printing Services

Se

**Shrink Your Print Costs,
Operational Burden and
Environmental Impact with Servo
Managed Print Services for HP**



Executive Summary

It is difficult to imagine any organisation that does not want to reduce its operating costs where the impact on user productivity is actually positive. Clearly reducing operating costs is very much front of mind and IT projects are under scrutiny. Organisations spend a considerable percentage of their IT budget on providing the user community with document handling capabilities.

Many very large organisations have already migrated from a "distributed" model to a managed print model in order to realise cost efficiency and user effectiveness. With today's technology from Manufacturers such as HP, new commercial models and complementary services from Servo there is no reason why organisations of any scale can't benefit too.

Migrating to a managed print model also helps organisations to reduce their impact on the environment. Print device consolidation can lower the number of devices in use resulting in less power supplies, less standby power consumption, less physical space and less heat output. Furthermore, through adopting a managed print environment you can reduce the amount of paper and consumables used. Modern printers are more power efficient than legacy equipment. They also have easy to use, accessible scan to email functions that can reduce a user's need to print.

Moving paper and toner procurement from a transactional model to a pay per use model not only reduces cost but reduces wastage. There is also a much simpler procurement process that can remove the administrative burden from IT or Purchasing. Importantly (as with other Managed Services from Servo) the costs become stable and

predictable compared to a CapEx plus Service plus Consumables model.

Servo Managed Print Services for HP is a total solution for customers combining Servo Managed Print Services with a Servo HP Commercial Contract. In summary, there is a better way to deliver print and imaging service to the user community that reduces environmental impact, operational burden and overall cost – with a very fast return on investment.

Executive Guide Contents

This Servo Managed Print Services guide contains:

- Servo's Market Appraisal
- The Business Issues: what are we addressing?
- Why Servo Managed Print Services for HP?
- Servo's Approach to Managed Print Services:
 1. Servo HP Commercial Contract
 2. Servo Managed Print Services
 3. Print Estate Management
 4. High Level Consultancy Service
- Servo Managed Print Services for HP : Benefits
- The Next Steps

Servo's Market Appraisal

The consolidation of the printing and imaging market place is no longer news. Copiers and fax machines managed by Facilities; printers and scanners managed by the IT Department have for a long time been on a collision course. As copiers started to connect to the network and printers started to copy it was clear that these two devices would converge – that has happened. Fax machines connected directly to the communications network have been replaced by network faxes. Local scanners replaced by network scanners.

The next phase of this consolidated print evolution was the arrival of multi-function business class products. Now users can copy, fax, scan and print from a single print device. They can also tap into the DNA of the IT infrastructure, for example replicating address books for new functions such as scan to email (where a document can be emailed to a recipient in Adobe PDF or graphic format directly from the Multi-Function Printer (MFP).

Servo is also seeing devices become more manageable through improved software and drivers. Printers are now able to communicate errors and consumable requests so with the correct management tools organisations are starting to look at replenishment models for consumables.

HP is the clear market leader for office printing in the UK market. It has embraced the migration to MFPs while retaining its core competencies around laser print technology, best in class software tools/drivers and ease of use. In addition it has put in place commercial models that allow organisations to procure their products and services in a Pay per Use (PPU) model.

An improved infrastructure that is well managed forms a solid platform for the deployment of more efficient and more effective document solutions. These include electronic document routing and authorisation, secure printing, billing solutions and push technology.

The Business Issues: what are we addressing?

Organisations typically look to Servo Managed Print Services to save cost, consolidate devices and reduce environmental impact. In more detail this is what organisations are trying to achieve:



Cost Savings through Consolidation



Less Power Consumption



Less Cooling & Noise



Higher User Productivity



Reduction in Hard Copy Output



Predictable, Proportional Costs



HP's 'pull printing' provides a print infrastructure that improves both print security and privacy. This facilitates the removal of more local printers in favour of more environmentally friendly network printers. A strong benefit of 'pull printing' is that it allows organisations to stamp out unauthorised printing – this is a huge hidden cost both in terms of financial cost and environmental cost.

Why Servo Managed Print Services?

Servo believes that moving from a distributed print environment to a managed print environment needs to be an activity that is co-ordinated with the rest of an organisation's IT infrastructure. Given the connected, harmonizing nature of a well managed infrastructure it is important that your service provider is able to comprehend your wider IT estate.

As copier products, standalone fax machines and scanners are increasingly replaced by Multi-Function Printers (MFPs) Servo sees HP as the clear market leader within the print consolidation space. As a result Servo Managed Print Services is exclusively based on HP's products, services and solutions. This enables Servo to be highly focused offering exceptional depth of knowledge for organisations that deploy HP (which is most organisations).

Servo has been appointed as an HP Gold Partner for Imaging & Printing. Servo also holds the Office Printing Solution (OPS) agreement with HP so it can provide you with a Servo HP Commercial Contract where hardware, services and consumables can be wrapped into a single contract. The accreditation is also important as it indicates the levels of investment that Servo has made in skills, services and processes around Servo Managed Print Services.

Servo is proud of its HP Gold Partner & OPS status for Imaging & Printing. We are committed to lowering your costs, mitigating risk and helping you to outperform in your market through Servo Managed Print Services and our wider portfolio of services.

At Servo we focus on HP exclusively for our Servo Managed Print Services. Servo is one of only a few HP Partners accredited to execute contracts on behalf of HP: Servo HP Print Commercial Contract.

Servo's Approach to Managed Print Services

To optimise the benefit Servo wraps a number of complementary services around this service.

1.Servo HP Print Contract Service

This is aimed at organisations that want to move from the traditional transactional (legacy) model to a PPU model. You can apply these services to equipment that is already installed and/or use Servo to procure replacement equipment such as Multi-Function Printer (MFP) devices as described earlier.

The legacy model operates in the following way:

- Purchase or lease a new printer and add it to the installed fleet.
- Add a maintenance contract or enhanced warranty at point of sale.
- Stock consumables and replenish them (usually when stocks are exhausted).

The Servo model changes this:

- Arrange a contract with Servo to incorporate existing equipment and new equipment (selected by you) for a PPU fee.
- Choose from Cost per Page or Level Pay the latter represents around 85% of contracts as it is cheaper and easier to manage for Accounts.
- Service events are then driven by alerts created by the devices themselves.
- Consumables utilisation is monitored and fresh supplies are shipped on a 'just in time' basis.

The contract can be flexed to accommodate changes to the estate. There are a number of options in terms of the way the contract is staged: **variable pay** based on utilisation or **level pay** with corrective payments.

2.Servo Managed Print Services

Servo firmly believes that organisations that have a preference for HP equipment will want to move from transactional purchasing to contract. Servo Managed Print Services enables this through the following activities:

A full audit of the installed base by a Servo Managed Print Services consultant.

Recommendations on cost and carbon footprint savings as well as areas for user productivity improvement.

Contract "walk-through" and completion.

Disposal services for obsolete equipment.

Printer monitoring software recommendations and enablement to allow the contract to operate.

Report providing a holistic view of printing and imaging within the organisation's infrastructure.

3.Ongoing Print Estate Management

Servo Managed Print Service also caters for the inevitable moves and changes within your organisations – those changing business needs that alter the way that your print solutions are deployed. Adopting a contract service will require ongoing touch throughout the life of that engagement and the contract will need amending accordingly.

In addition, the strides forward in technology will present opportunities for further improvements to service and cost reduction. Once Servo has helped you to identify your current print needs it will monitor utilisation on a regular basis providing management information (redundant resources, hotspots, problem areas) to aid decision making.

HP and Servo Managed Print Services are highly complementary – Servo is removing the complexity of change for its customers while leveraging the attractive commercial contract model. Customers benefit from continuous improvement against their contract.

4.High-Level Consultancy Services

Servo HP Commercial Contract and Servo Managed Print Services are the building blocks of an optimised printing and imaging infrastructure. A well managed fleet become enablers for further optimisation and Servo can offer Consultancy services that will explore the best solution for you.

Here are some examples of the applications that Servo is helping its customers to deploy:

- Full document management systems.
- Document workflows including approval hierarchies.
- Print security using PIN Numbers and Smart Card Readers.
- Push print technologies to publish documents directly to applications such as Microsoft SharePoint.
- Billing solutions.
- Data capture.

The Consultancy engagement provides independent advice on strategy and integration. Servo has experience in a number of sectors including Healthcare, Education and the Legal Profession. Servo works with leading software vendors including SafeCom, Ringdale, Equitrac and Open Text. Servo can move you from distributed, disparate imaging and printing to highly optimised document management quickly and effectively through a single service engagement: **Servo Managed Print Services.**

Servo Managed Print Services: Benefits



Here are some of the benefits and additional value that is provided by Servo Managed Print Services:

Cost savings through device consolidation, less actual printing and lower cost per page printing.

Single point of contact and accountability for all printing and imaging requirements.

Fix the cost of consumables in a contract to avoid exchange rate increases.

Predictable & proportional IT budgeting especially with Level Pay – a major differentiator for HP & Servo.

Improved user productivity and overall satisfaction.

Reduce risk by ensuring maximum printing and imaging availability to your users.

Reduce environmental impact both through consolidation and HP's 'pull printing'.

Less consumables in local inventory and less obsolete stock to free up capital.

Strong integration with wider IT Infrastructure.

Rapid deployment to meet changing business needs.

Greater security through PIN or Smart Card technology.

Operational benefits that go beyond logistical efficiency to full document management.

Help you to focus on running your business and increasing your competitiveness.

It is very important to stress that Servo's approach to customers is to offer complete flexibility. Behind every service there is a bespoke contract and service level agreement. Servo's consultants are on hand and available to customers to ensure that not only the correct service has been selected but also that the terms of that service meet the customer need.

“ The attraction for Servo’s customers is that working with HP they can offer a wide range of solutions including HP’s Pay For Print, HP’s Smart Print Services and Servo Led Contracts. Their Managed Print Services can facilitate simple requirements through to complex solutions. ”

Alan Hatfield

Channel Development Manager, HP

The Next Step

If you are a Servo customer please ask your Account Manager to arrange a pre-consultancy engagement. If you are new to Servo please email info@servo.co.uk.

Servo House,
Oakwell Park,
Birstall,
West Yorkshire,
WF17 9LU

www.servo.co.uk
info@servo.co.uk
tel: 0844 863 3333

2009
Preferred Partner
GOLD



Office Printing
Solutions Specialist

Alternatively why not experience printing solutions first hand by visiting one of HP's Print Imagine centres located in Warrington, Bracknell, Erskine and Dublin?

Copyright © 2009 SERVO LIMITED

Design & Layout: Paicemaker Limited : Format & Copy: channelcentral.net Limited