INSIGHT MANAGED PRINT SERVICES

Case Study

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With more than 5,300 employees and 23 operational centers worldwide, Insight serves 70,000 client organizations in 191 countries—truly living up to its name as a global provider of information technology, hardware, software and service solutions. Insight retains more than 2,500 product and industry certifications, partners with 5,000 manufacturers and ranks among the Fortune 500. As a technology-driven company, Insight deploys internally what it sells externally; that is, it implements leading products and services that maximize its own productivity and that of client companies.

As is the case for any large organization, Insight's printing requirements are prodigious; considering its U.S.-based locations alone, print-related transactions—paper, ink, toner, service and maintenance—historically have been both extensive and expensive. Further, many suppliers regularly provide all departments with complimentary printers to promote their product offerings, in essence creating a "shadow fleet." Managing more than 700 aging devices, 100-plus competing models, decentralized service and supply ordering, disparate lease terms and minimal network visibility required a solution proven to increase efficiency while decreasing cost.

DEVELOPING THE SOLUTION

The first step was to locate a resource with a proven track record in providing managed print services. Insight found that in HP Partner Managed Print Services. As Bozena Kostelic, Insight Product Marketing, Senior Manager for the Print Category comments, *"Partnering with HP resulted in Insight saving hundreds of thousands of dollars and developing and adhering to a consolidated print policy that directs all printing activity."*

After conducting a thorough printing equipment audit, an accurate view of all leasing, service and supply expense information was captured. By moving to HP Partner Managed Print Services, Insight could expect to achieve a minimum cost reduction of 30 percent with even higher savings possible.

First, the printer fleet was right-sized with HP multifunction printers; this decreased the number of units at audited sites by approximately 50 percent. This lower number also reflects the advantage of sourcing one product from one supplier, HP, which reduces complexity and cost. Printer models were standardized and fully networked—allowing controlled use, better visibility and more sustainable energy use by running 200 printers instead of 700, and which were backed by dedicated on-site technical support. As Ken Thibault, HP LES Americas MPS Program Manager says, *"HP Partner Managed Print Services help companies assess, deploy and optimize unique imaging and printing environments…it's a solution that saves and streamlines."* Clearly, the solution did both for Insight.

IMPLEMENTING A MANAGED PRINT POLICY

All of the foregoing efforts were conducted under the auspices of a managed print policy. The policy institutes print-related rules across the enterprise to optimize further savings. It

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virtually eliminates all desktop printers by driving users to designated shared printers. Its rules further include reducing paper/ink volume by using default settings requiring duplex printing; a seemingly simple decision that garners significant savings when extrapolated companywide. Another rule sets gray-scale printing as the default, avoiding costly color printing when unnecessary and so achieving more savings. For confidential documents, the policy includes secure, PIN-based printing that allows users to send documents, which are then held by the printer until they enter a PIN at the device.

With the policy in place, the Insight and HP teams went to work on converting the company's sites to the new managed print model. Working site by site, the teams orchestrated the collection and disposal of all existing equipment, installed HP units, and as employees arrived on Monday morning, instructions were ready and waiting at every desk. Training sessions were conducted at each site every hour, and with such a comprehensive and prepared approach, user transition was seamless and relatively painless.

MEASURING OUTCOMES

By creating a managed print policy, organizations gain control over current and future print functions, proactively manage service and supplies, and keep the fleet current with greater equipment refresh capability via one source and simplified leasing. For Insight, a reduction in overall cost—40 percent—was ultimately achieved. Quite significant. So significant, in fact, that Insight's implementation was recognized and received an award at the 2011 MPS (Managed Print Services) Global Conference.

Since then, Insight has received HP certification to provide managed print services. As an HP Elite Partner, Insight can help organizations develop a balanced printer deployment and drive costs down with HP's leading print technology. For any business contemplating a migration to managed print services, the value-added benefits are tremendous: costs are not just saved, they are controlled. Insight's managed print services solution proves it.

INSIGHT – A WORLD OF TECHNOLOGY RESOURCES

- Global provider of information technology (IT) hardware, software and service solutions to business and public sector organizations
- $5.3 billion in revenue in 2011
- 5,300 teammates worldwide
- Operations in 23 countries, serving clients in 191 countries worldwide
- 2,300+ product and industry certifications
- Global software reseller with extensive License Management Services
- Software lifecycle support for 80 percent of global Fortune 500
- Number 460 on the 2012 Fortune 500

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