

How to Apply a Strategic Approach to Managing Printing and Imaging

An HP Planner



There's more to running an efficient and cost-effective printing and imaging environment than just buying new devices. A well-planned, strategic approach to managing printing and imaging can reduce costs and increase productivity through the entire lifecycle of the devices in your environment. HP Total Print Management (TPM) can help by bringing together balanced deployment, optimized utilization and industry-leading networked technology to optimize operations.

- **Think about it:** Evaluate your current needs, resources and costs.
- **Act on it:** Plan strategic improvements and put them into place.
- **Work with it:** Manage your optimized environment on an ongoing basis.
- **Get help with it:** Learn more about how HP TPM can help at every step.

Think about it

You can't begin to reduce costs or increase productivity until you know how much time and money you're currently devoting to meeting your printing and imaging needs. That's why the first step in a strategic approach to management is a thorough assessment of your needs, existing resources and present costs. The questionnaire on the next page, while by no means exhaustive, can serve as a starting point for helping you establish a solid foundation for planning.



Assessment Assistance

To help you take the critical first step of evaluating your current printing and imaging environment, HP provides a variety of assessment tools and services for self-assessment or assessment in consultation with HP. Start by trying the HP Self-Assessment Tool at www.hp.com/go/enterpriseassessment to find out how much you are spending and how much you could save on your current printing and imaging environment.

Questionnaire: Needs, Resources and Costs



Needs

- How many pages are printed per month in this environment?
 - Do you need to print mostly in color (as would be the case in a graphics department, for example) or does black-and-white serve your purposes (as in a legal department or procurement department, for instance)?
 - Does everyone in the environment need to print? If not, how many do? If so, do some do more printing than others?
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Resources

- What is the current mix of devices in the environment (how many printers, copiers, fax machines, scanners)? How many devices are there?
 - What is the ratio of devices to users?
 - To streamline the number of devices, could some of them be consolidated into multifunction products that combine printing, copying, faxing and scanning?
 - Where are the devices located in relation to the people who need to use them most?
 - How much time do users have to spend waiting because so many people share the device?
 - How often do devices require break/fix service?
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Costs

- How much do you have invested in hardware (printers and other devices) and software (licenses, customization, upgrades)?
- How much do you spend annually on paper and supplies?
- How much does it cost to manage devices on your network?
- What are the costs for floor space for devices and for storage space for supplies?
- How much time and money is spent managing outside vendors?
- What is your annual cost for service contracts?
- What is your annual cost for internal help desk assistance with printing and imaging?

Tip: You'll find a more in-depth examination of how to determine costs in the HP planner "How to Control Printing and Imaging TCO," available at www.hp.com/go/printingandimaging.

Act on it

Now that you know more about your current needs and how you're meeting them, you can plan and put into place strategic improvements that will help you to operate a more efficient and cost-effective printing and imaging environment. Keep in mind that the goal is to achieve a balanced deployment of devices, software and services, or a deployment that ensures that the environment has the right resources to meet users' needs efficiently and cost-effectively. The accompanying chart describes the type of environment you can expect to create by striving for balanced deployment—along with the undesirable results of failing to seek balance.

Deployment Scenarios		
Unbalanced Deployment: A Personal Printer for Every User	High user productivity + Low asset utilization + High IT costs	= Poor balance between user productivity and cost to manage environment
Balanced Deployment: Right Mix of Hardware, Software, Services	High user productivity + High asset utilization + Reasonable IT costs	= Ideal balance between user productivity and cost to manage environment
Unbalanced Deployment: Not Enough Devices for All Needs	Low user productivity + High dissatisfaction + Low IT costs =	= Poor balance between user productivity and cost to manage environment

Questions to keep in mind

How your deployment scenario unfolds depends on a number of determinations that you must make about how you are going to meet your specific needs. Here are just a few of the questions you'll need to answer along the way:

- How many devices are you going to need relative to the number of users and their needs?
- Where will you situate devices so that they're accessible to the right people at the right time?
- What kinds of usage rates can you expect to get from each device (based on who uses it and how)?
- Can you manage your networked devices remotely, which will increase your operational efficiency?
- Will you have to manage more than one vendor for hardware, supplies and support?

Elements of deployment

HP TPM can help you achieve a balanced deployment by working with you to develop successful strategies in specific areas such as equipment acquisition and technology placement. Once you have designed an optimal environment, HP can also work with you to deploy it across each key area including:

- Hardware acquisition and installation
- Software acquisition and installation
- Network design and implementation
- New asset set-up
- Asset disposal
- User training

Work with it

The optimized printing and imaging environment must be monitored and managed on an ongoing basis to ensure that it continues to deliver maximum efficiency and cost-effectiveness. Consider implementing HP's remote network management technology to monitor usage and performance and keep operational efficiency at its peak. You can also employ this technology to detect problems before they interfere with user productivity so that you can respond proactively to avert them. Use the accompanying checklist to assess remote management solutions and ensure that they offer the complete capabilities that you need.

HP TPM provides a complete range of software and services for remote management of your printing and imaging network, with the flexibility to implement and operate the technology internally through your own IT resources, or to have HP handle management of the environment.

Get help with it

Get more information on **HP's Total Print Management** on the HP website and learn more about how TPM can help you apply a more strategic approach to managing your printing and imaging environment. TPM offers a proven methodology and approach to creating and maintaining an effective and cost-efficient printing and imaging environment, and HP has the experience, networking expertise and technology leadership to serve as a valuable resource in this area.

Remote Network Management Capabilities Checklist

- ___ **Device installation and configuration.** Browser-based software to remotely set up new devices on the network.
- ___ **Troubleshooting.** Software to detect problems and enable resolution from the desktop.
- ___ **Drivers and other updates.** Ability to update drivers and perform other ongoing device management tasks remotely.
- ___ **Supply management.** Software that sends you an alert when supplies are low, tells you what you need and enables you to order via the web.
- ___ **Support.** Web-based support using embedded server technology to automate diagnostics and provide automated downloads of utilizes and patches.

Want to know more?

At HP we understand that knowledge is the most powerful tool in business, government and education. Visit us at **www.hp.com/go/printingandimaging** to find everything you need to know to understand what's going on in your printing and imaging environment and what you can do to get the most from your investments.

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