

**balancing cost and
productivity: the key to
strategic deployment**
white paper



executive summary

this white paper
examines how
companies get smart
about putting an output
strategy into action

it pays to plan

Printers, copiers, fax machines, scanners and multifunction printers (MFPs) are technologies that allow you to put information into a format that can be shared with others.

At HP, we call these tools “output devices.” We use “imaging and printing environment” to refer to the networked configuration in which they operate.

Naturally, in order to make the most of your imaging and printing environment now and in the future, your company will need to develop an effective output strategy. With a carefully designed strategy, you can lower the cost of your imaging and printing environment, make IT tasks more manageable and boost productivity.

start where you are, go where you need to be

Like a financial strategy, developing an output strategy begins with taking a comprehensive look at your current assets and how they are implemented across your imaging and printing environment. Once you know where you are, you can craft a detailed plan for maximizing your resources, adding to them as necessary, and moving confidently into the future.

all companies are different, therefore, so are all output strategies

Unique factors such as employee demographics, physical plant design and document output demand vary widely between companies. However, some basic considerations are the same no matter where you are.

Fundamentally, implementing an effective output strategy is a matter of balancing cost versus productivity.

cost considerations include:

- average monthly page output
- average monthly hard costs (consumables, etc.)
- average monthly support, service and maintenance costs
- current output device investments

productivity concerns include:

- user profiles (who needs to use each device, and how)
- device-to-user ratios
- user convenience and employee satisfaction
- user access (which devices are available to which employee)
- security concerns (how you plan to handle confidential documents)

Your output strategy, when put into action, should strike a balance between these issues according to your current and projected needs.

deployment: putting your output strategy into action

“Deployment” is the term used to refer to the implementation of your output strategy. In essence, it is the arrangement of various output devices within your imaging and printing environment. This encompasses more than just which machines go where – it also includes such factors as the number of devices per user, the various levels of access available to each user, etc.

Deployments can range from individual desktop configurations, where each employee has an output device of their own; to highly centralized plans, where many share access to just a few output devices. In between is a wide spectrum of mixed options, wherein some devices are shared, while others are completely individual.

Let’s look at Company A, with 50 users and an average of 100,000 output pages per month. There are a variety of ways this company could approach and ultimately deploy its output strategy. The following are just three options, based on data gathered by HP on the most common deployments.

traditional deployment

- 1 printer for every 4.4 employees
- 1 copier for every 25 employees
- 1 fax machine for every 10 employees
- monthly cost (approx.) = \$1,772

In this deployment, workflow is “business as usual” for employees. However, familiarity does not necessarily equate to efficiency.

A closer look reveals that each device is used at just ten percent of its capacity – a dramatic under-use of available resources. Plus, all those devices take up significant usable space and make inefficient use of costly consumables. The complex workflow reduces employee productivity as users must travel multiple paths for each device and, depending on the device-to-user ratio, may have to wait to complete mission-critical tasks.

Still, this may be the right choice for many situations, for example, in companies where security issues are key concerns for nearly every employee.

minimum cost deployment

- 1 MFP for every 25 employees
- monthly cost (approx.) = \$1,484

On the surface, this more centralized approach might seem to be a strategic choice. While the cost savings is 16 percent, each device is pulling a heavy load, which increases support and maintenance costs. In addition, fewer devices mean longer wait times and more walking around, reducing productivity. However, if reducing the company’s investment is the chief concern, this may be the way to go.

MFPs are devices that combine printing and imaging capabilities (printing, copying, scanning and faxing) with a robust computing foundation, so information can be created and shared around the world in seconds.

balanced deployment

- 1 MFP for every 10 employees
- stand-alone output devices as needed
- monthly cost (approx.) = \$1,560

This approach strikes a balance to increase productivity, improve user satisfaction and reduce operating costs by as much as ten percent – that’s \$200 per month per 50 employees. Plus, device utilization increases by more than 50 percent. The only real drawback is a change in workflow. However, users should quickly realize this is a change for the better.

Add to that the productivity savings realized by moving resources closer to users. Soft costs like this can be seven to ten times greater than hard costs such as hardware and supplies. And by incorporating stand-alone output devices as needed, companies can provide protection for security-sensitive documents, and offer more expedient access to higher cost-per-hour employees.

there is no one “right answer”

Each output strategy is as unique as the company it is designed for. Consequently, what may be an effective deployment for one may be highly inefficient for another. Not only that, but strategic output deployment should be flexible enough to adapt as your company evolves. Critical to this is the continued evaluation of your output strategy once deployment has put it into action. Smart companies make adjustments as necessary to preserve the optimum balance of cost and productivity for their needs.

hp imaging and printing services

Ideas are powerful, and communication puts that power to work. At hp imaging and printing services, moving ideas is our business. Person to person, office to office, anytime, anywhere. Our comprehensive portfolio of integrated services is made up of five offerings from which to choose: office services, business critical services, next generation services, document production services, digital imaging workflow services. By giving you choices to help you gain control of your imaging and printing environment and support to help you maintain it, we enable you to reduce costs, improve productivity and transform the way you work and share ideas. For more information about hp imaging and printing services please call us at 800 407 9701 or visit <http://www.hp.com/services/imagingandprintingservices>.



For more information about hp imaging and printing services, visit our web site at <http://www.hp.com/services/imagingandprintingservices> or call 800 407 9701 (U.S.A.); 00 800 5432 0000 (Europe); International free call (+) 800 2666 8647 (Singapore/Malaysia); 1800 110 550 (Australia).

Technical information in this document is subject to change without notice.
© 2002 Hewlett-Packard Company Printed in the U.S.A. 10/02
All rights reserved. All trademarks and registered trademarks are the property of their respective owners. Reproduction, adaptation or translation without prior written permission is prohibited except as allowed under the copyright laws. Pub # 5981-0298 ENUS