



HP Managed Print Services Topic of Influence: Workplace

February 2020



Introduction

Organisations are looking for more than just somebody to take care of their office printing needs. They want a partner who can look at their environment and processes more holistically and support the onsite and offsite printing needs of all their departments, from legal and accounting to marketing and engineering. Essentially, companies are shifting from a product-based to an outcome-based approach.

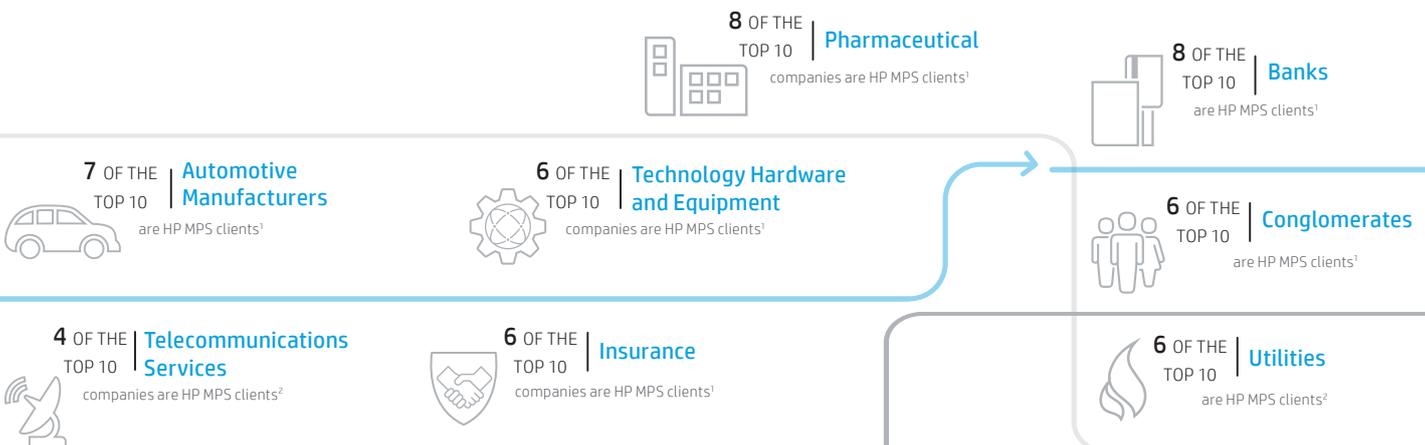
The Topics of Influence series covers the significant factors driving the agenda. In this brochure, discover how HP can help you transform your organisation to deliver an efficient work environment for the future.

Other topics of influence include the following (for details, click the name to open the brochure for that topic):

- **Diversity.** Helping your organisation realise the benefits of diversity and inclusion as a business value.
- **Doing good in communities.** Discover how HP employees contribute to communities around the world to create a brighter future for all.
- **Financial strength.** Investing our healthy profits in high-quality, innovative products and solutions to improve your business.
- **Global.** Harnessing technology internationally and optimising its use to reduce operational costs.
- **Mobility.** Implementing a strategy that works for your organisation as it adjusts to changing processes around paper, devices, and the workplace.
- **Security.** Providing the latest security technologies and processes for the advanced management of devices, data, and documents.
- **Service and Delivery.** Ensuring quality, predictability, and reliability with a seamless transition.
- **Sustainability.** Providing the services, products, and solutions to help you optimise resource use and recycling.
- **Vision.** Continually reinventing our company and our technologies so that industries, communities, and individuals can keep creating what matters most to them.
- **Workflow.** Working collaboratively to drive process efficiencies in document capture and digitisation.

HP has the most flexible, comprehensive, and scalable offering in the industry. We can tailor our offering from the very basic to the most sophisticated services, depending on client interests. HP Managed Print Services (MPS) is a comprehensive suite of hardware, software, and services delivered in a consultative engagement. With global expertise, we leverage our experience and reach to provide scalable imaging and printing solutions.

Read how HP, as your global, innovative, and strategic partner, is ready to work with you to create solutions that meet your unique needs and help position you at the forefront of your industry.



1 Claims based on Forbes 2018 – Global 2000 World’s Leading Companies, published June 6, 2018; HP Internal Data.
 2 Claims based on Fortune 2018 – Global 500, published July 19, 2018; HP Internal Data.

Current situation



As we study our clients' workplaces and the way things are changing, and we work to find innovation opportunities, HP has identified some key trends that are behind the biggest change drivers in the office today:

- **Organisations are cost and environmentally conscious.** Everyone has cost goal reductions year on year. CFOs are looking for savings opportunities, and printing and imaging is one of those areas. At the same time, environmental sensitivities are high on the agenda and often print costs and eco-conscious activities coincide. Organisations are measuring energy costs and publishing annual sustainability reports alongside their year-end financial statements, about their progress towards their eco goals.
- **Automation of traditional paper-based processes.** The workplace is evolving from the point where paper was the rule, to a current hybrid situation with a combination of paper and digital, to the future where paper will be the exception. With that, the managed print services (MPS) landscape is shifting from MPS to managed content services. Digital workflows are more environmentally friendly, speed up customer service, lower costs, and allow organisations to make better decisions. Digital also increases the agility of the organisation, with the very latest content available anywhere. More importantly, the new digital processes allow new value creation by replacing paper with online content. They also give organisations an ability to feed their information into big data systems, so a lot of client focus is on how they can reduce the amount of paper they use and automate their processes to achieve smarter results.
- **The way offices are designed and physically laid out is changing.** Traditionally, corporate employees had a personal office or cubicle. Now personal space is being reduced by about 20%, and organisations are taking that reduced personal space and turning it into shared work areas where teams can collaborate and work together more effectively, using wireless technologies, displays and video conferencing capabilities, and printers.
- **Office location is being driven by mobility.** People are not just working in the office. Offices increasingly have a hot-desk space rather than a dedicated cube. Mobile employees work from their hotel room, car, or mobile location; they may work at home in the morning and from their office in the afternoon. Employees want to have access to the same paper and digital information when they are on the go as they do back in the office.

The IT infrastructure is adapting to enable that, with traditional computing devices of a laptop or desktop PC being replaced or supplemented with smartphones, tablets, and bring your own devices (BYOD). Pull printing is also being favored to support the mobile worker and help reduce waste and increase security.



In addition to BYOD, there is more of a trend for “choose your own device” (CYOD) from millennials entering the enterprise—their affinity with the digital world means that they want to work with the best workplace devices. As a result, organisations need to propose up-to-the-minute hardware, whatever the OS, in order to attract and retain the “talent” they require.

With the workspace becoming anywhere, anytime, the device is also becoming multi-tenant, managing the professional and personal at the same time, as mobile workers prefer to use one device when travelling.

- **IT consumption is changing.** Consequently, IT needs to support more devices and technologies more efficiently, moving from a traditional “I buy – I make” model to more flexible solutions that allow the service to be scaled by usage.
- **Data and applications no longer reside internally.** They become multi-sourced with diverse services providers. Cloud, Software as a Service (SaaS), and Infrastructure as a Service (IaaS) supplement internal IT resources. End-user support, therefore, multiplies and IT services need to orchestrate the resulting operations and support activities in an integrated manner. Service integration and management become the key role of end-user support, extending traditional ITIL-based services.
- **Increasingly sophisticated security threats.** There are very public examples where security breaches are costing companies millions of dollars and causing material damage to corporate brands. CEOs and CIOs are getting fired as those breaches occur. Security is key in imaging and printing—it cannot be the source of a breach into the network, and the data that the print system holds has to be secure in order to comply with ever growing regulatory and compliance requirements.
- **A change in the way organisations work.** Organisations are increasingly focusing on using their internal people on core competencies. They are outsourcing services to companies like HP and others to reduce their capital costs and focus IT teams on key business projects. This allows organisations to take advantage of the expertise of the outsource provider. In the case of HP Managed Print Services, we can effectively do it better and at a lower cost than they can do it themselves. In addition, Device as a Service (DaaS) allows organisations to contract-out the device-centric services related to the lifecycle of a PC or tablet as the financing brings many benefits beyond the improved quality and user satisfaction.

Challenges facing clients

Millennials and Gen Z currently account for slightly over a third of the workforce (38 percent). In the next decade, that figure is set to shoot up to 58 percent, making the youthful generations the most dominant in the workplace.³

This means that work is less place-dependent and time-bound, as employees are using a mix of physical, digital, and immersive technologies to transform any environment into a “WorkSpace.” It is fundamentally people-driven and powered by technology to create experiential work.⁴

³ Karen Gilchrist, cncb.com, March 2019.

⁴ The Future of Work: A New Business Imperative, an IDC Executive Brief, sponsored by HP, September 2018.

Across all of these trends is the fact that organisations need to be able to adapt to these changes and position themselves from device-centric to workplace-centric solutions.

Specifically, clients are telling us to:

- “Provide technology as a service.”
- “Help reduce our environmental impact.”
- “Scale with my business, both up and down.”
- “Tailor services to meet my global needs.”
- “Help us print wisely.”
- “Help me address the needs of mobile workers—securely.”
- “Make it all work together.”

Every year, your IT systems and services become more complex. You have more devices per user, more multi-vendor environments to manage, more services and hardware spread across the globe, more issues from an aging device fleet, more invoices and contracts, more budget constraints.

The workplace has gone from a single device supplied by the IT department to multiple devices with multiple personas either through BYOD or through the organisation supplying specific devices for specific needs. This has led to a situation today where an integrated workplace becomes more and more complex to manage, both from a security and day-to-day operations point of view.

For managed print, this offers organisations a specific challenge, as they want to be able to track who prints what when and link it back to the individual user profile. The key for leaders is to find a cost-effective solution that satisfies both organisation and end-user needs.

Organisation needs

- Security
- Employee satisfaction
- Easy deployment
- Lifecycle management
- Service and support costs

End-user needs

- Personal and professional life is blurring
- Experience is king
- Integrated identity and sign-on
- Anytime/anywhere access
- Instant data

Vision

What if you could...

Reduce costs by gaining visibility and control over your printing technology, assets, and supplies?

Improve productivity and accelerate business results with enhanced document workflows?

Free up time for IT and end users to focus on and invest in customers?

Support ongoing innovation through access to and rigorous analysis of real-time usage data?

Increase environmental sustainability and security with software and services that help you better manage print volume?

With these challenges also comes an opportunity for organisations of all sizes to create a new workplace by:

- Reinventing space to inspire and energise
- Upgrading technology and tools to support the new environment
- Empowering collaboration and co-creation
- Enabling productivity anywhere, anytime

From a traditional print point of view, however, what does this all mean?

In essence, in the process of adapting to the changing workplace, organisations will also need to mature their approach to a managed print service, by building a new print environment that:

- Standardises their corporate agreements across the globe, and works with one experienced outsource provider, rather than having to manage a multitude of regional suppliers
- Shifts costs for printing from CAPEX to OPEX
- Attains transparency and visibility of usage in order to identify opportunities for improvement
- Achieves a familiar interface for end users, regardless of location, by limiting the amount of devices and models
- Provides comprehensive device, data, and document security
- Investigates how energy- and paper-saving technologies can help reduce environmental impact and costs
- Begins to move the organisation towards the future for a streamlined workflow and an optimised digital solution

Regardless of your industry—education, financial services, government, healthcare, insurance, manufacturing, retail, technology, transport—gaining control of your workplace environment and capitalising on improved document-intensive processes allows you to invest in the future and exponentially increase productivity and profitability over time.



HP MPS capabilities

To be successful, your improvement journey benefits from a consultative partnership with a provider that can see and deliver on the big picture. HP Managed Print Services offers a technology-based, results-oriented consultative approach built on the premise that imaging and printing is an integral part of your IT strategy and architecture. We recognise the importance of incremental and continuous improvements that allow you to respond to change. And we can help support your workplace requirements on a global basis, wherever you or your employees do business—corporate headquarters, branch offices, on the road, or at home.

The HP Managed Print Services approach is based on HP's proven three-part strategy:

- Optimise your infrastructure
- Manage the environment
- Improve workflows

With those strategies in mind, HP works with you to build a plan and a roadmap—and then delivers on that plan and roadmap. The scope of HP's comprehensive and unique approach can be described in four phases:

Phase 1: Observe and analyse

Gaining an accurate, fact-based understanding of your organisation's current state and future goals is a critical first step. HP helps you gain this understanding in a number of ways. Collaborative workshops help you reach consensus on the critical issues and business priorities that inform your future-state plan and roadmap. Remote discovery, assessments, and due diligence provide audits of your current environment to better understand its cost structure, usage patterns, technology requirements, and management practices—and build the business case for change.

Phase 2: Plan and propose

This is the point where, together, HP and your organisation finalise plans for your imaging and printing transformation. Phase 2 concludes with the mutual approval of three interrelated documents: the print policy, the master schedule, and the contract. A management of change kit, combined with HP's expertise, provides tools and best practices for helping your organisation's stakeholders and employees embrace the change.

Phase 3: Deploy and transition

At this stage, your plans are put into action. Your HP Transition Manager leads the effort, focusing on all areas critical to a successful deployment. If your plans include workflow solutions, once again, HP becomes your point of accountability for successful implementation and execution.

Phase 4: Manage and innovate

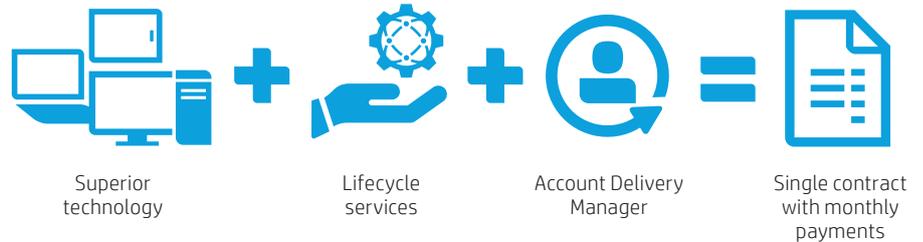
As the improvement project transitions from deployment tasks to day-to-day management of your imaging and printing environment, an HP Account Delivery Manager (ADM) provides a single point of accountability for ongoing improvements. Your ADM also works closely with HP Remote Management Centers to proactively identify and resolve issues—before you even know they exist.



HP Device as a Service (DaaS)

As the workplace increases in complexity, employers need to ensure that they invest in the right technology to meet the pace of change and their business objectives. HP Device as a Service (DaaS)⁵ combines a comprehensive suite of award-winning HP hardware with world-class HP services. It allows you to manage your PC environment productively and profitably—including non-HP (multi-vendor) products.

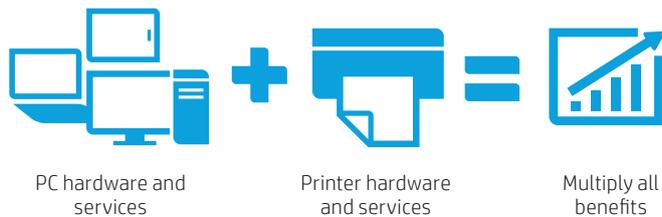
HP DaaS spans every stage of the lifecycle, and can be customised to meet your exact needs—so you don't pay any more than you have to. Our services benefit from HP's scale, expertise, and high customer satisfaction to provide global consistency and better serve the needs of your internal teams. The result? Delighted users and management freedom.



One service, complete support

HP's superior technology, our full portfolio of lifecycle services, and your personal ADM all work together within HP DaaS to simplify your lifecycle management. The ADM is your global single point of contact and your advocate within HP, helping to ensure that you receive the highest level of satisfaction.

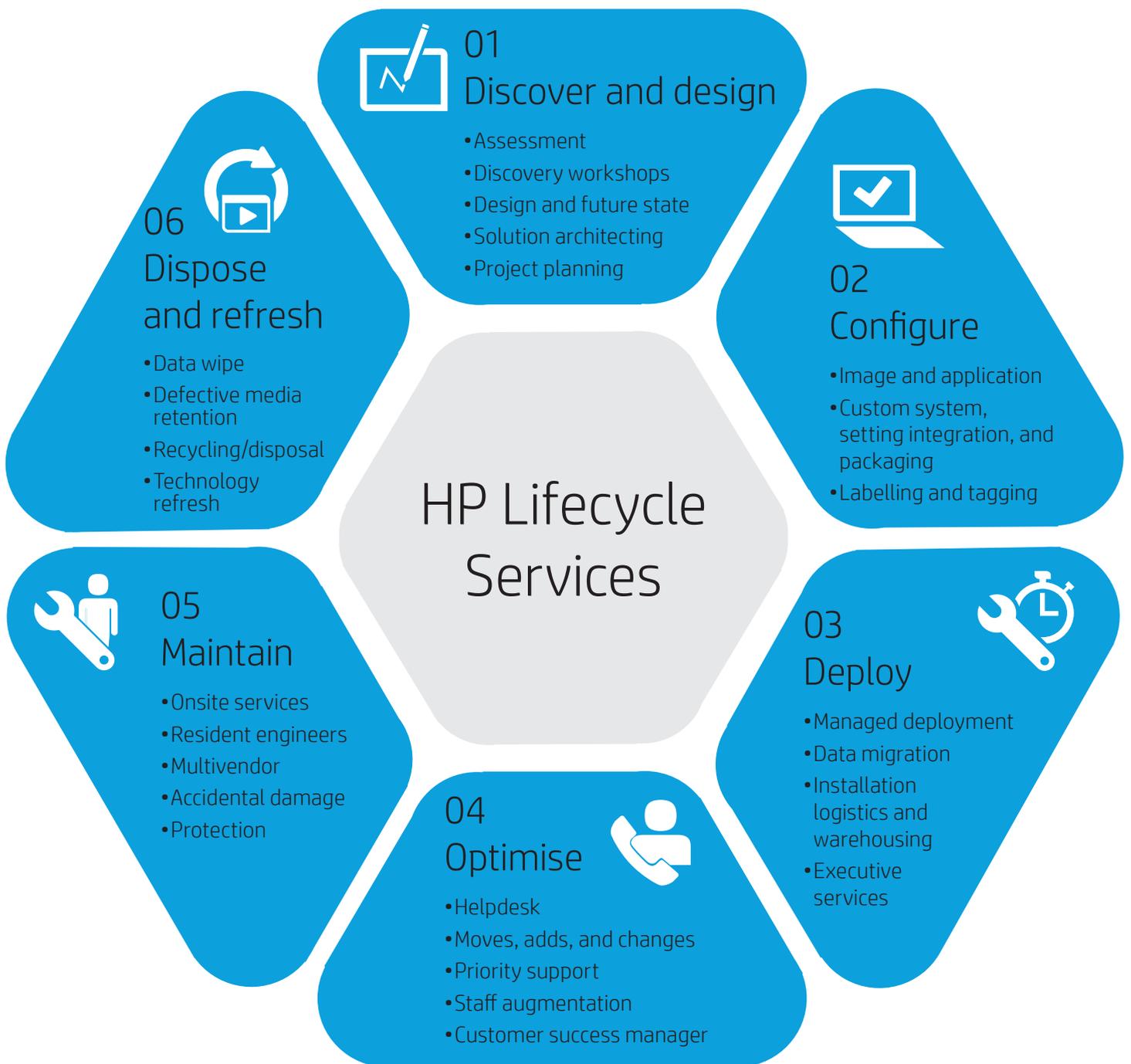
By combining hardware and services into a single contract with one monthly payment, HP DaaS can help improve your cash flow, preserve capital to invest in other IT priorities, and deliver a predictable and consistent IT budget. Printer hardware and services (including HP Managed Print Services) can also be added for even greater economies of scale.



⁵ HP services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.

HP Lifecycle Services for the workplace

HP offers a full portfolio of services for every phase of the end-user device lifecycle, supporting both HP and multi-vendor (including Windows®, Android™, iPhone, iPad, and Mac) devices. Your ADM and our expert consultants will help you optimise your technology investment for your current and future needs.





ISS case study: HP's global MPS expertise in action

“Our challenge with suppliers is finding the capabilities and expertise to work in complex global environments.

HP brings the solutions, experience, and reach we need to thrive worldwide.”

– Henrik Trepka, Global CIO, ISS

Founded in Copenhagen, Denmark, in 1901, ISS is one of the world’s largest facility services providers. It provides a broad range of integrated facilities services including cleaning, property, catering, support, security, and facilities management to more than 200,000 customers. With ISS taking over these activities, customers can focus on their core businesses. To increase its own global business efficiency, ISS turned to the technology expertise of HP for outsourced MPS and standardised computer devices throughout its global operations.

Objective

- Become the world’s greatest service organisation with continuous improvements toward simplicity, efficiency, and sustainability
- Seeking a vendor to support this strategy, ISS turned to HP

HP solution

- Equip 511,000 employees in 77 countries
- Innovate business-efficient office environments
- Simplify print and personal computer management
- Reduce print costs by a projected 30–35%

Results

- Centralised strategy with global standards for MPS and computer devices simplifies operations and creates efficiencies
- HP MPS delivers global reach with local flexibility
- HP print assessment provides factual data to design optimal future state for print environment
- Safecom pull printing helps enhance security, reduce waste, and enable printing to any device
- HP Management of Change supports continuous improvement
- Regular print environment reporting conveys ongoing opportunities for additional optimisation and improvement
- Standardising to the HP EliteBook 745 with AMD PRO delivers dependable mobility solutions with outstanding total cost of ownership and performance



Why HP?

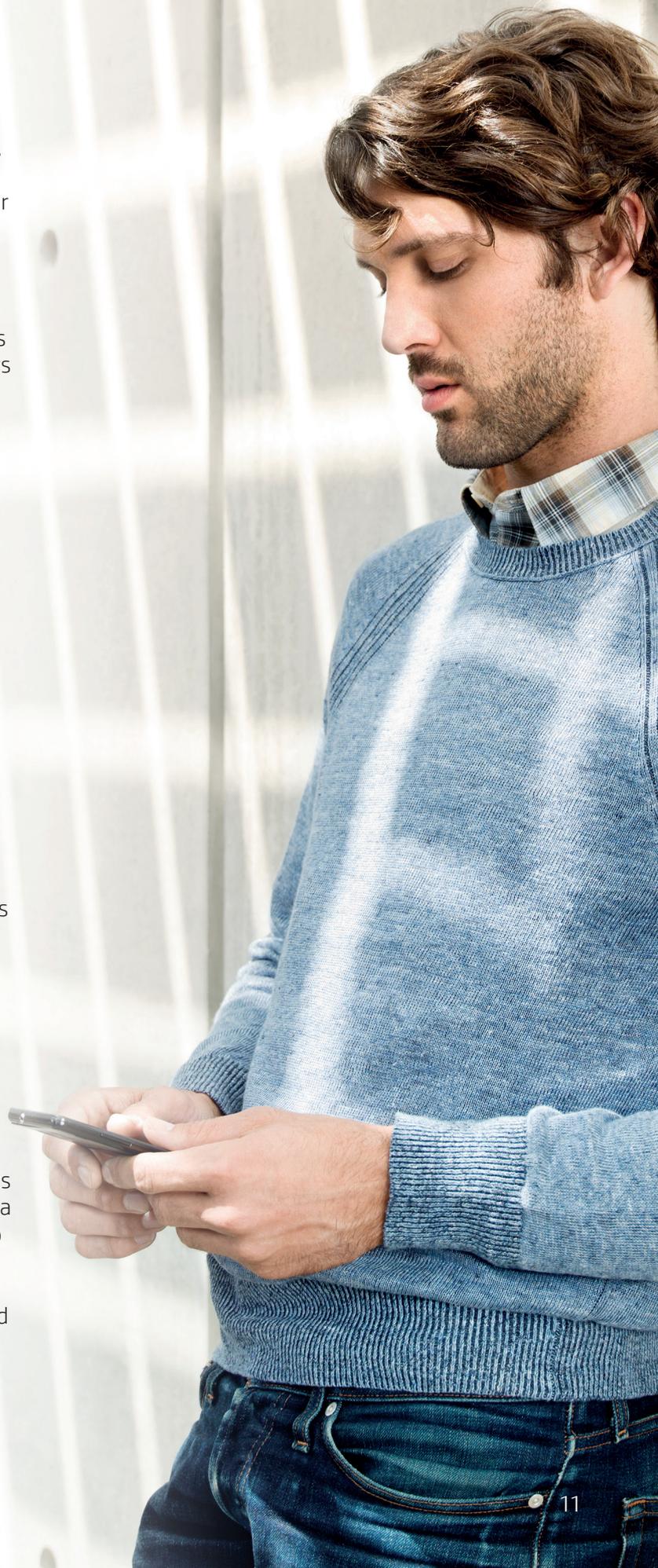
HP takes a holistic approach to managing the latest printing and imaging tools, technologies, infrastructure, and processes that support your workplace to improve productivity, simplify management, and reduce costs for your entire end-user environment. This allows you to benefit from:

- **Complete solutions.** With end-to-end solutions and services, HP can work with you to identify and address your specific needs today and into the future. HP offers clients the unique blend of print and PCs to enable an integrated mobility transformation strategy.
- **Expertise.** HP has more than 25 years of experience with imaging and printing in enterprise-sized environments; we maintain market leadership in the majority of PC segments and we make mobility seamless.
- **Global reach.** With IT professionals in 170 countries, HP has the resources to address your organisation's needs around the world.
- **Leadership.** HP is a global leader in imaging and printing and the #1 provider of commercial PCs worldwide, coupled with a strong commitment to environmental sustainability.

We create a workplace environment where people collaborate fluidly regardless of location, where systems recognise and assist users in adaptive ways, and where the technology surrounds us intuitively.

Our commitment

As a global technology and services provider, we are acutely aware of your printing and imaging requirements and how to help transform your environment to deliver a workplace of the future. Simply put, our commitment to you is that we will act as a partner without compromise and our actions will always be guided first by what is right for your organisation, a long-term relationship, and our mutual success.

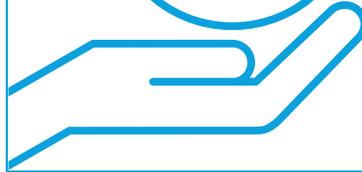


KeyPoint Intelligence awards⁶



HP serves

6,600
enterprise
clients



Leader

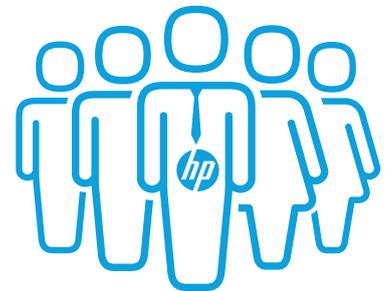


for print and
document security
solutions and
services⁷

37
billion
annual pages
under an
HP MPS
contract



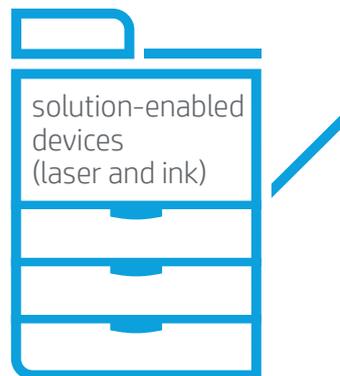
HP remains an **MPS**
leader - Quocirca⁸



#11
of best-managed
companies⁹



HP manages 1 million



solution-enabled
devices
(laser and ink)

HP is an
MPS market
leader - IDC¹⁰



⁶ HP has received awards in the healthcare, education, retail, financial services, security and mobility categories, as well as numerous product awards.

⁷ IDC MarketScape: Worldwide Security Solutions and Services Hardcopy 2019-2020 Vendor Assessment (#US44811119), December 2019.

⁸ Quocirca, Managed Print Services Landscape, 2019; Louella Fernandes, December 2019.

⁹ The Wall Street Journal, 2019.

¹⁰ "IDC MarketScape: Contractual Print and Document Services Hardcopy Vendor Assessment" (#US44387318), December 2018.

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