

TRW Automotive reduces costs and increases efficiency with HP Smart Printing Services



“The overall package from HP saves costs and gives us more freedom as a company.” Thomas Lieber, IS infrastructure manager at TRW Automotive GmbH

Objective:

Modernisation of the printer infrastructure as well as optimising costs and quality.

Approach:

Analysis of the existing equipment, demand for consumables and employee requirements. Removal of dedicated copiers and fax machines. Introduction of HP Multi-Function Products (HP MFPs). Introduction of HP Smart Printing Services based on the HP Level Pay billing model.

IT improvements:

- Complete transparency in the printer infrastructure with respect to configuration and use.
- Considerable time saving on printer maintenance.
- Optimum performance and reliability thanks to the exclusive use of original HP toner cartridges.

Business benefits:

- Halving the number of units in use considerably reduces energy costs.
- Black and white printing is the default, even for colour systems (colour output has to be specifically activated), which saves around 20 per cent on toner costs.
- Duplex printing by default reduces paper costs.
- Leasing the printers through HP Smart Printing Services means no capital is tied up.
- Printing costs exclusively charged based on actual consumables required (HP Level Pay).



With a turnover of 15 billion US dollars in 2008, TRW Automotive is among the World's leading suppliers to the automotive industry. The company, which has its headquarters in Livonia, Michigan, USA, has branches in 26 countries around the World and employs some 64,000 people. The TRW Automotive product portfolio includes integrated vehicle control and driver assistance systems, braking systems, steering systems, chassis systems, passenger safety systems (seat belts and airbags), electronics, engine components and fitting systems, as well as spare parts and customer services.

The company's German production site is at Koblenz, which also serves as the base for the European Engineering Centre for Braking Systems, the Actuation Centre of Excellence and the Global Purchasing Organisation for Chassis. Just under 2000 employees – of which around one third are

Customer solution at a glance

Primary hardware

- 17 x HP Color LaserJet 4700dn
- 14 x HP LaserJet 3380 all-in-one
- 13 x HP LaserJet 1320n Network
- 11 x HP LaserJet P2055dn
- 10 x HP LaserJet 9040MFP
- 9 x HP Color LaserJet CP3525dn
- 8 x HP Color LaserJet CP2025n
- 7 x HP Business InkJet 2800dtn
- 7 x HP LaserJet 4345MFP
- 6 x HP Color LaserJet 5550 DTN
- 5 x HP Color LaserJet CP3505dn
- 5 x HP LaserJet M3035 MFP
- 4 x HP Officejet 9110 all-in-one
- 4 x HP Color LaserJet 4730xm MFP
- 4 x HP LaserJet 4200
- 4 x HP LaserJet 4250dtn
- 4 x HP LaserJet 3392 All-in-One
- 3 x HP LaserJet 2430tn
- 2 x HP Color LaserJet CM6040f MFP
- 2 x HP LaserJet 4300dtn
- 2 x HP LaserJet 4345xm MFP
- 2 x HP LaserJet 9040dn
- 1 x HP Color LaserJet 3800dtn
- 1 x HP Color LaserJet 4650
- 1 x HP Color LaserJet 4650 DTN
- 1 x HP Color LaserJet 4700 ph+
- 1 x HP Color LaserJet 4730 MFP
- 1 x HP DesignJet T1100ps 1118 mm
- 1 x HP LaserJet P4015N
- 1 x HP LaserJet 2300
- 1 x HP LaserJet 4300

engineers – were working here with a “pretty assorted range of equipment”, IS infrastructure manager Thomas Lieber reveals. There were around 300 devices in use: printers, copiers and fax machines from all sorts of different manufacturers. According to Lieber, maintaining them was a real undertaking. And a huge amount of time was spent on the basic tasks of purchasing and fitting toner cartridges and other consumables. “Added to this, there was no transparency to the equipment infrastructure,” reports the IT expert. “We didn’t know anything, we just crossed our fingers.”

Then TRW switched to a new generation of print technology, thanks to an analyst at IT system house and HP Office Printing Solutions Partners H&G Hansen & Gieraths EDV Vertriebs-GmbH in Bonn. “He put our existing equipment under the spotlight and it became clear that it had no real financial value and worked unreliably on the whole,” concedes Lieber. “But instead of financing the new and improved hardware from cash-flow, the IT consultant recommended that we switch to HP Smart Printing Services with Level Pay.” It was all about leasing instead of buying. And the consumption-based billing is entirely based on the actual toner we have used. “A totally fair solution”, raves Lieber, who is also convinced by the other improvements, which came as part of the consolidation process.

Quicker progress with half the power

“We virtually halved our number of devices; instead of 300 we now just have 160 printers, 70 of which are MFPs, which can copy and scan too.” Although these models also have fax functionality, it is not required as TRW has now installed a network-internal fax solution. “We have completely done away with the previous dedicated fax and copier systems,” explains Lieber. Halving the number of units has also had another noticeable side effect - significantly reduced electricity costs. We have also achieved even further potential for saving, for example by defaulting to duplex printing.

“Anyone wanting to quickly print out an e-mail can cope with it being printed on both sides,” Lieber sums up. “And we have set the colour printers to default to black and white, which reduces toner costs by an impressive 20 per cent.” Both “restrictions” can, of course, be bypassed manually at any time, but amazingly few employees bother to do this.” As a whole, Lieber reckons that the overall savings achieved by the consolidation process are in excess of 30 per cent: “That’s a hugely persuasive argument for an automotive supplier in current times.”

Transparency across the network

But according to Lieber, the cost savings are not the full story. His department has also enjoyed huge benefits from a significant reduction in maintenance work, partly due to the fact that the printers automatically order their own toner when it runs low and partly thanks to the transparent management functions. “We can use a standard web browser to control, configure and generally keep an eye on all of the printers.” As luck would have it, the new units are extremely low-maintenance, not least because of the exclusive use of original HP laser printer cartridges. “The overall package from HP reduces costs and gives us more freedom as a company,” reports Lieber. “With annual print volumes in the region of six million pages, we simply must have systems we can rely on. They need to run without us having to waste time and energy on maintaining them. In a technology-driven sector like ours, we have plenty of other things to worry about.”

About H&G Hansen & Gieraths EDV Vertriebs-GmbH

HP Office Printing Solutions Partner H&G has its headquarters in Bonn and branches in Koblenz and Oldenburg. It has been a successful IT system provider for 25 years and stands for reliability, loyalty and continuity. H&G provides the full range of IT products: hardware, software, industry-specific solutions and services, from individual printers to a complex SAN infrastructure.

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