

Cerritos Library

HP Color LaserJet CM6040 MFP closes chapter on costly old printers



City of Cerritos

“In every project, the City of Cerritos considers cost, environmental impacts and quality of public service. The HP Color LaserJet CM6040 is an energy-efficient, high-quality solution that is expected to eliminate a \$45,000 annual operating loss on printing services.”

—Bruce W. Barrows, Mayor, City of Cerritos, Calif.

HP customer case study: High-tech city library meets cost, environmental goals with HP Color LaserJet CM6040 Multifunction Printer and embedded Pharos Uniprint software

Industry: Public Library

Objective:

Reduce cost, improve environmental responsibility of library print and copy service

Approach:

Collaborative teamwork—Cerritos technology staff, Pharos Systems International, Inc., GST, Inc. and HP—develops new solution based on HP Color LaserJet CM6040 Multifunction Printer

IT improvements:

- Reduce energy use an estimated 30% to 40%
- Cut paper waste with print-queue review, duplex printing
- Reduce number of devices from six to five
- Replace 3-foot coin boxes with 4-inch magnetic stripe readers
- Deliver high-quality print, copy, scan services to customer

Business benefits:

- Eliminate \$45,000 annual operating loss
- Achieve ROI in eight months
- Capital costs 70% lower than competing solution
- Cut ongoing costs almost 50% due to HP reliability and lower consumables costs
- Cut price to customer from \$1 for color to 40 cents
- Add new customer service feature of scanning
- Improve service to community: extend to small businesses for marketing collateral



The City of Cerritos, California, as part of its continuous improvement of services to citizens, recently built one of the most advanced and environmentally responsible libraries in the United States. However, one area remained problematic. The library's coin-operated, non-HP multifunction printers were costly, prone to failure and lacked energy efficiency.

City technology staff—collaborating with software provider Pharos Systems International, Inc., technology solutions company GST, Inc. and HP—created an entirely new solution. Based on the HP Color LaserJet CM6040 Multifunction Printer, the new system slashes energy consumption and paper waste, improves customer service and is expected to eliminate a \$45,000 annual operating loss for Cerritos Library.

“The City of Cerritos is delighted by the new printing and copying system,” says Mayor Bruce W. Barrows.

Customer solution at a glance

Primary applications

Pay-per-use print, copy, scan for library patrons

Primary hardware

- HP Color LaserJet CM6040 Multifunction Printer

Primary software

- HP Jetdirect Print Server
- Embedded Pharos iMFP for HP software
- Pharos Uniprint® pay-for-print/copy/scan software

Primary services

- HP three-year Next Business Day Hardware Service



"Cerritos Library strives for technical innovation, environmental responsibility and excellent service, and the new HP system succeeds in all these areas."

"The City of Cerritos is delighted by the new printing and copying system developed by HP and City staff. Cerritos Library strives for technical innovation, excellent service and environmental responsibility. The new system using the HP Color LaserJet CM6040 Multifunction Printer succeeds in all areas. We are pleased to offer Cerritos Library patrons a more user-friendly system as well as a reduced cost for color printing and copying."

Bruce W. Barrows, Mayor, City of Cerritos

The Cerritos experience holds a lesson for many types of organizations that serve a congregating public, such as airports, colleges, bookstores and cafes, says Henry Ngo, GST's Senior Vice President of Sales and Marketing. The HP solution turns print and copy services from a draining cost center to a user-friendly, low-maintenance and environmentally responsible service.

Are libraries dying?

Cerritos is a city of 55,000 residents in Los Angeles County. Cerritos residents place a high priority on education and have consistently shown strong support for exceptional library services. The Cerritos City Council recognized that many residents were drawn to Cerritos by the excellent local school district which would give their children an advantage in preparing for attendance at top universities. In the late 1990s, the City Council began studying how the Cerritos Library could be expanded and improved to better serve the community's educational needs. City leaders had also

read a disturbing report: The public library as an institution, the report said, is dying—killed off by new technologies and diminishing numbers of patrons. Determined to preserve the relevance of this vital community hub, Cerritos transformed its library into a titanium-clad, spectacularly modern facility. Cerritos Library offers more computers per capita than any other public library in the United States that serves a population of the city's size. Cerritos Library also provides 380 laptop computer plug-in ports, in addition to the almost 300 computers provided, which include the child-sized desks and computers in the Children's area. In contrast, the non-HP copiers were outdated, extremely large eyesores, as well as unreliable and costly.

"The machines were clunky, printing was cumbersome and the cost was high. The community asked us to do better with less money," recalls Fred Ying, MIS Manager of the City of Cerritos Administrative Services Department. "In addition, green is in our blood. Whenever we do anything, we ask: 'Do we save money and do we minimize environmental impact?'"

"As a trusted vendor to the City of Cerritos for years, we've seen the city have great experiences with HP quality and reliability. For any function that's critical, they want to make sure they're using HP."

Henry Ngo, Senior Vice President of Sales and Marketing, GST, Inc.

The solution dream team

Ying consulted with Cerritos vendors Pharos Systems and GST. Pharos makes pay-for-print software for output cost management and cost recovery. Its Uniprint

“The printing was cumbersome and the cost was high with the old non-HP solution. Then with the economic downturn, the community asked us to do better with less—while minimizing environmental impact. The answer was the HP Color LaserJet CM6040 Multifunction Printer.”

Fred Ying, MIS Manager, Administrative Services Department, City of Cerritos

product was used in the original non-HP solution, but because the printers could not embed the software directly, a mechanical interface was needed—the problematic coin boxes. “Uniprint was working flawlessly, but over time Cerritos Library realized it was having a lot of trouble with uptime, service and support with the coin boxes,” recalls Sam Wilkins, Pharos Channel Sales Manager. “They knew they had a hardware problem, and asked us to work with GST to find a new solution.” HP Partner GST has been a trusted vendor to Cerritos for many years. Its Senior Vice President of Sales and Marketing, Henry Ngo, was raised in Cerritos and is a library patron. He’s also an expert in HP solutions. The city uses HP Servers, HP Printers, and HP switches and routers for everything from database management to office computing. “They’ve had great experiences with HP quality and reliability,” Ngo says. “For any function that’s critical, they want to make sure they’re using HP.”

“A key part of this solution was the print-release capability of Pharos Uniprint embedded into the HP MFP. Often researchers don’t ultimately want the first several articles they send to print, because they find something better as they go along. The print-release capability lets them review the jobs they’ve sent and their cost on the MFP screen, and print only what they really need. It saves money and paper.”

Sam Wilkins, Channel Sales Manager, Pharos Systems International, Inc., Rochester, N.Y.

The team from Cerritos, GST, Pharos and HP started with a proof-of-concept project. GST helped link the collaborators and configure the solution. Pharos dedicated an engineer to help configure its software to support the new workflow. HP provided printers and



expertise. The solution they developed includes five purchased HP Color LaserJet CM6040 Multifunction Printers with four paper trays each, 256 MB RAM and an HP Jetdirect Print Server. Why this model? MIS Manager Ying says winning highlights include print quality, speed, energy efficiency and robust memory to handle complex jobs. The device delivers letter size at a fast 40 ppm, and documents up to 12 x 18 inches. Its touchscreen control panel is simple to use. Job queue management enables easy control over printing and copying. What’s more, the printer is ENERGY STAR® qualified, and further meets Cerritos environmental goals by eliminating the electricity-hungry coin boxes as well as reducing paper waste with duplex printing and queue management. The city rounds out its solution with HP three-year Next Business Day Hardware Service and HP Print Cartridges.

Pharos software is embedded in the HP CM6040 MFP, representing a new breed of multifunction printer providing fingertip access to pay-per-use functionality and management. Instead of 3-foot coin boxes, the printers use 4-inch digital readers that can accommodate library cards, credit cards, drivers licenses—anything with a magnetic stripe. Patrons simply purchase credit on the cards and swipe them through the reader. To foster responsible printing, Pharos Uniprint holds print jobs in a queue. On the HP CM6040 touchscreen, users see a list of their queued jobs—including the print cost—and select the ones they want to print. “Very often when a patron does research, the first two or three articles they find aren’t the best ones for their needs,” Wilkins says. “This gives them a chance to review the list and pick exactly what they want. It saves them money while reducing paper waste.”

Robust financial benefits

The financial benefits alone are dramatic. The solution cost 70% less in capital outlays than competing options. Ongoing expenses are down almost 50% compared to the previous system, thanks to lower consumables costs and to HP reliability. Cerritos expects to achieve Return on Investment in eight months. GST's Ngo calculates that the library will move from losing \$45,000 to \$50,000 a year on its MFP service to earning a \$15,000 annual profit.

All these benefits come alongside big improvements in customer service. The library can cut the price it charges for a color document from \$1 to 40 cents. Patrons don't have to feed coins into a temperamental box; a simple card swipe does the job. Output quality is unsurpassed. The user interface is simple, and the system looks modern in keeping with the entire library. Because they don't have machines down for weeks waiting for coin-box repairs, Cerritos Library's technology staff reduced the number of MFPs from six to five. "The HP solution is cleaner, less expensive, easier to use and easier to manage," says Ying.

All this allows Cerritos Library to expand its vision of customer service. Already some 3,000 patrons a day

use the library—a total equal to 7% of the Cerritos population. As another benefit, local businesses can print their marketing collateral on the new MFPs, enabling the library to support community economic vitality while expanding the library's customer base. Next up is deployment of Pharos software for wireless mobile printing, enabling patrons to order work from anywhere using a personal URL.

Cerritos adopted the solution first in the city library, but GST's Ngo sees demand rising to expand to the local college—and beyond. Leveraging the development work already done for the Cerritos Library project, he says, organizations everywhere can deploy similar systems quickly, easily and economically. "It's available now as a turnkey solution including equipment maintenance and supplies management," Ngo says. "Organizations should see this as a great potential revenue generator anywhere there's a need for print or scan or email. It could be an airport, a supermarket, a college, a cafe or bookstore—anyplace people gather and spend time."

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