



## Disney's corporate commitment to the environment establishes foundation for HP Managed Print Services



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—Charlie Weiner, SVP, Enterprise Infrastructure Services, The Walt Disney Company

### HP CUSTOMER CASE STUDY:

The Walt Disney Company's "Green Standard" benefits from HP Managed Print Services

**INDUSTRY:**  
Entertainment

#### OBJECTIVE:

Implement a new approach to managing print needs that would align with environmental citizenship goals

#### APPROACH:

Disney worked with HP to develop its Document Output Management Program using HP Managed Print Services

#### BUSINESS BENEFITS:

- Consolidated monthly usage reports enabling management analysis
- Automated toner ordering based on alerts from HP Web Jetadmin software
- 59% reduction in the number of devices
- A single source for invoicing and on-site service

#### ENVIRONMENTAL BENEFITS:

- Reductions of more than 18% in energy usage
- Pages printed reduced 1.5 million sheets per month on average from duplexing
- Energy CO<sub>2</sub> emissions reduction an estimated 407,000 lbs over 36 months
- Paper CO<sub>2</sub> emissions reduction projected at more than 500,000 lbs over 36 months from duplexing
- 100% recycling of toner cartridges through HP Planet Partners recycling program



The Walt Disney Company is known for many things: trail-blazing animation, magical theme parks, excellent management and a strong corporate culture with an eye toward environmental sustainability. So when Disney looks for expertise and innovation in printing, the admired entertainment industry leader turns to HP.

"Across the entire company, including our Enterprise IT, Disney seeks the best solutions to help deliver on its environmental promise," notes Charlie Weiner, senior vice president, Enterprise Infrastructure Services at Disney. "That's exactly what we expected when we brought in HP and a Managed Print Services (MPS) solution, and the results have lived up to expectations."





# GREEN WORKSPACE

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The MPS solution is helping to cut energy and paper usage, increase recycling, and reduce Disney's carbon footprint. Titled Document Output Management (DOM) at Disney, this program has cut the number of printing and copying devices at Disney by 59%, while delivering improved capability to Disney employees—faster, more reliable printing and copying, combined with new capabilities such as scanning to email and network faxing.

## PRIORITIZING PRINT MANAGEMENT

Disney is a beloved global kingdom of its own. With a long history of conservation, Disney has continued to raise its environmental profile over the past several years, setting ambitious environmental goals and targets, and rolling out a set of "Green Standards" to guide planet-friendly employee workplace practices.

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Jeff Cooper, vice president, Enterprise IT Client Services, The Walt Disney Company

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Disney started discussions with HP about two years ago at a time when many of its printers and copiers needed replacing. "We wanted to engage printing experts to help us identify environmentally responsible printing solutions using technology that would best serve our needs," says Weiner.

Goals included improving environmental citizenship, reducing the number of printer/copier models deployed throughout the company, reducing the number of vendors to make management easier, and updating the technology.

HP experts analyzed printer and copier usage at Disney and came up with a plan for providing appropriate technology to users, while dramatically reducing the number of devices and associated impact.

The result is what Disney internally calls its Document Output Management program. Among the highlights:

- Reductions of more than 18% in energy usage
- Pages printed reduced 1.5 million sheets per month on average from duplexing
- Energy CO<sub>2</sub> emissions reduction an estimated 407,000 lbs
- Paper CO<sub>2</sub> emissions reduction projected at more than 500,000 lbs over 36 months from duplexing
- 100% recycling of toner cartridges through HP MPS
- 89% reduction in device models
- Approximately 90% reduction in vendors
- 59% reduction in the number of devices
- A single source for invoicing and on-site service
- Consolidated monthly usage reports enabling management analysis
- Automated toner ordering



“Probably more important than anything, we’ve achieved a high level of employee satisfaction,” says Jeff Cooper, vice president, Enterprise IT Client Services at Disney. “With HP’s input, we’ve made great improvements, we’re aligned with our environmental objectives, and today, employees like the results.”

## CONSOLIDATION ENABLES TECHNOLOGY UPGRADES

Probably the most visible sign of Disney’s Document Output Management program is the space freed up by consolidating devices. In areas where employees once had their own desktop printer and there was a copier nearby, there is now likely to be a single HP multifunction printer (MFP) serving a workgroup. The new HP MFPs routinely print faster, and with better quality, than the devices they replaced. They print, copy, and provide new capabilities such as faxing, networked scanning and scan-to-email/scan-to-folder (for digital document storage).

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*“Knowledge is power. Now we have a good picture. HP’s reporting helps us make intelligent decisions both today and moving forward.”*

Jeff Cooper, vice president, Enterprise IT Client Services, The Walt Disney Company

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In areas with especially high volume printing, there are also HP LaserJet printers. Color printing is now more widely available than ever before at Disney, both on HP Color LaserJets and HP Color MFPs.

Cooper acknowledges that, at first, Disney employees were a bit hesitant about the idea of giving up their desktop printers. “But as HP devices got out into the workplace to demonstrate what those devices could do for them as well as the overall environmental picture, there was an eager acceptance. The end result is that we got equipment that was quicker, better, and functionality was significantly improved. People can do things they couldn’t do before.”

## CUSTOMER SOLUTION AT A GLANCE

### Primary application

Printing, copying, scanning, faxing

### Primary services

- Managed Print Services
- Education Services

### Primary hardware

- HP LaserJet printers
- HP LaserJet MFPs
- HP Color LaserJet printers
- HP Color MFPs

## ENVIRONMENT COMES FIRST

In Disney’s review of managed printing, environmental benefits ranked near the very top of the company’s objectives.

A strong commitment to good corporate citizenship is as much a part of Disney’s heritage as the family entertainment that has delighted audiences for decades. Disney has publicly articulated its commitment to reducing the company’s operational impact on the environment and to inspiring environmental stewardship among employees, guests, consumers and fans.

Disney’s consolidation eliminated 59% of their devices, which naturally led to energy reduction benefits. New printers are ENERGY STAR® qualified, which further reduces energy needs.

In addition, as part of the HP Managed Print Services Program, toner cartridge recycling at Disney through HP Planet Partners recycling is virtually 100%.

“When we embarked on this program, one of our requirements was that recycling was incorporated and that when we disposed of our previous devices, they were removed in an environmentally sound manner. We also wanted to reduce the footprint of our devices and reduce paper usage every year,” Cooper notes. “HP has helped us achieve all of these objectives. In fact, HP’s own environmental profile is one of the reasons we expected its solutions would meet our objectives.”

To reduce paper usage, Disney’s “Green Standard” encourages employees to utilize duplex printing whenever possible. The combination of duplex printing, increasing scan-to-email and scan-to-folder usage, and the overall emphasis on responsible printing has resulted in a significant reduction in paper usage.

The company also utilizes HP Access Control in some areas. With Access Control, users can send print jobs to networked printers, but the jobs do not actually print until the employee goes to the printer and scans an ID card. Access control eliminates waste from print jobs that are sent to the printer but never picked up and increases security of confidential information. It also facilitates remote printing for employees who travel or work from their home office; they can send a job to print and pick it up when they arrive at the office.

## WHY HP?

Why did Disney choose HP for its DOM program? “HP gave us great flexibility and it’s an industry leader in printing with knowledge of the entertainment industry,” says Weiner.

HP's expertise in print management helped Disney managers develop a new paradigm for printing. Rather than simply replacing devices, HP researched the printing and document needs, and developed the DOM solution to satisfy those needs. That includes reconfiguring where devices are deployed, consolidating, and updating to new and improved MFP technology. In addition, training from HP was tailored to Disney's requirements, on-site service with four-hour response and six-hour time to repair is included, software-based toner ordering is automated and the company receives a single, easily understood monthly invoice.

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"Having a single invoice is a huge advantage for us," Cooper says. "We don't have to spend time and effort consolidating statements from 17 different vendors in order to get the overview of our print environment."

Another advantage: a detailed and consolidated usage report. Disney and HP together analyze the monthly usage report to evaluate printing and copying efficiency at more than 350 locations or line of business, and adjust deployments accordingly.

"Knowledge is power," Cooper intones. "Now we have a good picture. HP's reporting helps us make intelligent decisions both today and moving forward."

## HP EDUCATION SERVICES

### Education generates understanding

To launch DOM at Disney, HP provided training in a variety of forms, tailored to Disney's needs at various locations. Training programs ranged from open houses with HP experts and devices, to online training and on-site 45-minute training programs offered throughout the day by HP personnel. Disney employees attended in groups ranging from 20 to 100 people.

"The training provided by HP was remarkable," says Cooper. "The trainers were expert and professional in briefing our staff."

Some departments at Disney had HP Education Services tailor on-site training to address specific questions and specialized applications. Some departments preferred a 'train-the-trainer' program with HP preparing Disney staff to provide ongoing employee instruction. HP provided the teaching materials that Disney employees would use. "The diversity of our business operations is not particularly suited for one size fits all, and the flexibility of HP Education Services options helped us target specifically to our staff needs," says Cooper.

A key aspect of on-site training focused directly on Disney's ongoing environmental culture and objectives with the DOM program. Employees were educated both on the built-in environmental benefits of the new program—such as lower energy usage and toner cartridge recycling—as well as how they could reduce paper usage through increasing duplex printing, scanning documents and distributing them electronically, and more.

"Education on the environmental benefits was an important part of rolling out DOM internally," says Cooper. "Companies can find facilitating change to be challenging. When our staff gained the understanding of the environmental impact as well as the expanded print and document capabilities, it became obvious that change was beneficial for individuals and Disney."



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