SAP ASIA PTE LTD

SAP Asia Pte Ltd meets both business and environmental targets

"With HP Managed Print Services we have achieved our strategic goals of improved cost, print and support efficiency and the biggest advantage of carbon efficiency."

Anil Khatri, head of IT for South Asia, SAP Asia Pacific

HP CUSTOMER CASE STUDY:
Managed Print Services reduces print costs by 35 per cent

INDUSTRY:
Business software development

OBJECTIVE:
Implement a print solution that would reduce costs, improve ongoing support, create a more efficient print environment and deliver the principal goal of environmental sustainability

APPROACH:
Asked existing print partner, HP, to prepare individual business cases for each Asia Pacific and Japan (APJ) country, setting out the cost, support and environmental advantages to be gained

IT IMPROVEMENTS:
- Cut energy consumption by almost 50,000 KwH a year
- Streamlined printer implementation and reduced end-user disruption with HP Universal Print Driver (UPD)
- Lightened the administrative burden and freed up IT staff for more important work through remote monitoring of toner levels and faults
- Reduced paper wastage with PIN number collection system for print jobs

BUSINESS BENEFITS:
- Lowered annual print costs by more than 35 per cent
- Reduced print and paper-related CO_2 emissions by 40.1 per cent
- Cut print volumes by 20 per cent, reducing paper consumption by nearly 609,000lbs year
- Reduced printer fleet from 600 devices to 390 to cut costs, save floor space and simplify management

Headquartered in Walldorf, Germany, SAP is the world's largest business software company with more than 53,800+ employees at sales and development locations in over 75 countries worldwide. It was founded in 1972 and its applications and services are now used by more than 170,000 customers.

SAP Asia Pacific serves 15 countries, extending from India through Japan to Australia and New Zealand. Its 15,475 employees rely on swift and efficient print but the region's print landscape was failing to deliver the required standards of environmental sustainability, cost efficiency and support.

"Our fleet came from four different vendors and included multiple printer models with different support programmes from each vendor. The difficulty and cost of managing and supporting so many printers was unacceptable," says Anil Khatri, SAP's head of IT for South Asia. "Our strategy was to have standardisation so that we could comprehensively measure our print volumes and at the same time measure our carbon impact."

BUSINESS CASES FOR EACH COUNTRY

Seeking a new solution, SAP Asia Pacific turned to its long-time associate HP, with whom it already had a print agreement for the EMEA region. Although HP was not officially asked to compete with other vendors in a tender situation, it had to present individual business cases for each SAP territory across the Asia Pacific and Japan (APJ) region.

"The fact that we already had this global contract with HP in EMEA was part of the reason that we did not go into a tendering process. Also, 60 to 70 per cent of our existing printer fleet was already HP so it made sense for us to go with them," says Khatri. "However, HP did have to compete in one sense because in each country it had to make a business case that would demonstrate cost advantages, show how we could achieve sustainability by reducing our carbon impact, improve the support model and provide a better print experience for the end-users."

HP succeeded in meeting SAP's business and green criteria and the result was a 35 month Managed Print Services (MPS) contract covering Malaysia, China, Japan, India, Korea, Hong Kong, Indonesia, Thailand, Taiwan, Philippines, Australia and New Zealand.

In a phased approach, new print environments were designed by HP, agreed with the stakeholders and then implemented in each location. The new deployments enabled SAP Asia Pacific to reduce its total fleet of devices by approximately 35 per cent, from 600 to 390, replacing many standalone printers, fax machines, scanners and copiers with leased HP LaserJet machines, focusing mainly on multifunction printers (MFP) that print, scan, fax and send to email all in one device.

The strong governance from both HP and SAP was the underlying factor that contributed to the successful completion of the project. "In order to have a uniform approach in all countries, the buy-in from different stakeholders was a key success point." commented Marcus Wiese, MPS Service Principal, HP APJ.

Printers are located in central print stations and implementation was streamlined by the use of the HP Universal Print Driver (UPD) which simplifies the task of managing multiple devices with the use of a single driver.

"When we were changing the fleet we did not want to install hundreds of drivers for different printer models which would have brought a lot of disturbance for our end-users," explains Khatri. "Using the HP UPD helped to avoid that and HP managed the deployment very well."

REDUCED PAPER CONSUMPTION

Following the company's global ethos, one of SAP Asia Pacific's principal aims was environmental sustainability. To reduce paper consumption, the company has made duplex printing the default for its printers and has also implemented a Pin Print solution, so users have to key in a PIN number to collect their print jobs. This brings both cost and environmental benefits by reducing paper wastage from uncollected prints. If print jobs are not collected within two days, they are deleted from the print queue.

CUSTOMER SOLUTION AT A GLANCE:

PRIMARY HARDWARE
- HP LaserJet P3005dn
- HP LaserJet P4015x
- HP LaserJet M3035mfp series
- HP LaserJet 4345xm mfp
- HP LaserJet M5035 mfp series
- HP Color LaserJet CP3505 series
- HP Color LaserJet 4700 series
- HP Color LaserJet 5550 series
- HP Color LaserJet CP6015dn
- HP Color LaserJet CM4730fsk mfp
- HP Color LaserJet CM6040f mfp

PRIMARY SOFTWARE
- HP Web Jetadmin
- HP Universal Print Driver

HP SERVICES
- HP Managed Print Services

Already, SAP Asia Pacific has reduced its annual volume of 1,190,000 pages by 20 per cent and following this initial solution, it aims to implement a Pull Print solution which will make jobs available at any machine on the network, accessed by security badges or cards.

To further reduce CO_2 emissions, printers are set to Eco-Mode which consumes less toner by lightening the print density and all used cartridges are disposed of in an environmentally friendly way by HP.

An APJ-wide Green IT assessment carried out by HP for SAP has revealed significant benefits. Print-related energy consumption has dropped by almost 50,000 KwH, CO_2 emissions related to print energy and paper manufacture have been reduced by 40.1 per cent and overall costs from energy and paper have fallen by over 41 per cent which continues to rise as time goes on.

ENERGY CONSUMPTION	BEFORE	AFTER	PERCENTAGE
Energy (KwH)	155,565	101,105	65%
CO2 emissions from print energy and paper (lb)	2,999,241	1,770,020	40.1%
Paper (lb)	1,469,735	860,869	59%
Energy and Paper Costs (USD)	816,439	479,162	41%

In addition to these concrete advantages, the company is also experiencing a number of soft benefits. Printers are remotely monitored by HP, using the HP Web Jetadmin application so toner is automatically replenished, reducing administrative overheads for checking, storing and distributing cartridges. Since the printers are owned by HP, it also deals with all maintenance and overhaul issues, freeing up SAP's own IT staff for more business-critical tasks. Using the MFPs' scan, copy and fax functionality has delivered greater automation which combines with the faster print speed of new devices to increase efficiency and staff productivity.

"HP has always been a strong partner of SAP and with this Managed Print Services agreement, that partnership is creating an environment that is not only beneficial to us as a company but is also enabling us to give something back to society through environmental sustainability," concludes Khatri.

To learn more, visit www.hp.com

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