

Telecom Italia reduces costs by optimising the printing of technical drawings



“HP’s initial approach, which was both proactive and constructive, convinced us straight away because, right from the early stages of the analysis, the opportunity emerged for significant savings and greatly increased efficiency.”

—Sergio Bruschini – Open Access demand manager – Telecom Italia

HP customer case study
Telecom Italia chooses HP Designjet T790 plotters to consolidate its installed set of plotters and to drastically cut maintenance and running costs

Industry
Telecommunications

Objective

Telecom Italia needed to optimise and consolidate the set of plotters used by the Open Access facility for printing designs and renderings for network infrastructure. Over time, maintenance costs for the peripherals and ink consumption had increased beyond control, while performance had fallen below the acceptable level

Approach

After some analysis with HP, Telecom Italia decided to standardise the set of plotters, purchasing Large Format printing solutions from the same series in order to simplify management, maintenance and the selection of the correct print size to prevent wastage. The Print on Demand mode was also introduced, for better, faster cost control

IT improvements

- Reduced operating costs by 30 per cent thanks to the new HP Large Format printing solutions
- Training and maintenance benefited from significant cost-cutting thanks to the uniformity of the plotters installed
- Operation and consumption are managed using software that ensures precise control
- Tailored printing solutions have improved efficiency such as printing in different formats

Business benefits

- Improved print quality when producing designs and renderings for presentations to private sector clients and local government
- Increased satisfaction of internal customers (peripheral structures), who are monitored and guided in their daily operational needs more efficiently
- Increased reliability of the peripherals ensuring greater business continuity and better service to end customers



Telecom Italia is the largest telecommunications group in Italy, offering landline and mobile telephone services worldwide, as well as internet access and entertainment services. It was formally established in 1994 through the merger of several telecommunications companies and currently has over 84,000 employees, producing revenues of almost 30 billion Euros.

Telecom Italia’s Open Access structure accounts for around 20,000 employees and is responsible for managing the development and maintenance of the network, as well as monitoring network access service supply processes for both Telecom Italia and other operators.

In more than 100 Open Access branch offices, Large Format printers are used to print infrastructure designs and renderings, to be used in network maintenance and customer service.

Customer solution at a glance

Application

CAD
Graphics rendering

Hardware

- HP Designjet T790
- HP Designjet T2300 eMultifunction Printer (eMFP)

HP Services

- HP Managed Print Services

"In 2011, we realised that company growth and the different structures used by designers, had led to total chaos with regards to printing devices. This had left us with different brands, formats that were often not suitable for our requirements, multiple maintenance contracts and poor control over the use of consumables, thereby high costs and inefficiency," says Sergio Bruschini, Open Access demand manager, Telecom Italia.

The age of the installed set of devices and a lack of coordination were generating on one hand, unnecessary spending (such as on maintenance contracts for machines that had not been used for some time) and productivity problems on the other, resulting in machine downtime for trivial reasons, such as a missing cartridges or spare parts.

"In June 2011, together with HP and our subsidiary SSC (which provides IT services to the entire group) we began a process of analysis," says Bruschini, "which, thanks to HP's proactive and constructive approach, soon highlighted the cause of the poor efficiency and the action that was needed to reach our goal."

Consolidation

It soon became clear that using plotters from the same brand would bring down maintenance and operating costs. A detailed analysis of the needs of each site showed inefficient use of devices with regard to format: for example, the A3 paper size was used improperly, even when printing office documents.

One hundred and six HP Designjet T790 models (two different models A1 and A0 formats depending on end-user needs) were ordered and installed within two months of the end of the analysis stage which had also included the calculation of Total Cost of Ownership (TCO) for the various alternatives. Previously, printing on A0 paper size had been done externally at a significant cost which could not be monitored. To complete the project and lighten the workload of the plotters, over 90 HP printers were allocated to A3 size printing.

"The plotters able to print in A0 format were only allocated to the sites that actually needed them, determined thanks to precise break-even analysis," explains Bruschini, "while the headquarters received an HP Designjet T2300 eMultifunction Printer model, which can also scan and copy."

Management and print on demand enable cost cutting

Consolidation with a single supplier brings several advantages, both in terms of cost and quality. The tools supplied by HP mean the installed set of devices and Large Format printer consumption can be monitored automatically. In addition, thanks to an HP Managed Print Services contract, procuring consumables has been centralised and is conducted online, meaning spending can be easily monitored and controlled.

"HP's analysis of our requirements, along with our previous positive 'Print On Demand' experience, has helped us to cut operating costs by about 30 per cent," explains Bruschini. "The improved efficiency does not stop here: staff training costs have been reduced thanks to the uniformity of the devices, while the next business day service contract ensures we have fast, fixed times for maintenance. The quality for both for internal users (staff in Open Access offices) as well as end-users has also improved. We can show telephone operators and local government that we can deliver more efficient printouts."

Future and sustainability

In addition to greater flexibility and management capabilities, the benefits of HP Large Format printers also include low energy consumption and reduced use of consumables, features that are increasingly important in view of the growing need for environmental sustainability. Soon, it will also be possible to switch on the web-connectivity feature of the Large Format printers, thereby introducing a wealth of new possibilities with HP ePrint & Share enabling cloud printing of large format documents from virtually anywhere. To ensure continuity for the project, Telecom Italia has also signed up to HP's "trade-in" campaign

For more information

For more information about HP Managed Print Services, go to hp.com/go/mps

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