

## Case study

# Kelly-Moore Paints

**HP MPS provides visibility into the print environment, facilitates quality service delivery, expense reduction, and change management**



### Industry

Paint manufacturing, distribution and retail

### Objective

- Identify the cost of printing on a company-wide basis
- Provide uniform, improved printer service
- Help reduce print costs

### Approach

Kelly-Moore chose HP Managed Print Services to provide Premium Support including HP Original Supplies, routine maintenance and repair services for 362 devices in 129 locations

### IT matters

- A data collection solution provides data-rich reports in real time on printer usage and device status

### Business matters

- Reduction of 60% in printing-related service and supplies costs
- Device consolidation in back office helps reduce service costs and footprint
- Incorporating routine maintenance improves print reliability and quality
- Centralized supplies replacement processes help reduce costs and simplify ordering
- Access to print usage data enables fact-based decision-making
- Quicker resolution of printer problems and reduced downtime



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– Vojta Borovian, IT Director, Kelly-Moore Paints

**KELLY-MOORE®  
PAINTS**

Kelly-Moore Paints is a manufacturer, distributor, and retailer of high-quality paint products. It has a nationwide network of authorized dealers as well as 150 company-owned retail stores in seven states. Providing consistent, high-quality print services in all those locations was an ongoing challenge for the IT department—until it enlisted HP Managed Print Services. With a validated 60 percent reduction in internal printing costs, the company now knows exactly how much is being printed and where, and is confident that each location receives quality printer service.

As Kelly-Moore's IT Director, Vojta Borovian is ultimately responsible for providing print services not just for the company's California-based headquarters, but also for its retail network.

It's no easy task. In the past, printing was decentralized. Individual store managers dealt with local service providers and purchased their own print supplies. At Kelly-Moore headquarters, there was no visibility into local operations when it came to printing. No one knew how much was being printed, or how much it cost each month. They weren't even sure what printers were at each location.

## Choosing HP MPS

Borovian set out to change all that. He wanted to account for printing as an identifiable, quantifiable monthly expense, and to ensure every location received high quality service at a reasonable cost. The obvious choice: a centralized Managed Print Services solution. He quickly decided to turn to HP to implement MPS.

"Any time you look at printing, you have to consider HP very seriously," he says. "HP is unquestionably a leader in that space. And we trusted that HP's printing expertise extended to the way it would provide Managed Print Services."

His goals for MPS were to gain visibility into the company's print network through an automated data collection system, to ensure fast, consistent, high-quality service, and to help reduce the cost of printing overall.

## Premium support for locations nationwide

Borovian's team negotiated a customized HP MPS solution that he characterizes as "white glove" service. HP provides Premium Support that includes all supplies cartridges, preventive maintenance, parts, and repairs. Last year, the HP MPS solution supported more than 350 devices from multiple vendors in 129 locations. Printers supported under MPS at Kelly-Moore print 3.78 million pages annually.

How does Borovian know so precisely about his printing fleet and print production? As part of the MPS solution, HP identified every print device on the Kelly-Moore network with a unique number. Then it deployed a remote print monitoring and data collection solution.

The monitoring solution includes tools to automatically find every Kelly-Moore printer, collect information on usage and printer status in real time. Borovian and his staff can access it at any time.

"Gaining that kind of visibility into our print usage was one of my highest goals for MPS, and the HP solution delivers just what we need," Borovian says. "Having that kind of print data drives better decision-making, both for our corporate locations and stores."

## Right printer for the job

Kelly-Moore's MPS program includes some new printers. But for the most part, the HP MPS team is responsible for maintaining the company's existing fleet of HP and other printers.

"It was important to us that HP was willing to take on management of our existing non-HP printers as well," Borovian says. "As we move forward, we expect to replace them with HP models and move toward a more standardized print fleet."

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Kelly-Moore decided to upgrade immediately in company-owned stores. HP LaserJet Pro 400 series multifunction printers were deployed in the back office area to replace a combination of a standalone printer and a nearby copier. In addition, HP LaserJet 600 series printers were deployed at the front counter of many stores.

Replacing aging devices in the stores has improved print reliability and quality. Consolidating devices in the back office cuts service costs and reduces the footprint for printing.



## Improving service actually reduces costs

Before implementing HP MPS, each Kelly-Moore store manager purchased hardware service locally—with varying levels of quality. Preventive maintenance was rarely performed. Service calls were all about repairing hardware that had failed. Downtime was always an issue.

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“Sometimes the problems were fixed well; sometimes they weren’t,” Borovian recalls. Now, all service is provided by HP technicians. Users have a single number to call for service. HP technicians arrive quickly, based on the service level agreement negotiated for each facility under HP MPS.

“Response is more consistent and faster than it was before,” Borovian says. “Because we didn’t have a centralized service provider

before HP MPS was in place, each location struggled to get service. They had to follow up again and again.”

When HP technicians arrive at a Kelly-Moore location, they determine whether any preventative maintenance needs to be done, heading off problems before they occur. “That step alone has improved the reliability of our printers,” says the IT director.

In fact, better quality service that includes routine maintenance contributes significantly to an amazing 60% cost savings in printer support and supply costs.

## One call for all supplies

In the past, store managers would purchase toner or ink from a local supplier, usually at full retail cost. Often, they would purchase multiple cartridges and store the extras in some out-of-the-way corner of the store.

“Sometimes those backup cartridges got lost. There were cases where we found 20 cartridges sitting in a store, some of them for printers that were no longer operating,” Borovian says. “There was a whole issue with properly managing supplies.”

Now, whenever a printer displays a low supplies notification, a user calls HP directly, provides the unique printer number, and the proper cartridge is immediately shipped to the location where it is needed. There is no need to stockpile cartridges, and all supplies leverage pricing under an HP MPS multi-year contract.

## Customer at a glance

### Application

Enterprise printing, copying, scanning

### Hardware

- HP LaserJet Pro 400 MFP M425dn multifunction printers
- HP LaserJet M625 laser printers
- HP LaserJet Enterprise 600 printer M602 laser printers

### HP services

- HP Managed Print Service

## Data drives good decision-making

Borovian says the first year of the Kelly-Moore HP MPS agreement has been successful in providing a consistently high level of print service, with improved uptime and print quality along with faster printer service. At last, he knows exactly how much the company spends on printing, and he is driving that cost downward.

“Our next step is to combine HP expertise with the data to help us make informed decisions about our printer fleet and printing services overall, in order to optimize the environment.”

– Vojta Borovian, IT Director, Kelly-Moore Paints

But that, he knows, is just the beginning of what HP MPS offers.

Next comes better decision-making, courtesy of all the data being compiled by the remote monitoring data collection solution. He receives regular reports from HP that outline print volumes, device utilization, consumables, trends in usage, and service statistics.

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overall, in order to optimize the environment,” Borovian says. Under-utilized printers can be moved to locations with greater demand. The work of multiple devices can be consolidated to a larger device with a lower operating cost per page.

## Leveraging HP MPS for change management

Beyond that, as an IT manager, he sees opportunities to study operational differences from one location to another. “I can look at the data holistically. Why is one store printing 25% more than any other store? Are they doing something wrong, or something right?”

Such efforts dovetail with Borovian’s role as a change manager. He says Kelly-Moore used to be a very paper-intensive company. But his IT staff is leveraging new technologies and services to move transactions and processes into the digital world.

“HP MPS is a key initiative for change management.”

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“We’re engaging our business units to make better decisions that will help transform the company,” he says. “HP MPS is a key initiative for change management.”

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