

Case study

SupplyMaster, Inc.

Best practices for Partners in leveraging quality and reliability with Original HP Supplies



Industry

Business Services

Objective

Satisfy customers and earn their loyalty by delivering high-quality print products and services

Approach

- As an HP Gold Partner and Managed Print Specialist, standardize on high quality through HP MPS, HP printers and only Original HP Supplies

IT matters

- Deliver professional-quality pages and peak printer performance with HP Original Supplies
- Select Original HP Supplies as 70% of print quality¹ is determined by the toner cartridge
- Optimize deployment of HP printers for cost-efficient productivity
- Manage print supplies without burdening client staff

Business matters

- Build customer loyalty by delivering high-quality HP products and services
- Improve staff productivity for customers through reliable performance of HP printers with Original HP Supplies
- Avoid hidden costs of compatible cartridges, including compromised quality, reliability and performance
- Engage HP expertise and resources to reinforce customer experience and review solutions expansion



“When you invest in quality, you’re never disappointed. We recommend only Original HP Supplies. As an HP Partner, we leverage the wealth of HP resources to support our clients’ success.”

—Susan Brewer, President, SupplyMaster, San Diego County, Calif.

Delivering only the highest quality spells success for SupplyMaster

SupplyMaster is an HP Gold Partner and HP Managed Print Specialist that has proudly served public sector clients in Southern California since 1984. Guided by the philosophy that doing what’s best for the customer creates loyalty for life, SupplyMaster delivers only the highest quality products and services. With best practices that include leveraging the wealth of HP corporate resources and recommending only Original HP Supplies, the company maximizes client efficiency while lowering total cost of ownership. This approach spells success for both SupplyMaster and the customers it serves.



Susan Brewer grew up in her family's office equipment business selling typewriters, ribbons and calculators. Today she and her husband, Doug, offer both traditional transactional purchases and HP Managed Print Services for K-12 school districts and other public sector customers. SupplyMaster is an HP MPS partner, a certified woman-owned business, and a CMAS (California Multiple Awards Schedule) Approved Contractor. The best-practice acumen of this small business has earned decades of customer loyalty.

"Our philosophy has always been to do what's in the customer's best interests," says Susan Brewer, SupplyMaster President. "When you invest in quality, you're never disappointed."

"It is definitely in our customers' long term best interest to use only Original HP Supplies."

—Susan Brewer, President, SupplyMaster, San Diego County, Calif.

Only Original HP Supplies recommended

When Brewer visits clients, she likes to explain why SupplyMaster recommends only Original HP Supplies whenever possible. "I like to illustrate print costs with the visual of an iceberg," she says. The part of the iceberg above the water is like the visible costs of printing, she explains. "But the iceberg below the water includes all of the hidden costs relating to reliability, quality, performance and productivity. With up to 70% of print quality determined by the toner cartridge², there are real hidden costs for printing with anything other than Original HP Supplies," she notes.

SupplyMaster tested remanufactured cartridges in its own equipment. "We found the print quality inconsistent and unacceptable when using compatible cartridges," she says. When toner cartridges cause poor-quality output, paper is wasted, and staff must spend time reprinting.

Cartridge leaks can damage printers, making them require more frequent repair and replacement. "Compatible toner ends up being one of those hidden icebergs that cost customers more in the long run," Brewer says, "more paper cost, lost staff productivity, equipment longevity, and staff frustration."

"If I wouldn't put it in my own printer, I won't recommend it to a customer," she says. "It's an intelligent market out there. They realize that if you get a printer dirty, you're going to need a service call. You're going to need to replace the fuser. You're going to waste valuable staff time and impact productivity."

LaserJet and PageWide Printers

As an HP MPS Partner, SupplyMaster enables its clients to optimize their print environments, manage supplies, and keep abreast of technical advances. HP LaserJet Printers with Original HP Toner cartridges now feature JetIntelligence technology to deliver more pages, peak performance, and anti-fraud protection. HP PageWide Technology Printers deliver fast speeds, advanced security, and up to 40% lower color cost per page compared to laser printers³.

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To ease supplies management, SupplyMaster has data collection software installed on clients' network printers; under some contracts when supplies reach designated levels, a technician is automatically dispatched to install a replacement cartridge. All customers receive printer supplies as needed. Clients also benefit from HP cartridge recycling through HP Planet Partners Recycling Program.

Customer at a glance

Application

Business Services including HP Managed Print Services and Original HP Supplies for public sector customers

Hardware

- HP LaserJet Printers
- HP PageWide Printers

Software

- Data Collection Software

HP services

- HP Managed Print Services
- HP Planet Partners Recycling

Supplies

- Original HP Cartridges

Leveraging HP corporate resources

SupplyMaster's best-practice approach takes full advantage of HP expertise and resources. Brewer absorbs knowledge from HP sales and technical experts, and recommends that every HP Partner develop a close relationship with their Partner Business Manager (PBM). Whenever appropriate, she brings HP experts with her to meet clients, as part of an integrated team.

SupplyMaster invites clients to HP facilities such as HP Experience Centers, where they can see the latest technologies up close. It also provides customers with HP printer demonstration models to evaluate for 60 days—98% of these models are selected to keep.

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The SupplyMaster team also takes advantage of HP printed and electronic educational materials that are provided to customers. While K-12 purchasing decisions often involve top executives and board members, the SupplyMaster team also works closely with the staff who most frequently use and recommend printers, Brewer says.

Customers are busy people who appreciate the recommendations and service that keep their schools and businesses running at tiptop efficiency, she explains. “If printing is easy, they don’t have to think about it. Original HP Supplies keep things easy and customers happy,” Brewer says. “A happy customer is a loyal customer.”

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¹ Based on cartridge yields for HP 131A and 507A compared with HP 201X and 508X Original HP toner cartridges. For more information, see hp.com/go/learnaboutsupplies.

² Based on Original HP color and monochrome All-in-One cartridges and the EP process steps required to print a page.

³ 40% lower color cost-per-page compared with color lasers: Comparison of HP PageWide Pro and Enterprise class devices, not sold under contract, with the majority of in-class color laser MFPs < \$3000 USD, and color laser printers < \$1249 USD as of November 2016; market share as reported by IDC as of Q2 2016. Cost per page (CPP) reported by gap Intelligence Pricing & Promotions report Oct 2016, comparisons for all supplies are based on published specifications of the manufacturers' highest-capacity cartridges and page yield. Average yield based on ISO/IEC 24711 and continuous printing. Actual yield varies based on content of printed pages and other factors. For details see hp.com/go/learnaboutsupplies.

