

Case study

Pasadena Unified School District

District improves service, cuts costs with HP MPS



Industry

K-12 Education

Objective

Improve printer service response and cost efficiency, while reducing internal IT support requirements; consolidate print environment

Approach

Engage HP Managed Print Services through HP Partner SupplyMaster

IT matters

- Speed service response time from 2-4 days to within 24 hours
- Reduce number of printers by more than 30%¹
- Supplies delivery eases inventory management
- Free IT staff for strategic initiatives

Business matters

- Increase end-user satisfaction; eliminate complaints
- Engage with vendor that proactively recommends optimization
- Identify \$5,000 in savings over first contract year
- Support transition to digital workflows



“Every decision is driven by cost and customer satisfaction. HP MPS delivers service end users rave about. At the same time HP finds ways for the District to reduce costs.”

—Tendaji Jamal, Chief Technology Officer, Pasadena Unified School District

California’s Pasadena Unified School District (USD) enrolls 18,000 students at 32 sites covering three city municipalities spread over 36 square miles. The district used non-HP managed print services and was dissatisfied. Slow response times generated user complaints that often escalated to district staff. In addition, instead of repairing printers, the vendor habitually recommended purchasing new devices at additional cost. Pasadena changed all that with a move to HP Managed Print Services (MPS) through HP Partner SupplyMaster.

Even as it embraces digital technologies, Pasadena USD uses printers at its school campuses and in its business offices to print reports, memoranda, flyers, presentations, and other documents. End users include the superintendent, office managers, administrative assistants, teachers, principals, counselors, deans, and registrars. With the previous print provider, all user groups were complaining.

Slow response, user complaints spur change

Users were frustrated that it took two to four days for service. When technicians finally arrived, they often failed to bring replacement parts with them. District personnel concerned about IT budgets didn't appreciate that the vendor frequently advised replacing rather than repairing printers, costing more now for some hypothetical future return on investment.

The IT department opted to repair printers on its own, burdening the six field technicians who provided all of the district's technology support needs. Too often, complaints reached all the way to the IT director. "I would receive calls and emails with issues and concerns about the print solution," recalls Tendaji Jamal, Chief Technology Officer, Pasadena USD. "That means issues escalated past my help-desk lead, past my technical-repair lead, past my operations coordinator, and made it all the way to me."

Colleagues recommend HP MPS

Looking for a better solution, Jamal consulted colleagues at the California Educational Technology Professionals Association (CETPA). They recommended an HP MPS program to optimize, manage, and improve their printing and digital workflows.

"Several people in my CETPA consortium said they use HP MPS and it's great."

– Tendaji Jamal, Chief Technology Officer, Pasadena Unified School District

"We decided HP MPS through HP Partner SupplyMaster was the best fit for our District. I was upfront that our goal was to transition to a paperless environment and HP was willing to jump in and help us with that initiative."

– Tendaji Jamal, Chief Technology Officer, Pasadena Unified School District

"Several people in my CETPA consortium said they use HP MPS and it's great," Jamal says. "We considered different options and decided HP MPS was the best fit for our district." One reason was that HP MPS embraced Pasadena USD's commitment to digital workflows. "I was upfront that our goal was to transition to a paperless environment, so our trend was to decrease print output year by year," Jamal says. "HP MPS was willing to jump in and help us with that initiative—to look at the big picture and our long-term goals rather than lining their own pockets with this immediate project."

Finding \$5,000 optimization savings in first year

HP MPS assessed the district's existing print infrastructure and identified \$5,000 in possible savings in the first contract year by optimizing printer placement—shifting under- and over-utilized printers to where they would deliver the most bang for the buck. "I just assumed that it would come down to 'You have to buy x, y, and z.' But when we sat down to have the conversation, the HP MPS team said, 'No, you don't need to buy anything. Let's just move this device here and that one there, so you can get better value.'"

Pasadena USD previously had a variety of printer makes and models. Today it standardizes on four HP LaserJet models, mostly black-and-white, and has removed 250 to 300 legacy printers from its environment—some so old that Jamal can only speculate how much energy they were consuming.



HP LaserJet printers are networked with access controlled via Microsoft® Active Directory®. Pasadena USD also protects information through the physical placement of printers. For example, in the registrar's office where employees handle sensitive student information, users print only to devices in their area. Employees thus gain access to printers matching their job needs.

“Schools rave about the fact that HP supplies just magically appear. They don't have to take the initiative to call and make it happen.”

– Tendaji Jamal, Chief Technology Officer, Pasadena Unified School District

Service response time is clearly much improved and has accelerated from up to four days to within 24 hours with HP MPS—with simple and efficient repairs rather than the previous more costly printer replacement recommendations.

Toner “just magically” appears

End users also are delighted by toner replacement. Before, they had to request supplies replenishment, which was enough of a bother that they'd order extra and stockpile it. This approach tied up funds and space, and created stashes of useless toner for out-of-

commission printers. Now HP MPS technicians deliver supplies proactively based on alerts received from HP's remote monitoring process.

“Schools rave about the fact that toner just magically appears,” Jamal says. “They don't have to take the initiative to call and make it happen. And since they're not stockpiling anymore, it represents another cost savings.”

HP MPS supports digital future

The past year has seen transformative change at Pasadena USD including a new superintendent; new department chiefs; school construction; a classroom laptop initiative; and an overall strategy to move toward digital workflows. The HP MPS relationship supports all changes now and for the future. With field technicians no longer troubleshooting printer issues, cost savings have gone back into the general fund and helped fund additional technicians to support the student laptop rollout. As the district moves ahead with its digital-workflow initiatives, HP MPS can bring a wide range of resources to bear, from multifunction printers serving as digital on-ramps to electronic workflows, to mobility and document-management solutions.

Jamal no longer receives complaints about printers needing supplies or service; therefore his involvement with the print

infrastructure is more strategically focused on improvement and optimization instead of maintenance and repair. He finds himself aligned with HP who takes the initiative to think ahead on his behalf.

“We talked about how to improve efficiency even more based on the information in the MPS usage reports. We made some easy changes that better matched user needs, providing additional savings.”

– Tendaji Jamal, Chief Technology Officer, Pasadena Unified School District

Over the past year of transition in district leadership and technology, Jamal wanted to analyze HP MPS usage reports to identify possible greater efficiencies. With all the other changes in the district, he simply could not find the time. No problem – the HP MPS team did it for him. “We talked about how to improve efficiency even more based on the information in the MPS usage reports. We made some easy changes that better matched user needs, providing additional savings.” I said, ‘Wow, this is the exactly what I was looking to sit down and pinpoint.’ The fact that HP not only did it for me, but tracked me down to say, ‘Hey, look at this,’ was huge for me. That’s the kind of partner I want to work with.”

Learn more at
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Customer at a glance

Application

District-wide printing of primarily black-and-white office and classroom documents

Hardware

- HP LaserJet Printers

Services

- HP Managed Print Services through HP Partner SupplyMaster

Supplies

- HP Original supplies

¹ 800 printers – 250 printers = 550 printers remaining, a reduction of more than 30%

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4AA6-3869ENW, March 2016

