

Case study

Steuerberatungsbüro Naumann makes printing less taxing



Printing costs reduced with HP PageWide technology and Managed Print Services agreement

Industry

Tax consultancy

Objective

Cost-effective and stress-free printing

Approach

HP PageWide Enterprise printer and a service agreement with HP partner Ribbex as an alternative to existing laser printers

IT matters

- Rapid networking of printers with HP Universal Print Driver (UPD)

Business matters

- Printing costs reduced by 70 per cent
- Customers can enjoy long-lasting documents thanks to permanent, resilient printouts
- Clear reduction in energy costs and carbon footprint by using PageWide technology
- New HP Business PageWide printers do not emit fine dust, improving occupational health for employees
- A more pleasant working environment for employees with quieter printers
- Fewer printer administration tasks thanks to automatic supply of materials and a Managed Print Services agreement with HP partner Ribbex



“The HP PageWide Enterprise printer is very quiet and quick to startup, and the speed of printing is fantastic. The quality of the print is also very high. The best thing about it is that fine dust emissions in the office are a thing of the past – plus costs for supplies are down by a good 70 per cent compared to before.”

– Volker Naumann, general manager, Steuerberatungsbüro Naumann

NAUMANN >>>
Steuerberater

Permanent, resilient printouts with up to 50 per cent lower printing costs per page compared to colour laser printing

Tax consultancy firm Steuerberatungsbüro Naumann has slashed the long-term costs of its fleet of ten printers all thanks to the HP PageWide Enterprise printer and a Managed Print Services agreement with Ribbex. The HP partner takes care of printer maintenance and repairs, whilst also providing Steuerberatungsbüro Naumann with supplies under a framework agreement.



Challenge

Lower costs for supplies

Steuerberatungsbüro Naumann seeks to make success less taxing. The tax and business consultancy firm based in Erkrath, Germany, specialises in hairdressing businesses. Since it was founded, the company has worked together with its clients towards a successful outcome. Clients receive a monthly consultation, either in person or online, giving them an exact overview of where they are with their business, with Steuerberatungsbüro Naumann advising on ways to increase profit. In previous years, the tax consultancy firm has worked with around 25 startups in the hairdressing business and currently provides consultancy to around 80 hairdressing professionals.

General manager Volker Naumann places a great deal of value on a relaxed way of working within his own company. For him that means a professional and fully-functioning IT environment for the ten strong team and that includes the printers. “We want to have pleasant working conditions here, so we value the best working materials very highly. That’s why everyone has their own printer. Once they print something out, all they need to do is grab the document right next to them and carry on working,” says Naumann.

Although many of Steuerberatungsbüro Naumann’s documents and processes are electronic, there are still a lot of documents that have to be printed out, such as letters to clients and financial authorities, and most importantly monthly and annual account statements for clients. All in all, there are 10,000 pages printed out on average per month.

As well as a high print quality, Steuerberatungsbüro Naumann depends above all on low noise levels and print permanence, the latter essentially being a legal requirement since tax records must be retained for at least ten years. And the desire for quieter devices is a reasonable one given the contemporary, open office environment set within a marvellous mansion. What’s more, the printers needed to support duplex and colour printing, not least because Steuerberatungsbüro Naumann prints its blue logo, address and other details on its typed documents rather than using pre-printed letterheads.

In the past, colour laser printers would be used for this. “But then I read somewhere that PageWide printers can also now guarantee print permanence and are also significantly cheaper to run, something which sparked an interest and encouraged me to look into these printers in more detail,” explains Naumann. Then the penny dropped: HP printers were the clear choice. “Even the laser printers from HP were always something we could rely on. But my researchers further discovered that HP offered the most advanced PageWide technology on the market.”



Solution

HP PageWide Enterprise printers and a Managed Print Services agreement

A colleague at Steuerberatungsbüro Naumann got in touch with HP and was passed on the details of one of HP's partners Ribbex, an HP partner in Germany. The initial discussions with the print and output experts provided the general manager with the confidence that HP PageWide printers could be the ideal choice. To make the decision easier, Ribbex allowed the firm to test out the HP PageWide Enterprise printer over a couple of days.

"We printed out a variety of documents using the test printer to see if it could meet our requirements – and it did," says Naumann. "The printer is very quiet and doesn't disturb anyone in the office. It is quick to startup and, at up to 70 pages per minute, the print speed for general office documents is unbelievably fast. The print quality is very high and the printer is so small that it fits under the desk no problem. The best thing about it is that fine dust emissions in the office are a thing of the past – plus costs for supplies are down by a good 70 per cent compared to before." Lasting for up to 10,000 pages, ink cartridge costs have been halved against comparable laser printers.

Benefits

70 per cent lower costs for supplies and electricity

There are also energy savings of around 90 Euros per year to factor in; the HP PageWide Enterprise printer runs much more economically than a laser printer since there is no need to heat up the print rollers and therefore waste energy on stand-by.

"A plus point for us was that Ribbex offered not only the hardware, but the complete printing service package," Naumann continues. Previously, the company used a service provider for any necessary repairs and when it came to purchasing toner, they also searched around for the cheapest supplier.

"All of that was too costly in the long term. That's why we have now left it all to Ribbex. If we ever have a problem with a printer, Ribbex is just a phone call away and they will send one of their colleagues out to fix the problem. It works the same way for supplies. We have one point of contact, who supplies us with ink at an affordable price, receiving one invoice for it all – and it works perfectly. With Ribbex, we have found a partner we can depend on for our fleet of printers – one that allows us to work to our concept with complete peace of mind."

Customer solution at a glance

Hardware

- 10 x HP OfficeJet Enterprise Color X555dn printers
- HP Universal Print Driver (UPD)

HP services

- HP Partner Managed Print Services
- HP Planet Partner

Thanks to the framework agreement in place, ink cartridge prices have been fixed for two years. Ribbex also ensures that used cartridges are disposed of in an environmentally-friendly manner through the HP Planet Partner programme.

90 per cent lower costs for supplies storage

With HP PageWide Enterprise printers and collaboration with Ribbex, Steuerberatungsbüro Naumann has knocked another significant chunk of costs off its bill: storage costs. “We have reduced our stock of supplies by 90 per cent, equating to several thousands of Euros,” says the general manager.

Ribbex also installed the printers, swiftly networked them using the HP Universal Print Driver (UPD) and even configured the printers so they could print even more rapidly than standard for the tax experts.

“With HP PageWide Enterprise color printers, we are able to print out a lot more quickly, which makes working very efficient,” explains Naumann. What makes things even more efficient is the large, 500-sheet capacity paper trays and low output. “That means we can now easily print out 10 copies of a 30 to 40-page statement in one go without individual copies being mixed up with each other,” says Naumann. That wasn’t something we could do before, so employees had to send multiple print jobs one after the other. “Now I can print out large volumes of statements at the click of a single button. Then I can grab a coffee – and come back to find everything printed out perfectly,” says the delighted manager.

Learn more at
hp.com/go/businessprinters

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– Volker Naumann, general manager,
Steuerberatungsbüro Naumann



Ribbex GmbH

Ribbex GmbH is a family-owned company now in its second generation, based in Wesseling, Germany. The business was founded 40 years ago as a trading company for printer supplies. Besides selling supplies and hardware, the firm’s core business area is Managed Print Services. Unlike its competitors, Ribbex provides individual, tailor-made and customer-specific solutions. Ribbex is an HP Gold Partner and an HP Ink in the Office specialist in Germany. To help demonstrate the latest technologies to its customers on site, the company has a mobile, walk-on demonstration van.

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The HP products tested in this case study are HP OfficeJet Pro X and HP OfficeJet Enterprise X using HP PageWide technology. All references to the HP OfficeJet Pro X, HP OfficeJet Enterprise X and inkjet in this case study have been replaced by their current HP PageWide brand name: HP PageWide Pro, HP PageWide Enterprise and HP PageWide. The change of brand name does not affect the results of the case study.

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