



HP Managed Print Services

Topic of Influence: Sustainability

February 2019



Introduction

Organisations are looking for more than just somebody to take care of their office printing needs. They want a partner who can look at their environment and processes more holistically and support the onsite and offsite printing needs of all their departments, from legal and accounting to marketing and engineering. Essentially, companies are shifting from a product-based to an outcome-based approach.

The Topics of Influence series covers the significant factors driving the agenda. In this brochure, discover how HP is committed to providing the services, products, and solutions to help your organisation optimise resource use and recycling.

Other topics of influence include the following (for details, click the name to open the brochure for that topic):

- **Diversity.** Helping your organisation realise the benefits of diversity and inclusion as a business value.
- **Doing good in communities.** Discover how HP employees contribute to communities around the world to create a brighter future for all.
- **Financial strength.** Investing our healthy profits in high-quality, innovative products and solutions to improve your business.
- **Global.** Harnessing technology internationally and optimising its use to reduce operational costs.
- **Mobility.** Implementing a strategy that works for your organisation as it adjusts to changing processes around paper, devices, and the workplace.

- **Security.** Providing the latest security technologies and processes for the advanced management of devices, data, and documents.
- **Service and Delivery.** Ensuring quality, predictability, and reliability with a seamless transition.
- **Vision.** Continually reinventing our company and our technologies so that industries, communities, and individuals can keep creating what matters most to them.
- **Workflow.** Working collaboratively to drive process efficiencies in document capture and digitisation.
- **Workplace.** Transforming your organisation to deliver an efficient work environment for the future.

HP has the most flexible, comprehensive, and scalable offering in the industry. We can tailor our offering from the very basic to the most sophisticated services, depending on client interests. HP Managed Print Services (MPS) is a comprehensive suite of hardware, software, and services delivered in a consultative engagement. With global expertise, we leverage our experience and reach to provide scalable imaging and printing solutions.

Read how HP, as your global, innovative, and strategic partner, is ready to work with you to create solutions that meet your unique needs and help position you at the forefront of your industry.

8 OF THE
TOP 10 | **Pharmaceutical**
companies are HP MPS clients¹

8 OF THE
TOP 10 | **Banks**
are HP MPS clients¹

7 OF THE
TOP 10 | **Automotive
Manufacturers**
are HP MPS clients¹

6 OF THE
TOP 10 | **Technology Hardware
and Equipment**
companies are HP MPS clients¹

6 OF THE
TOP 10 | **Conglomerates**
are HP MPS clients¹

4 OF THE
TOP 10 | **Telecommunications
Services**
companies are HP MPS clients²

6 OF THE
TOP 10 | **Insurance**
companies are HP MPS clients¹

6 OF THE
TOP 10 | **Utilities**
are HP MPS clients²

¹ Claims based on Forbes 2018 – Global 2000 World's Leading Companies, published June 6, 2018; HP Internal Data.

² Claims based on Fortune 2018 – Global 500, published July 19, 2018; HP Internal Data.

Current situation

Analysis by the Ellen MacArthur Foundation and McKinsey suggests the economic opportunity to be gained from the circular economy could be worth \$1 trillion dollars globally.³

Did you know?

Since 2010, the energy consumption of the HP LaserJet portfolio decreased by 56% on average, and the HP Inkjet portfolio decreased by 20% on average.

Not long ago, “going green” was something many organisations did piecemeal, if at all. Today, environmental sustainability is increasingly recognised as an organisational imperative and a linchpin of long-term success. It’s now considered to drive innovation, create value, and even help differentiate.

It’s not hard to see why. Becoming more environmentally sustainable can help organisations save money, increase productivity, better manage risk, and fuel new opportunities. “Reports by MIT Sloan Management Review, Boston Consulting Group, and McKinsey & Company are revealing a trend of both investors and corporate executives realising that there is a direct link between successful corporate sustainability practices and improved long-term corporate financial performance.”⁴

Information technology (IT) is among the most powerful drivers helping organisations make the shift toward greater environmental sustainability. One way is through the adoption of more streamlined, energy-efficient, and yet more powerful PCs, monitors, servers, printers, and other devices. Saving energy saves money, and can also help reduce an organisation’s carbon footprint. But there’s an even bigger opportunity—by using technology to replace inefficient processes, you can help employees make more environmentally responsible choices.

Despite the growing trend toward more sustainable IT practices, one area is often overlooked: printing and document workflows. Printing is vital to workflow; it facilitates effective communications and brings ideas to life. Yet in many organisations, the imaging and printing fleet is a jumble of obsolete, redundant equipment and lacks an easy way to centrally monitor performance—let alone improve it.

It’s time to take action.



3 Quocirca, “Unlocking the Circular Economy in the Print Industry,” March 2017.

4 3BL Media, “Both Investors and Corporate Executives are Seeing Sustainability Benefits,” September 2016.

Challenges facing clients

Did you know?

Four out of five of the world's 250 largest organisations identify climate change and carbon as material issues and report on their carbon emissions.⁵

The print industry is already playing a leading role in the shift to the circular economy. Organisations that are not addressing their sustainability and environmental goals are falling behind. An unsustainable print environment can result in:

- High energy costs
- Negative brand impact
- Paper, toner, and ink waste
- An unconsolidated printer fleet
- Vulnerability to cyberattacks
- Lack of environmental awareness

Organisations that start now can address all of these challenges. An optimised imaging and printing environment delivers benefits across an organisation. Energy- and paper-saving technologies can help reduce environmental impact and costs. Improved management can increase reliability and boost productivity. And convenient recycling ensures that you can responsibly and securely dispose of unwanted hardware and supplies.

It's time to take action

Why now?

If you haven't yet been charged with helping to reduce the environmental impact of IT in your organisation, it's likely you will be soon. Increased energy costs and heightened environmental awareness—by both consumers and competitors—only add to the urgency.

Why care?

New products and services can substantially reduce the environmental impact of imaging and printing, while improving your organisation's bottom line.

Why IT?

By transforming imaging and printing to be more efficient and productive, IT can make a strategic contribution to meeting an organisation's sustainability and business goals.

Vision

Did you know?

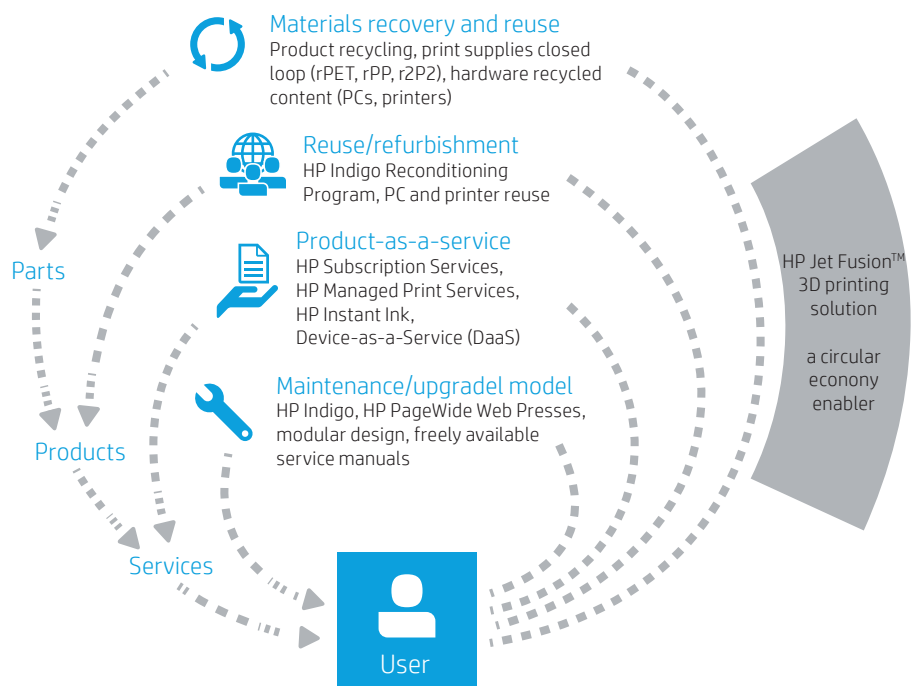
At HP, approximately 80% of the ink cartridges rolling off its production lines utilise closed-loop technology. This is achieved through the use of recycled plastic from HP cartridges and the upcycling of plastic from other types of post-consumer recycled plastic, such as plastic bottles and clothes hangers. 100% of the company's LaserJet toner cartridges feature some recycled content.

Based on HP data, the recycled plastic used in Original HP ink cartridges has a carbon footprint up to 33% smaller than the virgin plastic used in Original HP ink cartridges, consuming 54% less fossil fuels and using 75% less water during manufacturing.

In many industries worldwide, products are created using a traditional, linear model of “take, make, dispose.” HP recognises that this process is unsustainable, and is working to create an alternative model that offers significant opportunities for business, the environment, and society.

This innovative approach—the circular economy—is regenerative by intention, using designs that continually recover and reuse materials. It decouples growth from a reliance on increasingly scarce raw materials, benefiting the environment. Organisations can save money by gaining more value from raw materials, expand markets through product innovation, improve their reputation by enhancing environmental performance, and strengthen customer engagement and relationships through higher-value product as-a-service offerings (as opposed to only selling devices).

HP's circular economy strategy is already helping redefine how people work and live. With our resource-efficient product designs and new, transformative business models, we deliver efficient and effective performance, as well as services that fit the needs of clients and communities. Our adaptive IT solutions and service offerings inspire action and motivate others to make a difference, while also helping clients lower their costs and environmental impact. The graphic below illustrates four “loops” that contribute to “circularity,” with the inner loops being the most resource-effective.





HP MPS capabilities

“Organizations have the opportunity to reduce costs, increase productivity, increase security and compliance, and mitigate risks by developing, acquiring, or partnering for new competencies related to both print and digital document workflows.”⁶

HP is reinventing the way that products are designed, manufactured, used, and recovered as we shift our business model and operations toward a materials and energy-efficient circular economy. For many organisations, contracting a service provider to manage printing makes good business sense—and it can also help decrease the environmental impact of office printing.

From a business perspective, an MPS provider can help your organisation optimise its imaging and printing infrastructure, streamline print management, and improve workflow through document digitisation. From a sustainability perspective, MPS can help your organisation reduce energy consumption, decrease paper usage, and implement responsible—and cost saving—disposal and recycling options. It can also do much more. MPS is an example of HP’s emerging strategy around the circular economy—optimising resource use and recycling through its service-driven model.

Save energy, cut costs

- **Energy-saving technologies and products.** Reduce energy use with features that automatically shut off HP devices when not in use and instantly turn them on when you need them. Choose HP hardware products that are ENERGY STAR® certified to experience even more energy savings.
- **Multiuse devices.** Handle all printing, scanning, copying, and faxing needs from one device when you consolidate current hardware into fewer, more energy-efficient HP multifunction printers (MFPs).
- **Intuitive print management tools.** Enable IT managers to centrally schedule sleep and wake-up modes across an entire print fleet, reducing fleet-wide energy consumption.

⁶ IDC, “IDC PlanScape: Digital Transformation of Document Workflows - Leveraging Automation and Optimization for Competitive Advantage,” December 2015.

Clients rated HP #1 in MPS value⁷

Clients rated HP #1 in MPS for customer satisfaction⁷

HP is the most recommended MPS provider⁷

Clients rated HP #1 in MPS satisfaction for Account Team and Delivery Management⁷

Clients rated HP #1 in MPS expertise, ease-of-use, and support request resolution⁷

Cut paper waste, boost productivity

- **Digital transformation.** Capture, connect, and communicate documents digitally, improving workflow and reducing paper waste.
- **Automatic two-sided printing.** Print on both sides of a page to reduce paper waste by an estimated 25% or more.
- **User-authenticated printing.** Reduce unclaimed print jobs and misprints by 10% to 30% with pull- and PIN-printing solutions that enable users to claim jobs stored on networked printers.

Recycling made easy

- **Designed for the environment.** Choose products specifically designed to reduce environmental impact. HP's Design for Environment programme develops hardware and print cartridges to be easily recyclable.
- **HP Asset Recovery Services.** Make it easy to securely remove, reuse, and recycle old equipment—including non-HP products—using HP's recovery, trade-in, and donation services.
- **Standardised recycling policies.** Work with our experts to craft a specific recycling policy. HP's trusted programmes can ensure easy, responsible, and consistent recycling.
- **HP Planet Partners programme.**⁸ When you purchase Original HP supplies, you can be certain they are recycled responsibly. HP has long been an IT industry leader in product reuse and recycling, and we publish our recycling programme guidelines and results.

HP MPS provides global solutions and support, so that you and your employees can operate efficiently wherever business takes place. HP MPS facilitates implementing continuous and incremental improvements that enable your organisation to respond to changes quickly and effectively, and develop sustainable value-creation business models.

⁷ Data source ORC International, May 2017. Conducted 1172 interviews in AMS, EMEA, APJ across 12 dimensions of satisfaction.

⁸ Programme availability varies. Original HP cartridge return and recycling is currently available in more than 50 countries, territories, and regions in Asia, Europe, and North and South America through the HP Planet Partners programme. For more information, visit [hp.com/recycle](https://www.hp.com/recycle).

Case study: wolcraft

“With the economical, emissions-free HP PageWide Pro and HP PageWide Enterprise devices we can make printing more environmentally friendly and cost-effective.”

– Udo Binder, CIO/head of Information Technology, wolcraft

wolcraft GmbH, which manufactures and sells tools and power tool accessories, was one of the key players that helped to establish the DIY market in Germany. With over 450 employees in 16 countries and a 70% export share, wolcraft is an international organisation with a brand that stands for innovation, quality, and excellent customer service. The organisation had introduced a sustainability programme that integrated several measures, including energy-saving measures and offsets to its carbon footprint with high recycling rates, short transportation distances, and optimised machine use.



Problem

- Optimise its printer fleet and reduce power consumption, emissions and consumables costs by introducing a new concept with efficient printer and copier systems.
- Find a solution with a purely click-based invoicing system, consumption-based billing model, and the latest generation of printers and multifunction devices.

HP solution

- Replaced the existing fleet with new HP PageWide devices to give the organisation an opportunity to reassess its infrastructure and internal workflows, and determine where multifunction devices would be a more sensible option.
- Implemented a PIN printing system where the devices are used by multiple employees, or in public or generally accessible areas, to ensure that confidential documents never end up in the wrong hands.

Results

- Cost savings achieved by reducing the total number of devices by 30 percent.
- Cost savings achieved through the targeted installation of multifunction devices.
- Cost savings achieved by moving to solely HP PageWide Pro devices.
- New PIN authentication system for secure printing on multifunction devices.
- Emissions-free, energy-saving printing with HP PageWide technology.

Did you know?

HP PageWide technology prints with professional quality at faster speeds while using less energy than ever before and reducing the carbon footprint of printing. At the core of this technology is the page-width printhead, which remains stationary while printing and lays down all four colours in one pass. The simplicity of this process improves efficiency and reliability compared to the mechanical complexity of standard inkjet and laser printing technologies.

According to a third-party analysis, business printers using HP PageWide Technology use at least 98% less energy and generate up to 95% less supplies and packaging waste than comparable laser printers,⁹ and can reduce the carbon footprint of printing by up to 52%.

⁹ Energy claim and packaging waste claim based on testing comparisons of major competitors in default modes by Buyers Lab Inc., May 2016.

¹⁰ Based on internal life cycle assessment vs. HP LaserJet printers, May 2016.



Why HP?

Sustainability is central to HP's vision to create technology that makes life better for everyone, everywhere. HP takes a holistic approach to managing the latest printing and imaging tools, technologies, infrastructure, and processes that support your workplace to improve productivity, simplify management, and reduce costs for your entire end-user environment. This allows you to benefit from:

- **Complete solutions.** With end-to-end solutions and services, HP can work with you to identify and address your specific needs today and into the future. HP offers clients the unique blend of Print and PCs to enable an integrated mobility transformation strategy.
- **Expertise.** HP has more than 25 years of experience with imaging and printing in enterprise-sized environments; we maintain market leadership in the majority of PC segments and we make mobility seamless.
- **Global reach.** With IT professionals in 170 countries, HP has the resources to address your organisation's needs around the world.
- **Leadership.** HP is a global leader in imaging and printing and the #1 provider of commercial PCs worldwide, coupled with a strong commitment to environmental sustainability.



The background of the page is a close-up photograph of large, vibrant green leaves. The leaves are layered, with some in sharp focus and others blurred in the background, creating a sense of depth. The lighting is natural, highlighting the veins and textures of the foliage.

Our commitment

At HP, we believe in reinvention. Sustainability is a powerful force for innovation. It drives progress toward our business priorities, from designing and delivering our core products and services, to developing new business models and solutions that generate growth. Our commitment to you is that we will act as a partner without compromise and our actions will always be guided first by what is right for your business, a long-term relationship, and our mutual success.

KeyPoint

Intelligence awards¹¹



HP serves

6,600
enterprise
clients

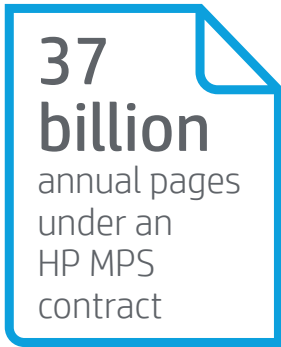


TSIA Star Award¹²



37
billion

annual pages
under an
HP MPS
contract

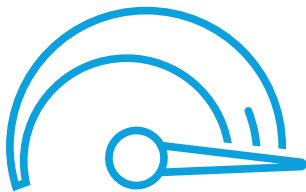


HP remains an **MPS**
leader - Quocirca¹³

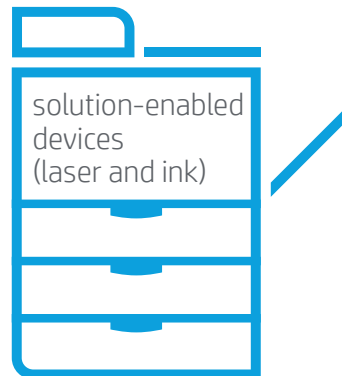


#1

Net Promoter Score
in MPS for customer
satisfaction¹⁴



HP manages **1 million**



HP is an
MPS market
leader - IDC¹⁵



¹¹ HP has received awards in the healthcare, education, retail, financial services, security and mobility categories, as well as numerous product awards.

¹² HP won the TSIA Star Award in two categories for 2017—Innovation in Enabling Customer Outcomes and Professional Services and Innovation in a Managed XaaS Solution. Learn more at hp.com/go/analystscorner.

¹³ Quocirca, Managed Print Services Landscape, 2018; October 2018.

¹⁴ Data source ORC International, May 2017. Conducted 1172 interviews in AMS, EMEA, APJ across 12 dimensions of satisfaction.

¹⁵ "IDC MarketScape: Contractual Print and Document Services Hardcopy Vendor Assessment" (#US44387318), December 2018.

