

Case study

SBB enthusiastic about the power of PageWide printing



SBB Accountants & Advisors increases information quality for its clients with 32 HP PageWide Pro printers

Industry

SME

Objective

Replace current printers with printers that are easy to manage within the network, easy to maintain and which satisfy the growing demand for colour

Approach

The market was reviewed against the list of requirements. To find a printer which is quick to commission, requires little maintenance and can be controlled remotely

IT matters

- Integration with Citrix and the existing network
- Easier operation and maintenance
- Better cost control

Business matters

- Better document print quality for internal and client use, without increased cost
- Ensure that the high quality of service and advice is reflected in the print quality



“Our most important advantage? Better quality, relatively low print costs, centralised control, impressive technology and enthusiastic and satisfied users.”

– Tom Andries, SBB Helpdesk & ICT

SBB invests in HP PageWide Pro printers to satisfy growing demand for colour

SBB, an accountants and consultancy firm with 28 offices in Belgium, wanted to further professionalise its printing. Their requirements? Good integration with Citrix and their own network, the lowest possible investment, no expensive consumables, simple maintenance and remote control. Tom Andries and his team selected HP PageWide Pro printers.



Challenge

More colour

SBB is an experienced accountants and consulting firm, with 28 offices spread across the Belgian province of Flanders. The business employs approximately 400 people, including accountants, tax consultants, environmental consultants and legal advisors. It offers entrepreneurs in all sectors a complete service in the areas of bookkeeping, accountancy, taxation and environmental regulation - in every phase of business activity, from start-up to termination.

SBB targets a large number of markets. The focus is on start-ups, SME and self-employed persons, the professions, agriculture, horticulture and not-for-profits and associations. SBB is a member of the TIAG international accountancy group, which enables it to offer excellent accountancy services abroad. Today more than 20,000 start-ups, managers, directors and professionals depend on the personal service of SBB.

SBB's points of difference are its in-depth knowledge of the various business sectors, and strong ICT support. Tom Andries is responsible for the Helpdesk and ICT. "Both the board, at the head office in Leuven, and our office employees work in a Citrix environment on thin clients. Scattered around we had a stand-alone A3 colour printer, a number of laser printers and - for the construction market - an A1 plotter. These individual printers always gave us trouble.

"They had to be regularly calibrated and aligned. People found changing the cartridges an annoying chore. The demand for high-quality advice is increasing and with it the demand for reports in colour. Environmental and construction advice often includes illustrations, which work better in colour. We now print approximately 25,000 pages per day - and 2,000 per month in colour. It's a small number of colour prints, but it will certainly increase. At the same time, we don't want our print costs to increase too much."

Solution

Future-proof

In its search for an answer to the growing demand for colour, SBB looked for a future-proof solution. "We drew up a simple list of our requirements. Good integration with Citrix and the network, the lowest possible investment, no expensive consumables, simple maintenance and remote control. Other aspects, such as speed or ability to fax, were less important to us," comments Andries.

In Autumn 2014 Andries and his team met with four or five suppliers. "One day a colleague of mine got a phone call from Van Roey, a hardware supplier in Turnhout. They let us see an HP PageWide Pro printers in their showroom. I'm not easily impressed, but we were seriously surprised by this new technology. It was clean and fast. The print quality was great and its printing speed was higher than we needed."

Customer solution at a glance

Hardware

- HP OfficeJet Pro X476dw multifunction inkjet printers x32



“The printer also had additional modules which, in retrospect, proved to be particularly useful. We don’t use fax, but the scanner is super-easy to use when digitising analogue documents. Van Roey checked whether connection to Citrix would produce any difficulties and guaranteed problem-free operation. The fact that we also got a commercially attractive offer gave us just the right ammunition to persuade management.”

Benefits

Enthusiastic users

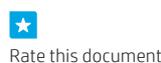
The first printers were installed at the start of this year, in the head office in Leuven. “This led to another discovery: wireless printing. I hate long cables over which people can trip. And our employees prefer not to have printers on their desks. Wireless printing allowed us to install the machines at the most convenient places, an unexpected bonus. Van Roey delivered the machines to our offices and handled the straightforward installation. Thanks to the control software we have a good overview of the number of prints.”

“Computerised orders for original HP Inkjet cartridges are automatically sent to Van Roey. Our partner ensures that our people are never caught short.”

According to Andries, document print quality has shown marked improvement since the arrival of the HP PageWide printers. “We don’t intend to print more, in fact we want to print less, but we see the number of prints increasing as the business grows. We’ve only had the printers for three months, but I expect that colour will now grow faster than monochrome. I don’t expect maintenance problems, as the printer has a stationary head. We haven’t had any so far. Our main benefits are better quality, relatively low print costs, centralised control, impressive technology and enthusiastic and satisfied users.”

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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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