

## Case study

# PCM simplifies SMB printing with HP Print At Your Service



HP Print At Your Service delivers hassle-free printing with predictable costs and supplies auto-delivery

**Industry**  
IT Services

**Objective**  
Encourage customers with pain points in printing to migrate to proactive services and supplies

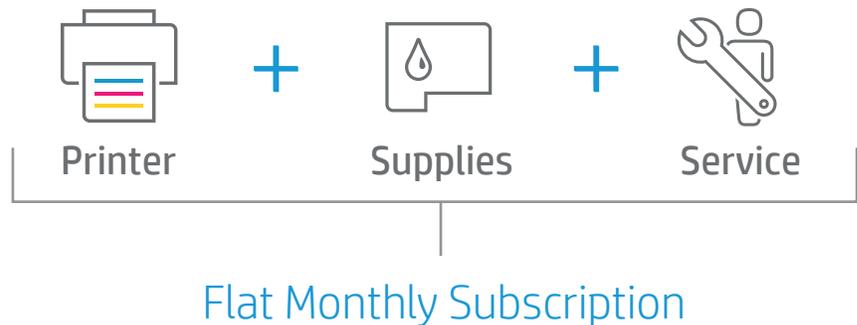
**Approach**  
Offer small business customers the simple and cost-effective HP Print At Your Service solution, removing the hassle from printing

- IT matters**
- Automated supplies management eliminates frustration of ink and toner depletion
  - HP PageWide technology helps improve color printing cost for small offices
  - HP Care Pack services provide next-business-day repair

- Customer business matters**
- HP Print At Your Service helps solve print service and supplies challenges
  - Up to 50%<sup>1</sup> savings on ink and toner
  - Printer downtime and supplies waste are eliminated
  - HP Print At Your Service agreements keep customers printing with low monthly payments
  - Affordable color printing with HP PageWide printers

- Partner business matters**
- Customers transition from single transactions to contractual business
  - Streamlined processing completes HP Print At Your Service contracts in half the time
  - Partner expands customer relationship to serve as printing consultant and advisor
  - Business growth potential with contractual business

## HP Print At Your Service



**“HP is our number one business partner. The HP Print At Your Service program offers innovative solutions, best-in-class support, flexibility, and customer convenience. It’s easy to see why HP leads the way.”**

—Adam Shaffer, EVP Marketing, PCM

### HP Print At Your Service managed by PCM provides convenient, affordable print solution

PCM is a long-time HP Platinum Partner selling the entire portfolio of HP products and solutions. HP Print At Your Service, a proactive solution for small office printing, is provided by PCM to meet the growing need for ease and convenience of print in a contractual agreement. One low monthly fee covers all print hardware, up to 50% savings on Original HP supplies, and service, keeping printers working smoothly and reducing downtime through automated supplies delivery and next business day onsite service.



“No one stores toner in a desk anymore. With PAYS, when toner gets low, a new one will arrive.”

– Bryan Turk, IT Manager, Dalton Carpet One, Athens, Georgia

## HP Print At Your Service customers



Hotels



Realtors



Manufacturers



Home improvement retailer



Sporting goods company



Electricity supplier

## Challenge

### Moving from transactional to contractual

PCM is a leading IT provider of technology solutions to small, medium, enterprise and public-sector organizations. These solutions include hardware, software, services, and consulting which it offers throughout the US, Canada, Europe, and beyond.

PCM has noticed an increasing demand for ‘everything-as-a-service’ for products and services from PCs to print. The company wanted to meet the demands of its customers for worry-free printing.

“The way customers do business is changing. They’re more spread out and there are more remote workers and home workers. With strained internal resources, the focus is more on outsourcing some IT services,” explains Adam Shaffer, EVP Marketing, PCM.

As a trusted HP Platinum Partner, PCM is one of the industry leaders in offering the new HP Print At Your Service approach for smaller office environments.

“HP Print At Your Service is ideal because users enroll in the service for a number of years—typically two to five—and then they just leave managing printers and supplies to us. The service delivery becomes recurring contractual business, which is very similar to other IT current offerings like computer software,” adds Shaffer. “It’s also a huge advantage for us because it includes the attachment of supplies and HP Care Pack services—a benefit for customers and our business.”

## Solution

### A simple, affordable print solution

HP Print At Your Service is a flexible, monthly contract for SMB customers with a small number of printers, or for enterprise customers with many locations such as smaller home offices, branch offices, and remote locations.

Because HP Print At Your Service offers both predictable and affordable monthly costs, customers can consider adding PageWide color printers or A3 printers to their existing environment.

“We all have plenty of things to do in day, so if managing toner can be automated with PAYS and it works well, we want to do it.”

– Bryan Turk, IT Manager, Dalton Carpet One, Athens, Georgia

## Benefits

### Automated, transparent and profitable

From a customer perspective, the benefits are clear: a single, low-cost payment for all their print requirements, as well as HP Care Pack services and automated supplies replenishment. That means no downtime waiting for ink and toner to arrive, no cabinets filled with supplies, and next business day onsite repair. For partners, it is a clear path to ongoing, recurring business as opposed to single transactions.

“We’ve designed an HP Print At Your Service catalog that outlines each model, each page plan and how much customers can save in a single PDF that makes it easy to explain and consume,” says Shaffer. “You don’t really need much information in the sales process because the program is so simple. HP has also been awesome in providing collateral, sales kits, presentations and training.”

PCM has already signed up hotels, realtors, manufacturers, a home improvement retailer, a sporting goods company, and an electricity supplier among others. According to Bryan Turk, the IT Manager at Dalton Carpet One, “Now, the toner is more cost efficient and we have print experts helping us choose the right printers. I know we’re saving money doing it this way.”

“We lead with convenience, we lead with supplies automation, we lead with fixed monthly rate and next business day onsite repair,” concludes Shaffer. “HP is our number one business partner. The HP Print At Your Service program offers innovative solutions, best-in-class support, flexibility, and customer convenience. It’s easy to see why HP leads the way.”

Learn more at [hp.com/go/pays](http://hp.com/go/pays)

<sup>1</sup> Savings based on a 12-month service contract for HP Print At Your Service frequent printing plans and printing all, or more than, the number of pages included in the frequent plan. Based on 60/40 monochrome/color pages with area coverage similar to ISO/IEC 19752/24712 test pages.

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