HP customer case study: Hellenic Petroleum SA deploys HP Multifunction Print devices in a drive to reduce Total Cost of Ownership (TCO), introduce confidential printing and lower paper wastage

Industry: Petrochemical

HP Multifunction Printers reduce Total Cost of Ownership by 30 per cent for major Greek oil refiner

"Total Cost of Ownership (TCO) assessments conducted before and after deployment of the HP MFP solution clearly indicated a fall of 30 per cent. Staff really do appreciate the devices' functionality and reliability, and the roaming capability of the pull-printing solution. I am convinced that productivity and efficiency have also increased significantly." Christos Katharios, head of IT, Hellenic Petroleum SA, Aspropyrgos Refinery, Greece

Objective:

Hellenic Petroleum, Greece's largest oil refiner, wanted to consolidate the multi-vendor print fleet at its Aspropyrgos refinery to lower Total Cost of Ownership (TCO) and introduce a confidential printing capability.

Approach:

- HP invited Hellenic Petroleum to a demonstration of its latest technologies.
- Implemented the HP Multifunction Printer (MFP) with Edgeline technology and FollowMe® pull-printing software solutions.

IT improvements:

- A reliable, high-performance imaging and printing environment generates high-quality documentation.
- FollowMe® pull-printing software provides confidential printing.
- HP Edgeline Technology affords fast printing and handles high workloads.
- The solution provides a scanning and electronic storage capability.

Business benefits:

- Consolidating the fleet by 97 per cent has generated improved workflows creating a more efficient and productive work environment.
- Maintenance and service costs are under control and TCO has fallen by 30 per cent.
- The confidential printing capability ensures that only authorised users view sensitive documents.
- A 25 per cent reduction in paper wastage aids the company's environmental credentials.

Hellenic Petroleum SA, Greece's largest oil refiner, owns and operates three refineries in Thessaloniki, Elefsina and Aspropyrgos, with nominal annual refining capacities of 7.5 million, 5 million and 3.4 million tonnes of crude oil respectively. When combined, these figures represent 73 per cent of the county's total refining capacity. Other activities include petrochemical production, power generation, shipping and pipeline transportation, and oil and gas exploration.

Multi-vendor fleet generates high cost-per-page

As business developed, Hellenic Petroleum constantly procured print and copy devices in an unplanned manner to satisfy the Aspropyrgos refinery's requirements. This approach created a multi-vendor fleet comprising 450 personal printers and copiers

Customer solution at a glance

Primary hardware

- Printing, copying, scanning and faxing

Primary hardware

- 1 x HP CM8050 Color MFP device with Edgeline Technology
- 10 x HP LaserJet M5035x MFP devices
- 1 x HP LaserJet CM4730f MFP device

Primary software

- Ringdale FollowMe® pull-printing

using laser and ink based technologies. Consequently, the company employed several suppliers to maintain its devices, experienced a high cost-per-page and found fleet management difficult. Hellenic Petroleum typically prints between 30,000 and 40,000 pages per month in their Aspropyrgos refinery IT facility where the solution has been implemented.

"We needed to address maintenance and consumable costs, an inability to scan and store documents electronically and the issue of confidential printing. We do not want anybody picking up private or sensitive documents," explains Christos Katharios, head of IT, Aspropyrgos Refinery, Hellenic Petroleum SA. "Moreover, in our industrial setting, it is important to deal with sensitive environmental matters such as power consumption and wastage."

HP MFPs and FollowMe® pull-printing solutions

After the company raised its concerns with several organisations, HP proactively invited Hellenic Petroleum to Frankfurt to a demonstration of its latest equipment and software. In conjunction with local partners, Active Computer Systems SA and e-Options, HP proposed multifunctional devices (MFPs) and 'pull-print' solutions.

"The demonstration clearly established that the HP solutions were cost-effective. We were especially impressed with the 'pull-print' software and decided to purchase HP MFPs," comments Katharios.

The HP MFP solution comprises ten HP LaserJet M5035x MFP devices for monochrome printing, an HP LaserJet CM4730f MFP device and an HP CM8050 Color MFP device with Edgeline Technology. Enabled with Ringdale's FollowMe® pull-printing software, a roaming, secure printing and accounting solution, each unit is positioned at strategic locations throughout the refinery.

TCO and paper usage falls dramatically

After consolidating its fleet by 97 per cent with HP MFPs, Hellenic Petroleum has seen print quality and device reliability improve significantly, Total Cost of Ownership (TCO) fall by 30 per cent and workflows and efficiency have been enhanced.

HP Edgeline Technology, an ink-based printing engine designed for high workloads, provides a fast printing capability whilst the FollowMe® software allows users to access their documents safely at a chosen device and provides helpful usage and cost reports. The MFPs quickly scan paperwork to aid electronic storage.

"HP MFPs are also contributing to our energy-saving and wastage reduction programme; we are using 25 per cent less paper. I am sure this technology will make a valuable contribution when we shortly relocate our headquarters to larger premises," concludes Katharios

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